

Cybersecurity Training Organization Bolsters its Subject Matter Expertise in Healthcare with HIMSS TV

Introduction

This case study of a small business professional services company is based on a June 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select HIMSS:

- Their top purchasing drivers for partnering with HIMSS were:
 - Brand and/or product awareness
 - Thought leadership / Industry education
 - The ability to target growth accounts / opportunities
- The following were key criteria in their selection to partner with HIMSS:
 - Reach of new customers & markets
 - Market, subject matter, and data expertise
 - Access to an audience including key industry prospects

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Professional Services

Use Case

The type(s) of campaigns executed in their go-to-market strategy with HIMSS by the surveyed company included:

- HIMSS TV
- Lead Generation: Content Syndication
- Lead Generation: Webinar(s)

Results

The surveyed company achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
 - Bolstered our subject matter expertise on overall market and/or targeted segments that can be leveraged for planning and/or growth opportunities
 - Seen growth of qualified leads in our database