

# Small Business Healthcare Company Leverages Digital Tactics and Events to Increase Traffic, Engagement and Awareness

## Introduction

This case study of a small business healthcare 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.



“We worked with the HIMSS team on the Accelerate Health series and they were flexible, professional, and extremely helpful.”

## 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
  - Driving qualified traffic to a digital destination
  - The ability to target growth accounts / opportunities
  - Generating qualified leads
  - Strengthening connections with key decision makers and targeted influencers
  - Increasing engagement with current customers
- The following were key criteria in their selection to partner with HIMSS:
  - Exceptional reach to target audiences
  - Reach of new customers & markets
  - Access to 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:  
**Healthcare**

## Use Case

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

- Digital Display Banners
- HIMSS TV
- Events

## Results

The surveyed company achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
  - Increased brand and/or product awareness
  - Increased digital engagement i.e., video views, page views, etc.
  - Increased traffic to website