

# Small Business Health IT Company Solves Marketing Challenges with Lead Generation and Events

## 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.

## 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
  - Generating qualified leads
  - 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
  - Alignment with trusted brands and segment leadership

### 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:**

- Lead Generation: Content Syndication
- Lead Generation: Webinar(s)
- Events

## Results

**The surveyed company achieved the following results with HIMSS:**

- Since working with HIMSS, their organization has:
  - Increased brand and/or product awareness
  - Seen growth of qualified leads in our database
  - Created personal connections with key individuals and decision makers