

# HIMSS Lead Programs Grow Top-of-Funnel Leads, Increase Opportunity Pipeline by \$1MM and Increase Close of Business

## Introduction

This case study of a Global 500 healthcare company is based on a June 2022 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Professional, collaborative, and encouraging. I’m excited to continue with our journey with HIMSS as our partners.”

## Challenges

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

- The challenges they face (or would have faced) conducting their own LEAD GENERATION campaign(s):
  - Inability to generate qualified leads
- The top reasons that contributed to them partnering with HIMSS for LEAD GENERATION:
  - Ability to target growth accounts/opportunities
  - Increasing engagement with current customers
  - Thought leadership / industry education

## Use Case

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

- When choosing HIMSS as their marketing partner for LEAD GENERATION, the following were their key selection criteria:
  - Exceptional reach to target audience
  - Alignment with trusted brands and segment leadership
  - Access to audience including key industry prospects
- The type of LEAD GENERATION campaign(s) they executed with HIMSS:
  - Account Based Marketing (ABM)
  - Content syndication
  - Event

## Results

The surveyed company achieved the following results with HIMSS:

- The ROI their organization realized from working with HIMSS on their LEAD GENERATION program:
  - Increased Opportunity Pipeline by \$1MM+
  - Growth of qualified top-of-funnel leads
  - Increased close of business and sales lift

### 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:  
**Global 500**

Industry:  
**Healthcare**