

Roche Participates in HIMSS21 Global Conference Digital Resulting in Sales Lift Among Other ROI Measurements

Introduction

This case study of Roche Holding Ltd is based on an October 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service.



“HIMSS is the leader in healthcare information and technology industry events. If you are not participating in one or more of their events per year, you are missing a big opportunity.”

Challenges

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

- The top purchasing drivers for sponsoring a HIMSS event:
 - Networking with key individuals and decision makers
 - Brand awareness
 - Thought Leadership
 - Industry Education

Company Profile

Company:
Roche Holding Ltd

Company Size:
Global 500

Industry:
Pharmaceuticals

Use Case

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

- HIMSS21 Global Conference Digital

Reasons they invested in a HIMSS event sponsorship:

- Quality of speakers
- Networking opportunities
- Speaking opportunities
- Event content programming

Results

The surveyed company achieved the following results with HIMSS:

- The types of benefits their organization realized from their event:
 - Generation of qualified leads
 - Close of business and sales lift
 - Increased brand and/or product awareness
 - Personal connections with key individuals and decision makers