

# NRC Health Leverages HIMSS Events to Generate Qualified Leads and Close Business

## Introduction

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



“Digital Events provide easier access than in-person events, you’re getting people that may not want to travel.”

## Challenges

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

- The top purchasing drivers for sponsoring a HIMSS event:
  - Generating qualified sales leads
  - Thought Leadership

## Use Case

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

- Patient Experience
- Pre-conference or specialty forum
- In-person Global Health Conference & Exhibition

Reasons they invested in a HIMSS event sponsorship:

- Speaking opportunities
- Return on investment

## 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

### Company Profile

Company:  
**National Research Corporation**

Company Size:  
**Medium Enterprise**

Industry:  
**Professional Services**