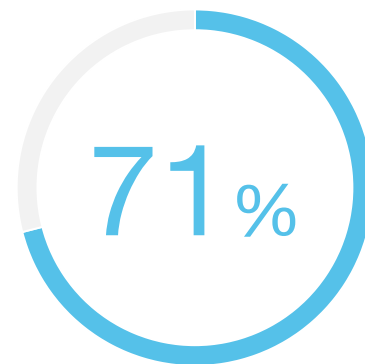


## HIMSS Campaigns are Highly Effective for Brand and Product Awareness

71% of surveyed organizations whose purchasing driver was brand and/or product awareness said since working with HIMSS, their organization has increased brand and/or product awareness.



Source: TechValidate survey of 38 users of HIMSS

✓ Validated

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TechValidate  
by SurveyMonkey