

CASE STUDY

Co-Branded Lead Generation for Leading Health Care Software Company

The American Hospital Association helped a leading health care software company generate more than 70 marketing qualified leads and 100-plus e-book downloads through an integrated marketing campaign developed to illustrate how to overcome obstacles in incident reporting.

Through an integrated lead generation and nurturing process, the campaign was successful in attracting new prospects to the organization, as well as nurturing existing prospects in order to close business.

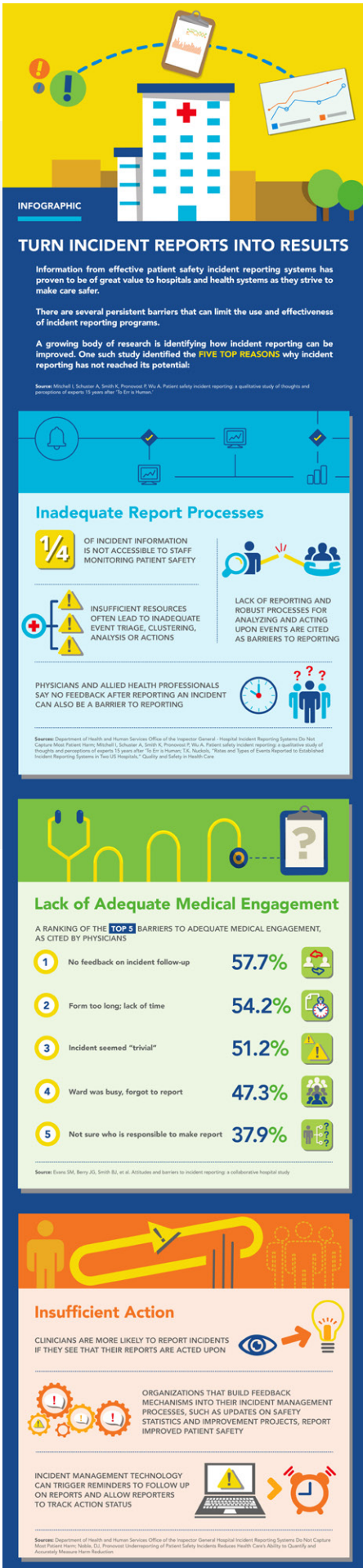
CHALLENGE

The topic of incident reporting in health care can be complex and difficult to convey in a traditional marketing campaign. A leading health care software company that delivers a valuable solution to the challenge created an engaging e-book on the topic in order to build awareness and generate interest in its offering. This client wanted to reach new prospects with this content, increase engagement for existing prospects, and nurture a minimum of 70 leads to a “marketing engaged” status.

CAMPAIGN

The AHA partnered with the client to develop and execute a targeted marketing campaign over a period of three months.

This campaign targeted health care professionals in hospitals and health systems that were selected from AHA’s high-quality database of health care executives and professionals — built from multiple sources across the American Hospital Association. Targeted titles included Chief Medical Officer, Compliance, CFO & Finance, CHRO & HR, CMIO, Legal, CNO, Nurse Information, COO & Ops, Quality and Risk.



INFOGRAPHIC

TURN INCIDENT REPORTS INTO RESULTS

Information from effective patient safety incident reporting systems has proven to be of great value to hospitals and health systems as they strive to make care safer.

There are several persistent barriers that can limit the use and effectiveness of incident reporting programs.

A growing body of research is identifying how incident reporting can be improved. One such study identified the **FIVE TOP REASONS** why incident reporting has not reached its potential:

Sources: Mitchell, I, Stewart, A, Smith, K, Pomeroy, E, Wu, A. Patient safety incident reporting: a qualitative study of thoughts and perceptions of reports 15 years after “to err is human”.

Inadequate Report Processes

1/4 OF INCIDENT INFORMATION IS NOT ACCESSIBLE TO STAFF MONITORING PATIENT SAFETY

- INSUFFICIENT RESOURCES OFTEN LEAD TO INADEQUATE EVENT TRIAGE, CLUSTERING, ANALYSIS OR ACTIONS
- LACK OF REPORTING AND ROBUST PROCESSES FOR ANALYZING AND ACTING UPON EVENTS ARE CITED AS BARRIERS TO REPORTING

PHYSICIANS AND ALLIED HEALTH PROFESSIONALS SAY NO FEEDBACK AFTER REPORTING AN INCIDENT CAN ALSO BE A BARRIER TO REPORTING

Sources: Department of Health and Human Services Office of the Inspector General. Hospital Incident Reporting Systems Do Not Capture Most Patient Events. Mitchell, Catherine A, Smith, K, Pomeroy, E, Wu, A. Patient safety incident reporting: a qualitative study of thoughts and perceptions of reports 15 years after “to err is human.” 2016. Available at: <https://www.oig.hhs.gov/oea/reports/16-014>. “Quality and Safety in Health Care.”

Lack of Adequate Medical Engagement

A RANKING OF THE **TOP 5** BARRIERS TO ADEQUATE MEDICAL ENGAGEMENT, AS CITED BY PHYSICIANS

1	No feedback on incident follow-up	57.7%
2	Form too long; lack of time	54.2%
3	Incident seemed “trivial”	51.2%
4	Ward was busy; forgot to report	47.3%
5	Not sure who is responsible to make report	37.9%

Sources: Evans SM, Berry JJ, Smith BJ, et al. Attitudes and barriers to incident reporting: a collaborative hospital study.

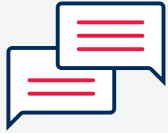
Insufficient Action

CLINICIANS ARE MORE LIKELY TO REPORT INCIDENTS IF THEY SEE THAT THEIR REPORTS ARE ACTED UPON

ORGANIZATIONS THAT BUILD FEEDBACK MECHANISMS INTO THEIR INCIDENT MANAGEMENT PROCESSES, SUCH AS UPDATES ON SAFETY STATISTICS AND IMPROVEMENT PROJECTS, REPORT IMPROVED PATIENT SAFETY

INCIDENT MANAGEMENT TECHNOLOGY CAN TRIGGER REMINDERS TO FOLLOW UP ON REPORTS AND ALLOW REPORTERS TO TRACK ACTION STATUS

Sources: Department of Health and Human Services Office of the Inspector General. Hospital Incident Reporting Systems Do Not Capture Most Patient Events. Nadeau, CJ. Process Understanding of Patient Safety Incidents Reduces Health Care’s Ability to Quantify and Accurately Measure Harm Reduction.



“We were delighted to work with the American Hospital Association on this e-book promotion.

The level of prospects who engaged with this content and were exposed to our brand is truly impressive, including many executives (CMOs, CFOs, CNOs, VPs) and directors. One of our clients who downloaded the e-book purchased an additional module last year and several other prospects who engaged with the content are close to signing deals. The e-book continues to deliver new leads for us 6 months after we launched it, and it’s a great resource for our sales team.”

- Director, Product Marketing

Using the e-book content as the key asset, the AHA deployed a range of marketing tactics to generate and build interest:



- E-promotions
- Infographic
- E-book

The AHA launched the campaign by developing an engaging infographic that highlighted key data points from the e-book. This infographic was available for download on a landing page that also offered a download of the full e-book to those who provided their contact information in a form.

Over the following weeks, the target list then received a series of e-promotions highlighting various aspects of the infographic in order to drive additional e-book downloads.

In addition, the e-book was promoted on a web page which an average of 115,000 hospital and health system executives viewed each month.

RESULTS

More than 180 copies of the e-book on incident reporting were downloaded as a result of this campaign. The client saw a significant uptick in marketing qualified leads, 60 percent of which were new prospects.

101

existing prospects downloaded the e-book

5X ABOVE GOAL

38

of those prospects pursued additional information

70+

marketing engaged leads delivered



READY TO LAUNCH YOUR CAMPAIGN?

Contact Carl Aiello at caiello@aha.org.

