

CASE STUDY

Co-Branded Lead Generation for Equipment Financing Organization

When a highly regarded equipment leasing and financing firm wanted to build awareness of how it could help hospitals with their technology funding needs, it turned to the American Hospital Association to create an integrated, credible and highly effective campaign.

The multi-channel initiative, built on a foundation of thought leadership and executed via a range of engaging tactics, exceeded all expectations, generating **more than twice** the number of “marketing engaged” leads expected.

CHALLENGE

In order to generate interest and engagement, the equipment leasing and financing firm needed to establish itself as an authority in the minds of its prospects. To achieve this objective, the American Hospital Association conducted a **joint survey** with its client on the current state of technology funding and priorities at U.S. hospitals. The survey's results and insights derived from it were then turned into an engaging report that could be leveraged in multiple ways.

THE GOAL: to use this content to create new contacts, and to nurture existing prospects so that at least 125 leads would reach “marketing engaged” status.

CAMPAIGN

Over a period of two months, the AHA worked with the client to identify its best targets, develop key messages, and execute a multi-channel engagement campaign to fuel the pipeline.

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 information officer, chief financial officer, chief nursing officer, facilities vice presidents, finance directors, VPs, management and other finance titles.



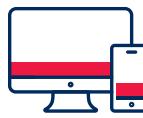
"The American Hospital Association truly acted as an extension of our marketing department with this campaign."

Much consideration was put into the target audience, content/message, lead generation, and reports. Using one key asset, the AHA designed different forms of content that could appeal to the different members of our target audience. All of this was extremely valuable to us for brand building, and their scoring method with opens and clicks provided us with over 250 qualified leads.

The campaign exceeded our expectations. With the number of qualified leads we received, we had new discussions around how we are leveraging the campaigns, what we are doing with the leads, and the best way for our salespeople to follow up."

**- Assistant Vice President,
Marketing**

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



- E-promotions
- Infographic
- White paper report

The AHA launched the campaign by developing an informative white paper report that highlighted key data from our joint survey. This white paper was promoted and available through e-promotions to two separate streams of prospects: new and existing.

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

In addition, the AHA helped the client position itself as a thought leader through a native web article which was viewed by an average of 115,000 hospital and health system executives each month.

RESULTS

More than 280 "marketing engaged" leads were delivered to the client with 38 downloads of the white paper report as a result of this campaign.

The client saw more than double the anticipated number of marketing qualified leads, with a mix of both new and existing prospects.

38
white paper
downloads

251
existing prospects
pursued more
information from
the campaign

280+
qualified leads
delivered



READY TO LAUNCH YOUR CAMPAIGN?

Contact Carl Aiello at caiello@aha.org.

White Paper: Expectations for Quality & Compliance Improvement Driving Strong Technology Investment by Hospitals

Executive Summary

Hospitals are counting on technology to help them make the transition to new care models and are budgeting accordingly to meet the needs of their patients and the market. This report is based on a survey of 254 hospital executives by AHA Solutions and First American Healthcare Finance. Two-thirds of hospitals expect to increase their technology budgets in 2016. Of those, 27 percent expect to increase their budgets significantly. Expectations of cost savings are not the leading driver for increased technology spending. Instead, hospitals are more interested in improving quality and compliance.

ABOUT THE SURVEY

This report is based on a survey of 254 hospital executives by AHA Solutions and First American Healthcare Finance. The survey was conducted from September to October 2015 and produced 794 usable responses. By ratio, 57 percent of respondents are hospital CIOs, CTOs, or IT leaders. The remaining 43 percent are other hospital executives.

White Paper

Expectations for Quality & Compliance Improvement Driving Strong Technology Investment by Hospitals

Report on the AHA Solutions-First American Healthcare Finance Technology Investment Survey

How To Purchase

Despite the increasing importance of technology in today's healthcare environment, many hospitals still struggle with how to best invest in it. This report provides a detailed analysis of hospital technology investment trends and provides recommendations for how to effectively manage technology spending.