



CASE STUDY

How a Marketing Partnership with the AHA Enabled a Professional Services Company to Attract Qualified Leads and Position Itself as an Authority

CHALLENGE

When a health care professional services company in a highly specialized practice area wanted to connect with hard-to-reach prospects and establish a leadership position within the field, it turned to the American Hospital Association to help. Together, the company and the AHA executed a series of regional round tables in hospitals.

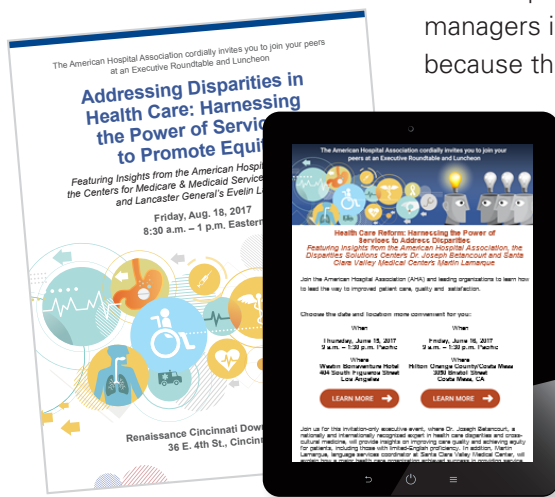
Not only did this series of round tables attract patient experience professionals working in a specialized niche that the company sought to target, it also generated **highly qualified leads** and **positioned the company as an experienced, trustworthy service provider**.

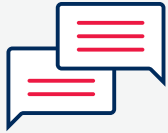
AHA'S CREDIBILITY AND EXPERTISE: AN ESSENTIAL COMPONENT

Executive round tables are highly appealing to healthcare professionals because they offer the chance to connect with peers and share experiences of how their hospitals handle comparable situations. Patient experience directors and managers in this highly specialized field find these events particularly enticing because they don't have as many opportunities to connect with their counterparts as other clinical roles do. When there's a chance for these professionals to gain valuable information and network, they're quick to take it.

The professional services company had tried hosting its own round tables. However, it lacked the internal resources to plan, market, and host the desired number of events. Moreover, the company didn't have the expertise or contacts needed to target the correct audience.

Partnering with the AHA allowed the company to avail itself of the American Hospital Association's credibility, expertise, and ability to target specific audiences for its events. The AHA is a trusted voice in the healthcare field — with a longstanding tradition of providing high-quality information and events to members.





“I’ve been trying to get in touch with those three hospitals for the last six months... no one would return my calls. Now, they’re all right here in front of me, and two of them have agreed to meet with me.”

- Business Development Manager

KEYS TO SUCCESS: QUALITY DATA, EVENT MANAGEMENT, PERSONAL OUTREACH

The American Hospital Association has a proven track record of success hosting round tables that address important issues within the health care field. Its dedicated team of marketing and event specialists handle everything from selecting the event location to recruiting speakers and attendees, event management, and follow up with the attendees.

AUDIENCE SELECTION AND ENGAGEMENT

To target the right audience, the AHA leveraged its comprehensive database of health care executives and professionals. The AHA searched in specific geographic regions to find relevant titles for this niche practice area.

RESULTS

Thanks to the AHA-facilitated events, the company identified 131 new leads in markets where finding and getting in front of the right people can be incredibly challenging. The company was able to make connections that it was previously unable to achieve despite repeated attempts. In a short amount of time, these events have already yielded 18 new opportunities; and those opportunities netted a 66% conversion rate to new clients.



The professional services company is so pleased with the results that they are now incorporating these round tables as a key part of ongoing marketing strategy for lead generation and client engagement.

READY TO LAUNCH YOUR CAMPAIGN?

Are you ready to attract qualified leads and show potential customers that you’re an expert in your field? Contact Carl Aiello at caiello@aha.org to learn how the AHA can help you.