

## CASE STUDY

# How a Marketing Partnership between AHA and Hendrich II Fall Risk Model® Generated an Abundance of High-Quality Leads

## CHALLENGE

When a highly regarded patient safety expert and nursing leader wanted to build awareness of how the **Hendrich II Fall Risk Model®** could help hospitals with safe mobility and injurious fall prevention, she turned to the American Hospital Association (AHA) to connect with hospital executives and a wide range of health care decision-makers and influencers.

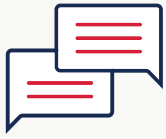
## AHA: THE KNOWLEDGE AND CREDIBILITY TO REACH THE RIGHT AUDIENCE

**Hendrich partnered with the AHA to execute a webinar targeting hospital and health system leaders to drive awareness of the value of the Hendrich II Fall Risk Model®.**

The webinar, titled “Should Zero Falls Be the Goal? A New Era for Reducing Injurious Falls and Healthy Aging,” featured patient stories and a Hackensack Meridian Health case study, co-presented by Dr. Ann Hendrich and Hackensack’s Clinical Program Manager for Geriatrics. The webinar far exceeded expectations with over 1,000 registrants and an attendance rate of over 55%.

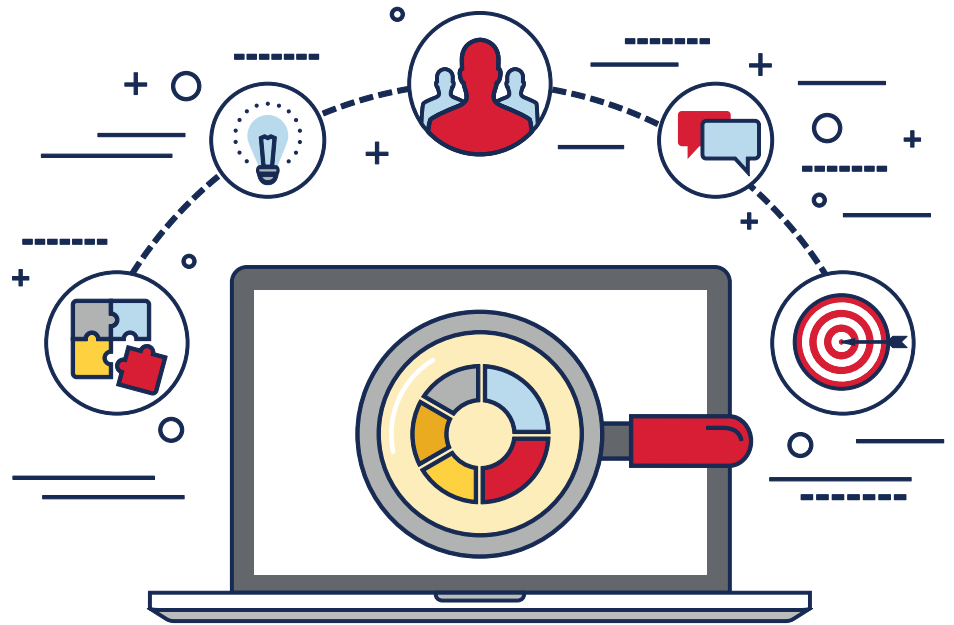
Bolstered by the success of this effort, Hendrich worked with the AHA to develop a lead generation campaign to fuel her pipeline, built on a foundation of thought leadership content. The campaign targeted health care decision-makers and influencers in hospitals and health systems identified from the AHA’s high-quality member database of health care executives and professionals. Targeted titles included nursing, population health leaders, patient safety/risk managers, quality leaders, and other titles — built from multiple sources across the AHA.





**"We have been extremely pleased with the personal attention we received from the American Hospital Association. When you have the AHA in your corner helping you with hyper-focused audience targeting and messaging that resonates, you have a chance to reach people that you ordinarily would have never reached before. The webinar and lead generation campaign were the perfect catalyst to identify and start conversations with potential clients."**

**Ann Hendrich**  
PhD, RN, FAAN, Founder  
[hendrichfallriskmodel.com](http://hendrichfallriskmodel.com)



Over the following weeks, the AHA team launched an email campaign, nurturing the campaign's audience with high-value content highlighting key insights from Hendrich guidebooks and sample care plans, designed to convert this audience to marketing engaged leads.

## RESULTS

In addition to 1,000+ webinar registrants and an attendance rate of over 55%, the AHA also delivered more than 1,103 high-quality leads to the client as a result of the lead generation campaign, more than triple the anticipated number.

**1,000+**  
Webinar  
Registrants



**1,103**  
Marketing Engaged  
Leads Delivered

**55%+ ATTENDANCE RATE**

**3X ABOVE GOAL**

**ARE YOU READY TO GAIN HIGH-QUALITY HEALTH CARE LEADS THROUGH A PARTNERSHIP WITH AN ORGANIZATION THAT UNDERSTANDS HOSPITALS?**

Learn more at [sponsor.aha.org](http://sponsor.aha.org)