

CASE STUDY

AHA Surpasses Lead Generation Goals by Over 500%

CHALLENGE

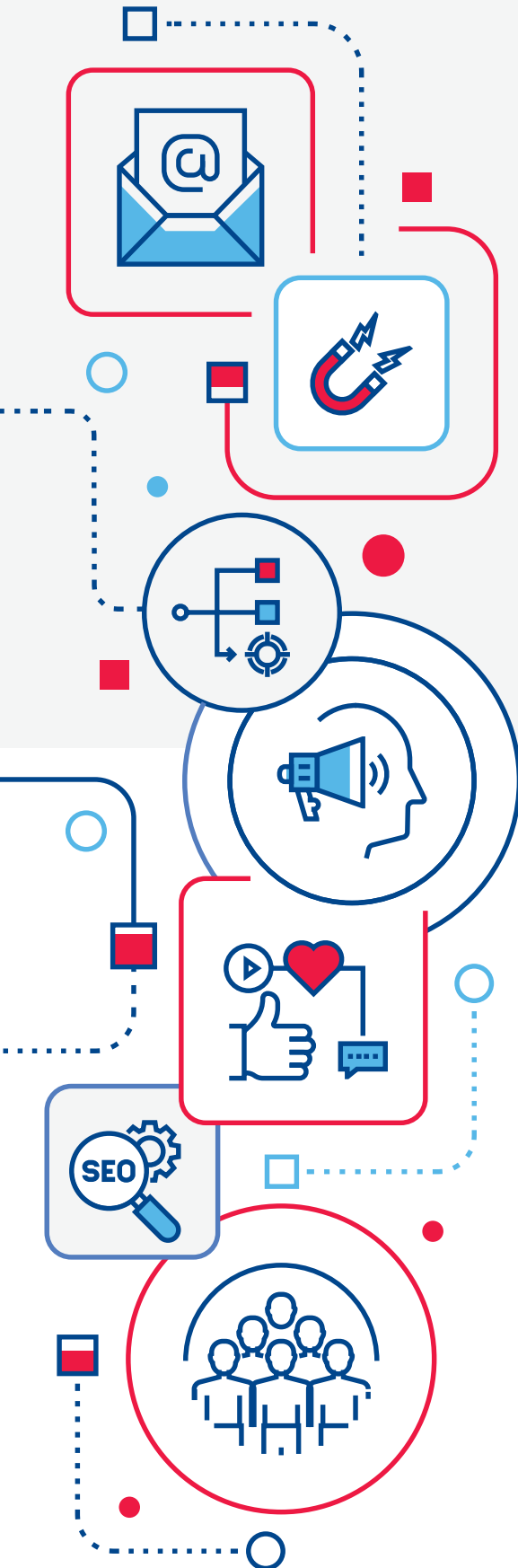
Barcoding, Inc. is a supply chain automation and innovation company helping hospitals and healthcare facilities be more efficient, accurate, and connected. The Baltimore-based company turned to the American Hospital Association (AHA) to drive lead generation for its IntelliTrack® Patient Belongings Tracking solution. Working with AHA, Barcoding sought to promote its IntelliTrack PBT solution to an audience of potential hospital buyers – including nurses and patient experience professionals.

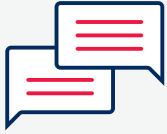
BARCODING, INC. LEVERAGED AHA'S DATABASE TO REACH ITS NICHE AUDIENCE

Barcoding, Inc. partnered with the AHA to leverage the association's extensive database to help the organization reach its target audience and achieve its lead generation goals.

The main goal of the campaign was to position Barcoding, Inc., with its platform IntelliTrack, as a strategic partner, with the ability to assist health care systems and hospitals in managing and streamlining the process of caring for patients' belongings, giving both staff and patients one less thing to worry about, so they can better concentrate on the well-being and health of the patient.

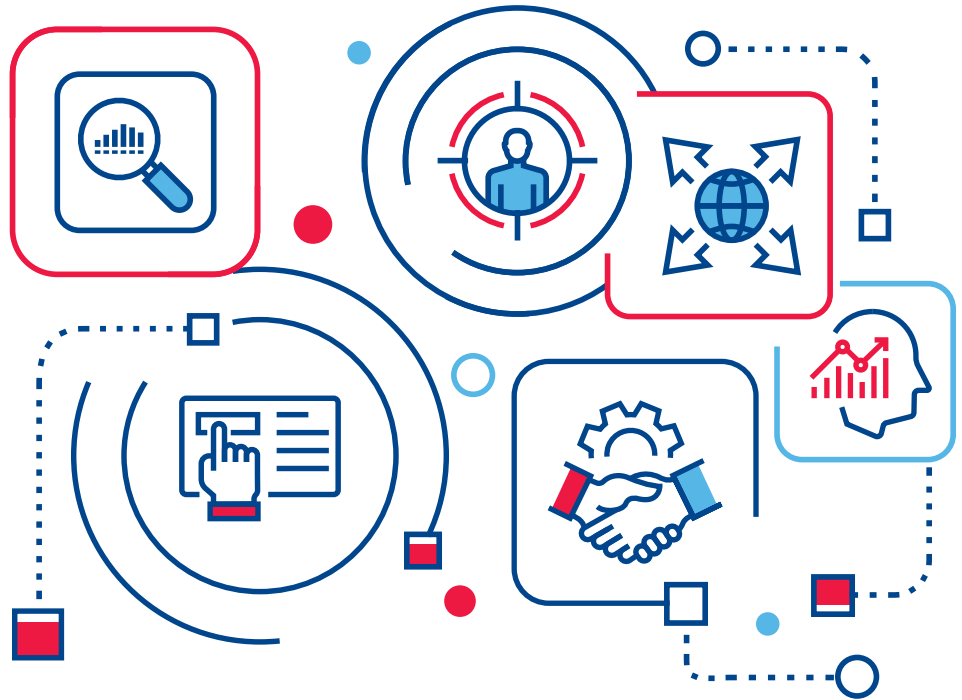
The AHA launched an email campaign to attract the attention of Barcoding, Inc.'s target audience of nurse leaders and patient experience professionals, leveraging high-value content featuring key insights on improving patient quality of care to generate 200 to 225 leads and build a pipeline to fuel more targeted lead nurturing activities with the AHA in the future.





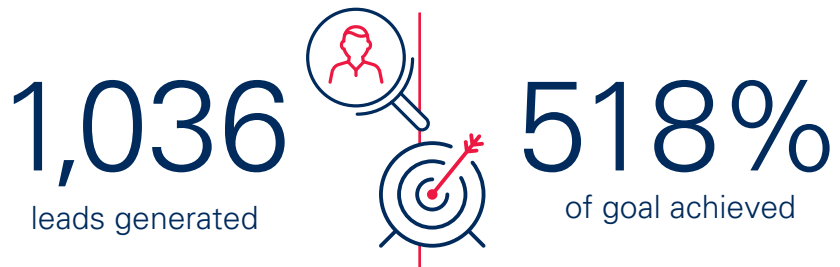
“We are so pleased with our experience with the American Hospital Association. They exceeded our expectations, and it was wonderful working with them. Before working with the AHA, we had a hard time reaching our target audience of nursing leaders, but the reach and influence of the AHA are unsurpassed in the field. If you really want to reach healthcare decision makers, the AHA can help you achieve your goals.”

Jody Costa
VP Marketing & Strategic Partnerships, Barcoding, Inc.



RESULTS

The Barcoding, Inc. campaign dramatically exceeded campaign objectives. An astonishing 1,036 leads were generated, achieving 518% of the goal



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