

An Endorsement that Brings Credibility, Visibility and Access



Solutions that are awarded the exclusive AHA Endorsement undergo our rigorous due diligence process and benefit from a customized marketing program designed to educate and inform hospital leaders about products and services that address pressing challenges in their organizations.

Partners with endorsed solutions are supported by a dedicated account team:

- An **account manager** who serves as the primary liaison and strategic marketing consultant for the partnership
- A **marketing and communications team** who supports the multi-channel marketing strategies
- A **field engagement team** who recruits attendees to endorsed partner-related events and supports their sales by serving as a reference
- A **content director** who aligns endorsed solutions to various issues critical to health care transformation

MARKETING INITIATIVES INCLUDE:

Signature LEARNING SERIES™

Webinar and Live Events

Through webinars and live events, AHA Solutions convenes individuals including purchase influencers and decision makers in the hospital and showcases solution that have earned the AHA Endorsement.

Our webinars have led to:

- A request for a demo of the endorsed product or service
- An article in an AHA publication
- An invitation to present at another organization

AVERAGE NUMBER OF
WEBINAR REGISTRATIONS:

298*



Our team provides personal follow-up with webinar attendees to determine their interest in the endorsed solution – in 2015 we turned **30 percent** of those conversations into direct introductions to our Partners.

Live events present an opportunity for Partners with endorsed solutions to participate as **thought-leaders** in small group discussions held in local markets.

23*

AVERAGE NUMBER OF LIVE EVENT REGISTRATIONS





Field Engagement

AHA Solutions can provide personal outreach for Partners with endorsed solutions in the final stages of the procurement process. This helps them stand out from the competition.

"The Sales Assist you completed in December is now a new customer. We're thrilled and want to thank you for your help at the finish line."

Sales Representative,
HR software company

"I wanted to thank you again for your work that helped us win this deal! The prospect said you made him feel very comfortable with moving forward."

VP Sales,
Health care finance company

"FYI – I received the signed proposal yesterday – thanks for your assistance!"

Sales Manager,
Health care finance company



Trade Show Support

AHA Solutions provides promotional support to drive *qualified* individuals to Partners' booths at a variety of trade shows throughout the year.

ASHHRA
138 leads*

HIMSS
153 leads*

AONE
332 leads*

ASHRM
480 leads*

HCCA
122 leads*

IN 2015, AT THESE
5 CONFERENCES, WE
DROVE A TOTAL OF

1225*

ATTENDEES TO OUR
PARTNERS' BOOTHS.



*2015 data.



Digital Marketing

AHA Solutions delivers a digital marketing program executed via a sophisticated marketing automation platform that provides lead scoring so that qualified leads can be transferred directly to the Partner's pipeline.

Endorsed solutions gain exposure via:

- the AHA Solutions' website
- A video that describes why they were awarded the endorsement
- Promotion through social media

