# HIMSS21 Content Approach

Management Meeting - Week 36

September 8, 2021

Background

- **~308 sessions** from GC: General sessions, general sessions with CE, GC Digital with CE

- **Free** to in-person attendees and all HIMSS members

- **$199 price** for non-HIMSS access **has not been a strong revenue driver** in previous years, however it has not been promoted either

- The PD team is working with an assumed **go-live timing of early October**, correlated to the delivery of final assets on or around Sept. 27.

Pie chart:
- GC CE: 181
- GC Non-CE: 111
- GCD CE: 16
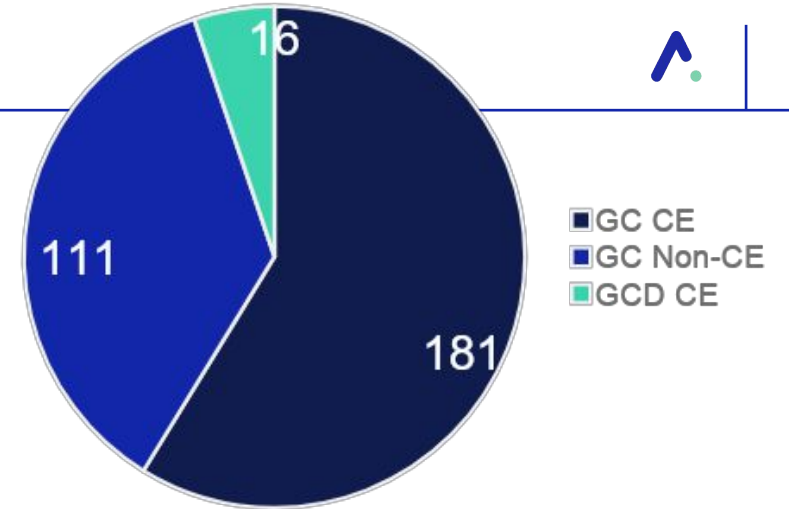
Strategy

The catalog of HIMSS21 content is currently the **strongest value prop** we have for **user acquisition**. And it fulfills a **critical content gap.**

- **Published to PD** – one location that's easily accessible by the people with free access

- **Communicate its availability – for free** – to the ~100,000 attendees and HIMSS members with **key value props**

- **Amplify to non-members** to drive additional **new users and revenue.**

Goals

Phase 1: User acquisition (October)

- **Partner with EMC** on planning and content

- Channels & Levers: **Email; Social; Personalization and Segmentation**

- **Test value props** and messaging tied to **email conversion rates** (Ex. "GC session recordings are now available" vs "New opportunities to maintain credentials")

Phase 2: Revenue (November -)

- Use **paid and organic amplification** to non-members ($)

- **Enlist speakers** to share their sessions ($)

Assumptions

Acquisition pipeline

- **~100,000** target audience

- 12,185 HIMSS21 registrants; 9% (1,090) are on Accelerate

- 100,000+ HIMSS members

Financials

- $199/non-HIMSS members

- GC 2019 and 2020 = ~$11,000 each*

- ~55 people/year purchased the $199 package

- 70/30 split, Accelerate fee is **$94.52 per package**

Executional considerations

- **Manual upload using multiple platforms** is required for all 308 session recordings

- **Development needed** to enable filtering and build out dedicated area in PD

- Solution needed to **identify users with access**

  - Put content behind paywall, while enabling those with free access to do so seamlessly (needed for phase 2)

Additional benchmark metrics requested but still investigating what exists