

## Details

### Description of Client

Fortune 500 leading health solutions company, who assists its customers in navigating the healthcare system by improving access, lowering costs, and being a trusted partner for every meaningful moment of health.

## The Issue

As one of the largest healthcare providers in the world, this client annually holds one of the largest city-wide healthcare events in America. This requires a multi-faceted approach, with each year being planned out at least 36 months in advance. After one of the largest mergers in healthcare, how would this organization merge the new organization into its existing plans, as current systems and processes were still not integrated?

## Scope & Challenges

Mergers by definition can be challenging in the best of circumstances. Bringing two organizations together post-pandemic, while individuals are still not able or not willing to travel, would be the biggest challenge. AMI recommended a hybrid model to allow for flexibility in a still-fluid situation. This hybrid model would allow for both live and virtual attendees to experience similar events while providing management and attendees the ability to make changes as necessary.

## Outcome

Offering the hybrid model allowed for a faster time to market, maximizing time and resources. By combining face-to-face and virtual components, the meeting's effectiveness and efficiency were optimized, making better use of the organization's time and money. As a result, the organization reported very positive results from AMI's hybrid meeting initiatives:

- Events were produced more efficiently
- There was more participation at events due to increased flexibility
- The company experienced reduced travel costs and employee time away from the office
- Acceleration of mission-critical knowledge, both internally (staff and stakeholders) and externally (customers, members, partners), had a profound impact on the organization's bottom line

## At-a-Glance Summary:

### Challenge:

Following a major healthcare merger, the client faced the complex task of integrating two organizations into one large-scale, city-wide event—while navigating post-pandemic travel hesitancy.

### Benefit:

AMI's hybrid event model provided the flexibility needed to engage both in-person and virtual attendees, resulting in greater participation, reduced travel costs, and a more efficient use of resources.