



## CUSTOMER CASE STUDY: THE HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION: HFMA

### CHALLENGES

HFMA was **looking to increase frequency of engagement with its members**. Like many associations, HFMA excelled at engaging its community through large-scale initiatives, such as conferences and other educational programming, but leaders at the organization also wanted to identify a way to **engage members on a daily basis**.

Most professional associations have a hard time finding a good reason to regularly interact with their communities. HFMA decided to try a new approach by blending the existing daily habit of its members – consuming news – with its own expertise.

HFMA regularly creates its own industry relevant content, but the organization also **wanted members to associate the HFMA brand with industry news from other high quality, trustworthy sources**.

The association recognized that, while their own content was well received, it also wanted to provide its members with the additional daily, industry news insights they gained from outside sources. At the same time, they wanted to leverage the high degree of brand trust established with members and build on that trust by sharing relevant content from a number of sources in order to better meet the daily needs of the audience.

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**Garth Jordan**  
Senior Vice  
President of  
Corporate  
Strategy at  
HFMA



**45%**

ENGAGED MEMBER  
OPEN RATE

**29%**

ENGAGED MEMBER  
CLICK RATE

# RASA.IO SOLUTIONS

rasa.io began working with HFMA to identify high-quality content sources, so that **HFMA could deliver the relevant news its members were reading**. By building a comprehensive list of authoritative news sources and letting the rasa.io Artificial Intelligence brain personalize content from those outlets, the association would have the most timely news offering in its space.

The result is a daily, branded email titled “The Daily Dose.” **The email is tailored for every person in HFMA’s community, delivered daily, and done 100% automatically by the AI.** Both association members and non-member subscribers leverage The Daily Dose to keep them up to date on the latest happenings in the healthcare financial management space.

**rasa.io artificial intelligence technology amplifies HFMA’s member engagement.** The AI engine continually learns about each person’s interests in order to customize their daily content. As engagement increases, the

## RESULTS

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HFMA has become a leader in getting industry-relevant content to its members. Taking it a step further, **HFMA is a top 15 clicked on source out of over 80**

AI continues to get smarter and deliver better content for each recipient. Subscribers get relevant industry news automatically delivered to their inboxes every day; each email evolves and is further personalized based on member reading habits.

Taking this power of information to the next level, the data that rasa.io is able to derive from member reading habits is passed along to HFMA, so the organization can continue to learn about their individual members as well as their community as a whole. **The association leverages this data to craft its own content strategy, highlighting topics that it knows are trending areas of interest.**

The Daily Dose has become a part of HFMA members’ habits, delivering value to the organization by keeping them better informed and, at the same time, reinforcing HFMA’s role in the profession.

**authoritative industry sources included in the newsbrief.** The organization appreciates the additional visibility.

Jordan explains, *“The rasa.io AI engine delivers information on the articles and topics our members are most interested in, allowing us to truly have our finger on the pulse of our community in real-time. Never before have we gained such detailed and timely insight; that knowledge is invaluable.”*