CUSTOMER SUCCESS STORY

# GetWellNetwork Scores at Cost Savings & Engagement

About GetWellNetwork

GetWellNetwork provides patient engagement solutions, tools, and strategies to help healthcare organizations deliver individualized patient and family experiences.

The GetConnected Conference

The GetConnected Conference is GetWellNetwork's biennial user conference and exhibition that brings together GetWellNetwork product users for three days of community building, education, and innovation around the future of patient engagement. Healthcare practitioners learn from industry thought leaders, participate in learning labs and workshops, and get hands-on with the latest product innovations.

Meet the People Behind the Magic
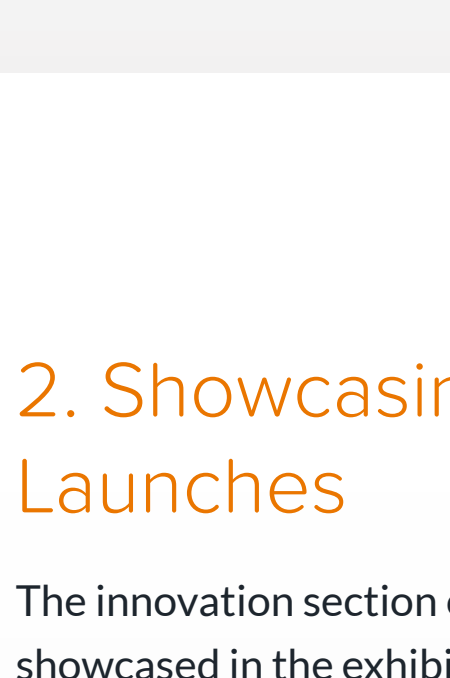
Tanya Flores-Olney
Senior Manager of Marketing Programs
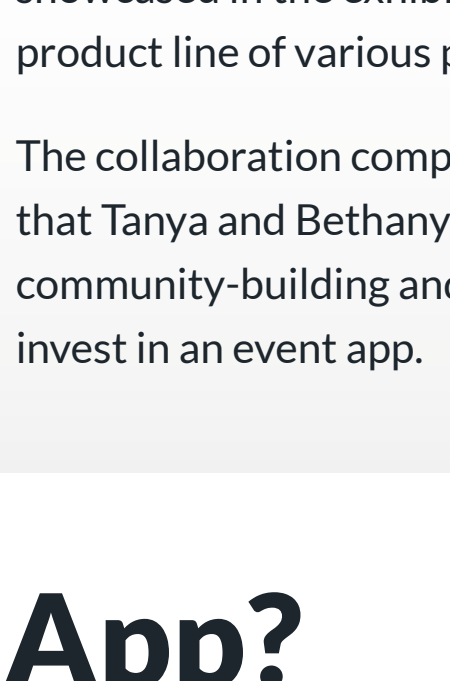
Bethany Christensen
Marketing Manager

The Event Goals

1. Educating Attendees on the Latest Industry Trends

The focus of the conference was on innovation and collaboration around the future of patient and family engagement. The events team recruited thought leaders from within GetWellNetwork and across their client base to present on these topics.

2. Showcasing New Product Launches

The innovation section of the GetConnected Conference was showcased in the exhibit hall. This is where they exhibited their product line of various patient solutions.

The collaboration component was one of the biggest elements that Tanya and Bethany were tasked with. To help them facilitate community-building and attendee collaboration, the team decided to invest in an event app.

Why Invest in an Event App?

Being a technology company, GetWellNetwork knew that failing to use technology at their conference would be a miss in alighting the event brand with their corporate mission.

The events team decided that they'd best be able to achieve their event goals by making the event app the brain of the conference. It needed to replace all of their paper handouts and program guides, as well as function as a tool to increase attendee engagement with the event content and build a greater conference community.

"We needed an app that would be informational, but still innovative and engaging."
—Tanya Flores-Olney, Senior Manager of Marketing Programs

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Purchase vs. Building an Event App

This was the first year GetWellNetwork held the GetConnected Conference since switching to the biennial model, which meant that budgeting for the event was a challenge. With reduced budgets, the team wanted to build the event app internally, but ran into some issues.

"Originally, we were going to build the app in-house, but it would have been a massive undertaking for such a specialized tool. We simply didn't have enough resources to build a brand new app while at the same time maintain focus on product innovations and our clients. It just made more sense to bring in an established expert." —Tanya Flores-Olney, Senior Manager of Marketing Programs

With GetWellNetwork being a tech company, they had a lot of talented folks in house so building an event app was something they could have done fairly easily. But at the end, they didn't have the capacity. The company was focused on getting new products ready to roll out to the market in time for the conference, so leaning on another tools to build an event app would have been a big distraction.
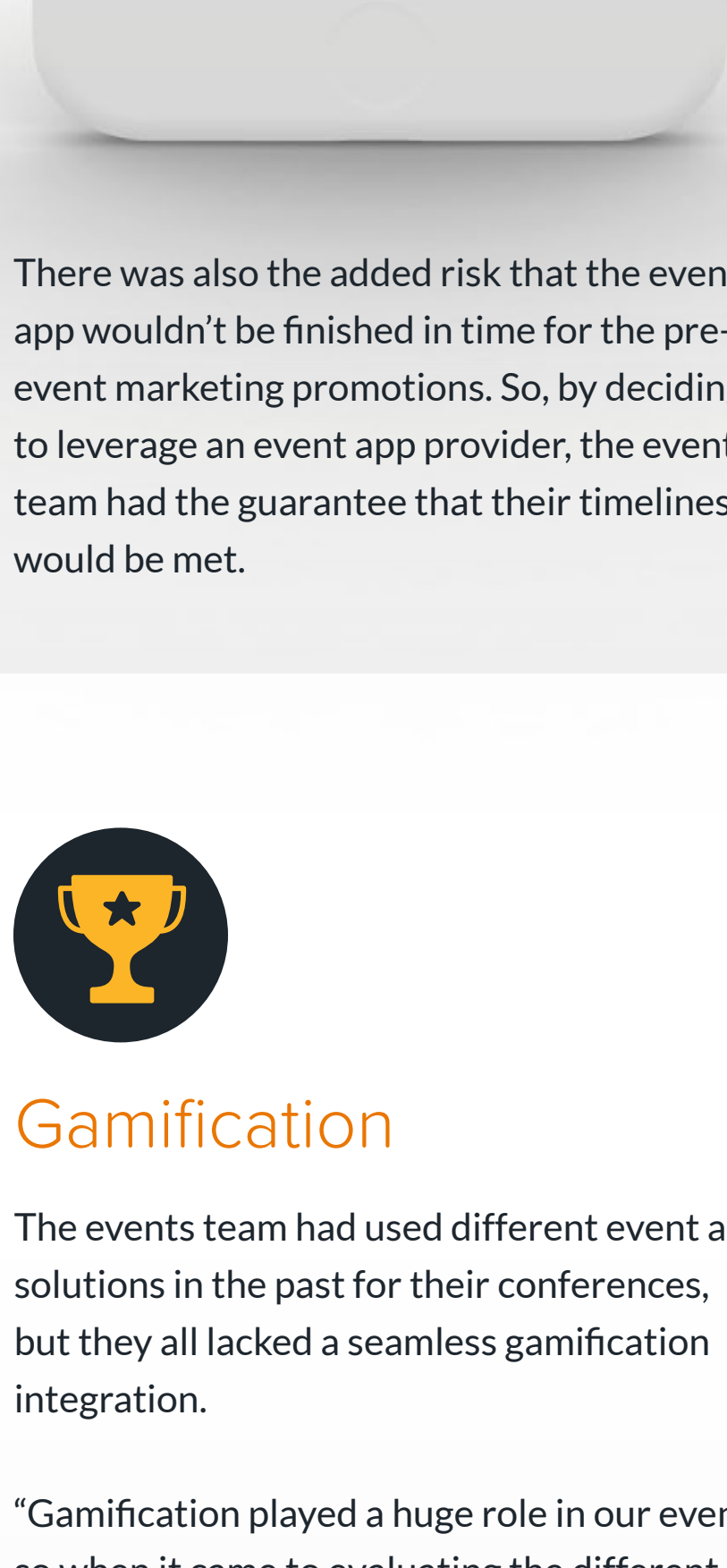
There was also the added risk that the event app wouldn't be finished in time for the big event and a working environment. So by deciding to leverage an event app provider, the events team had the guarantee that their timelines would be met.

> "It just made more sense to bring in an established expert."
> —Tanya Flores-Olney

Why They Chose EventMobi

Budget is always a concern when it comes to purchasing event technology, and after evaluating vendor options, GetWellNetwork determined that EventMobi offered the best return on investment for the events team.
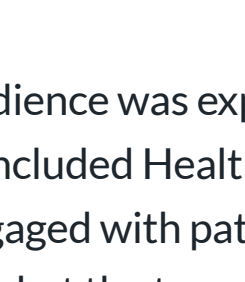
Gamification

The events team had used different event app solutions in the past for their conferences, but they all lacked a seamless gamification integration.

"Gamification played a huge role in our event, so when it came to evaluating the different options that were within the price tier we were looking for, that's one of the biggest things that made EventMobi stand out." —Bethany Christensen, Marketing Manager

Ease of Use

With all the other amenities that required their attention and time leading up to the GetConnected Conference, the events team needed a solution that was easy to use and quick to learn.

"I was impressed with EventMobi's interface and how easy it was to select and interact with the different widgets. The content upload feature was especially invaluable to us with the easy-to-use templates. Especially considering how short staffed we were, it helped relieve a lot of the stress." —Bethany Christensen, Marketing Manager

How GetWellNetwork Achieved Their Event Goals

Gamification

The events team was very aware of what their audience was expecting from the GetConnected Conference. Attendees included healthcare professionals who were constantly and highly engaged with patients, so this level of expectance and level of connection is what the team wanted to emulate. To achieve this, the team turned to event gamification.

GetWellNetwork's 3-Step Approach to Using Event Gamification
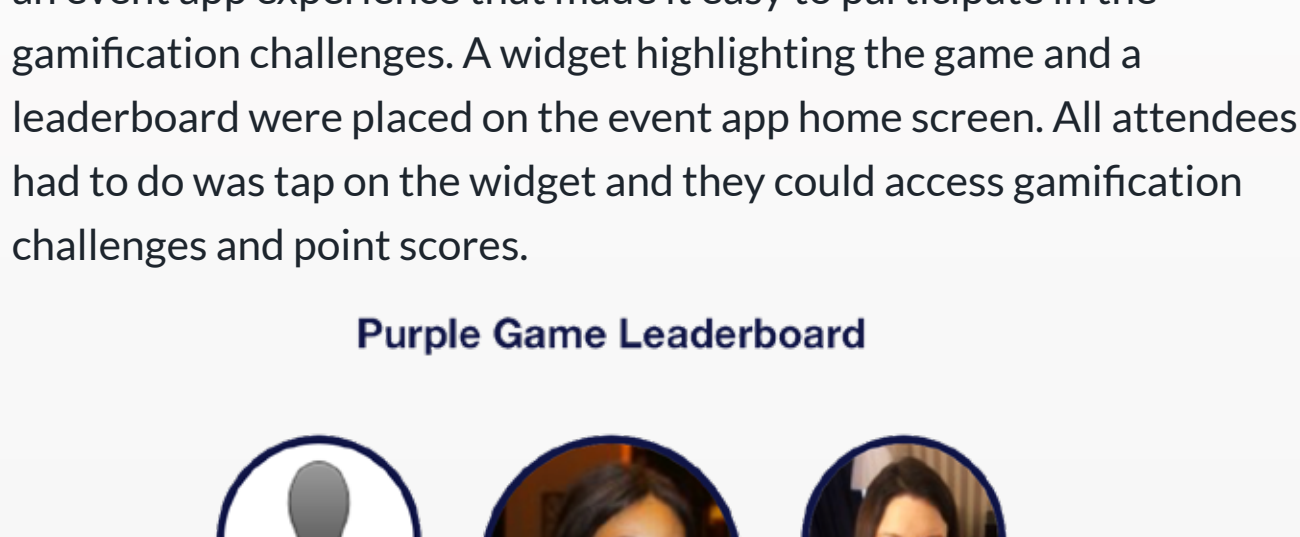
1. Maximize Event App Adoption

In order for the event app to be successful and create an interactive attendee experience, maximum adoption was necessary. The events team developed an adoption strategy that was led by promoting gamification challenges in advance of the show.

The strategy was to reinforce the message that everything would be running through the event app, so attendees needed to download it.

Also, in the opening session on the first day, the speaker prompted the event app and the first gamification code was revealed to the audience. This prompted people to enter the code in real time and actually experience getting points alongside other attendees.

2. Design the Event App for Easy Participation

GetWellNetwork worked with EventMobi designers to create an event app experience that made it easy to participate in the gamification challenges. A widget highlighting the game and a leaderboard were placed on the event app home screen. All attendees had to do was tap on the widget and they could access gamification challenges and point scores.

Purple Game Leaderboard
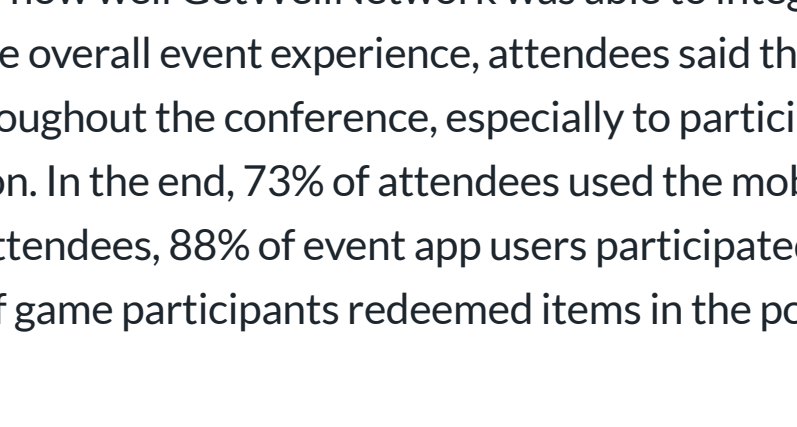
In addition, a monitor placed in a high-traffic area at the event displayed EventMobi's live display functionality. Attendees could see the leaderboard throughout the conference as an alternative to their mobile phones. This kept the game at the top of their mind.
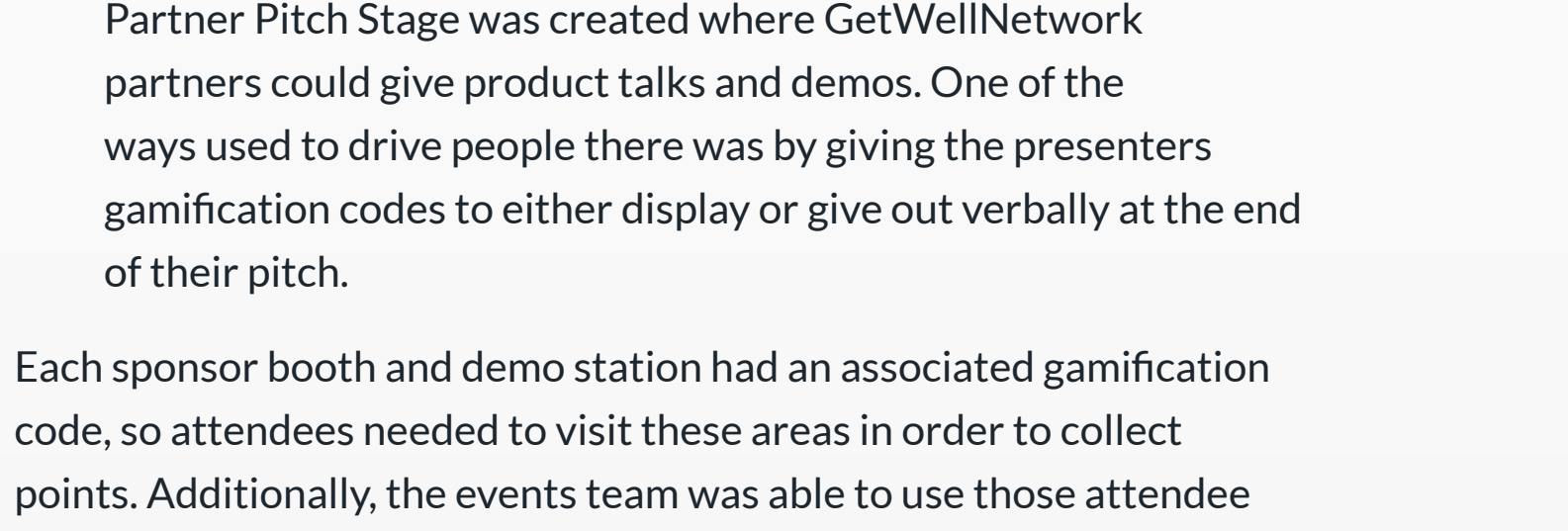
3. Make Gamification an Integral Part of the Event Design

The overall event goals were to educate attendees on the latest healthcare and patient experience trends, as well as new GetWellNetwork solutions.

This meant enabling attendees to do these things:

* Attend sessions and workshops
* Network with other attendees, GetWellNetwork employees, partners, and sponsors
* Visit the exhibit hall where product demos and pitches took place

The gamification was structured so that attendees had a variety of ways to collect points. At the same time, the actions taken by attendees helped GetWellNetwork achieve their event goals. It was a win-win situation for all event stakeholders.

A few ways attendees were able to collect gamification points:

* Session Attendance: To encourage people to attend sessions, gamification codes were included on the last slide of the presentations.
* Attendee Networking: Codes were also printed on attendees' badges so that they could use them as icebreakers to start conversations with one another.
* Visiting the Exhibit Hall: In the exhibit hall, an area called the Partner Pitch Stage was created where GetWellNetwork partners could give product talks and demos. One of the ways used to drive people there was by giving the presenters gamification codes to either display or give out verbally at the end of their pitch.

Each sponsor booth and demo station had an associated gamification code, so attendees needed to visit these areas to collect the codes. As a result, the event team was able to use these attendee visits as lead captures.

Using the event app, the events team was able to pull a report at the end of the conference to see who stopped by each demo station. Those leads were then sent to the sales team for follow-up.

"Through gamification, we were able to get our attendees to experience all of the different elements of the conference." —Tanya Flores-Olney, Senior Manager of Marketing Programs

Additional Product Features Used
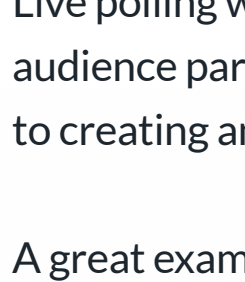
Live Polling

Live polling was used during sessions where audience participation and feedback was key to creating an engaging experience.

A great example of where audience participation was critical was during a Shark Tank-themed session where a group of app-creating healthcare companies presented short pitches to the audience. Afterwards, the audience voted for the winning pitch through a live poll.

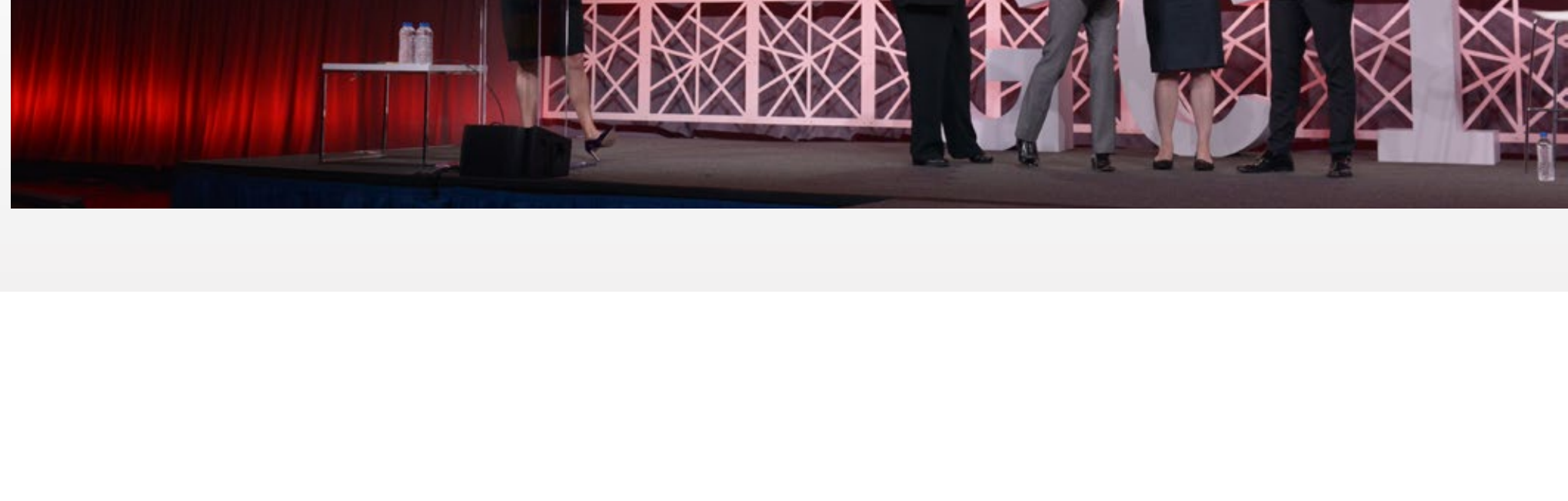"It was cool to actually be able to see the results in real time. I'm glad we took advantage of that feature." —Bethany Christensen, Marketing Manager
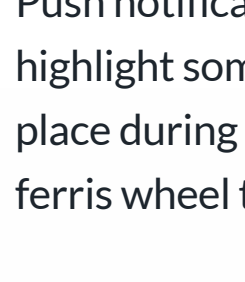
Push Notifications

Push notifications were an easy way to highlight some of the unique activities taking place during the conference, such as the giant tie-in wheel that was set up outside the venue.

Communications were sent out through the event app to advertise the fun activities and networking attendees to visit specific sponsors or a designated area in the exhibit hall.

Results

A Top-Notch Engaging Attendee Experience

Designing a collaborative experience where attendees were encouraged to network, learn, and interact with product demos was the top goal for the GetConnected Conference. To evaluate the success of the conference, the events team sent satisfaction surveys to attendees and received very positive feedback.

Because of how well GetWellNetwork was able to integrate the event app into the overall event experience, attendees said they really relied upon it throughout the conference, especially to participate in the gamification. In the end, 73% of attendees used the mobile event app. Of those attendees, 88% of event app users participated in the game and 72% of game participants redeemed their prizes.

73% Of attendees used the mobile event app

88% Of event app users played the game

72% Of game participants redeemed prizes
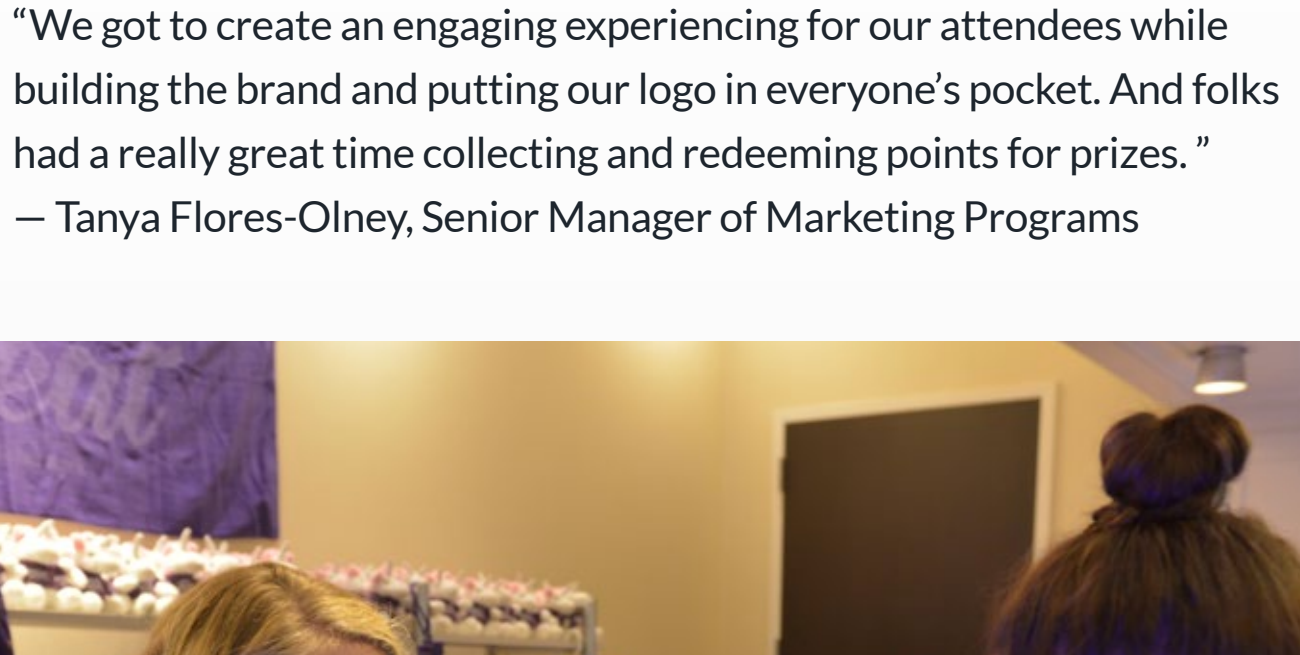
"The gamification was really successful—people were going up to each other and doing things like swapping codes in the hallway. They were interacting with people they may not have spoken to otherwise." —Tanya Flores-Olney, Senior Manager of Marketing Programs

Increased Event Branding

The Purple Pop-Up Shop

Purple is the official color of the GetWellNetwork brand, so the events team made sure to incorporate the color into as many aspects of the conference as possible, including the gamification.

"We got to create an engaging experiencing for our attendees while building the brand and putting our logo in everyone's pocket. And folks had a really great time collecting and redeeming points for prizes." —Tanya Flores-Olney, Senior Manager of Marketing Programs

To promote the brand, the team decided to create a Purple Pop-Up Shop where attendees could redeem their gamification challenge points for GetWellNetwork branded swag. The demand for event branded swag turned out to be much higher than anticipated by the events team.

"Before the event, I worried 'what if attendees don't think the game is fun?' but as it turns out, that fear turned out to definitely not be a concern. Participation in the game was very high and everybody wanted to redeem their points for prizes — especially the branded sweatshirts. That was the first thing to run out." —Bethany Christensen, Marketing Manager

Community Building

Creating a sense of community was important for the events team, especially since they have a variety of specialized clients who are looking to connect with colleagues.

"I think the event app helped to make things a little bit more fun and create a stronger sense of community amongst our folks, especially clients who come from more niche areas and are looking to connect with others in their field." —Bethany Christensen, Marketing Manager

Sponsors Were Happy

Acquiring sponsors and exhibitors was necessary in order to maximize event revenue. As a way to incentivize sales, the team took advantage of the advertising benefits offered by the event app.

Included in sponsorship packages were the benefit of getting listed in the event app, where vendors could advertise their company and social media channels. But to really seal the deal, the events team offered app banner ads as an additional incentive.
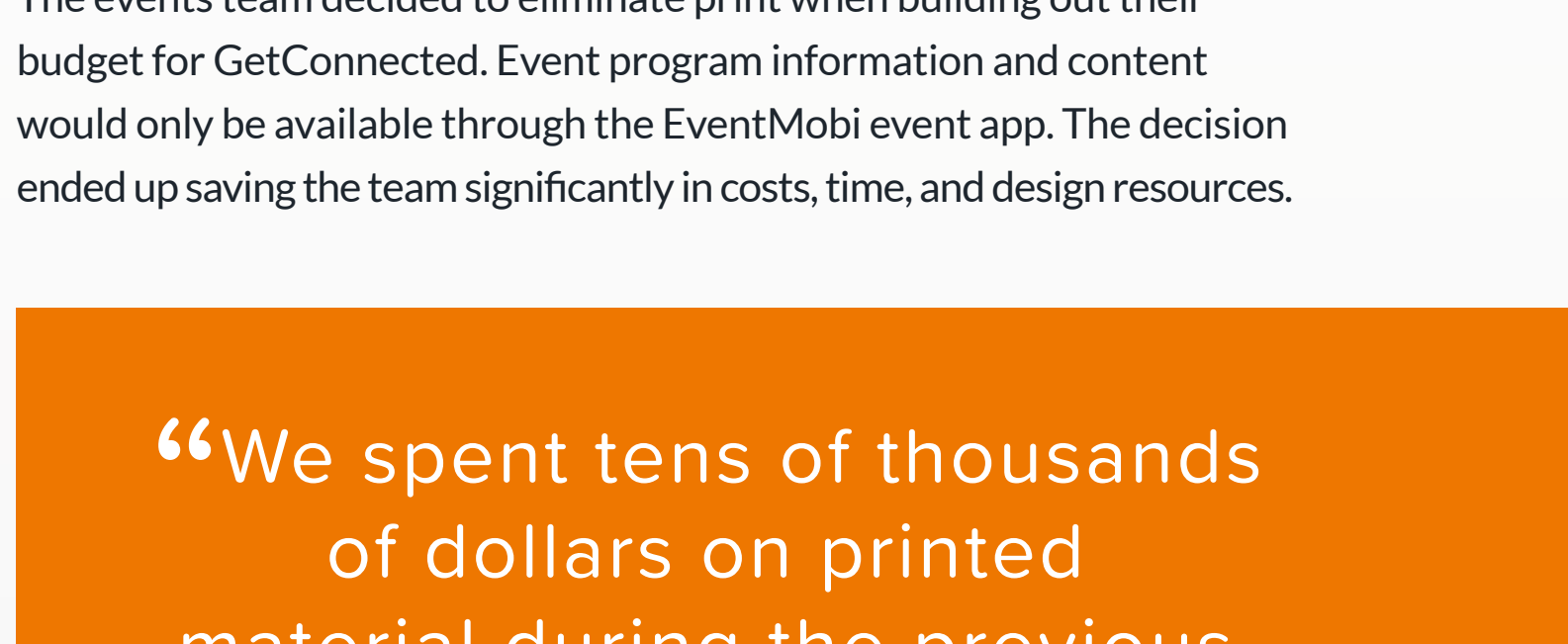
Gamification challenges were also used to encourage attendees to interact with sponsors by allocating higher point values to activities like visiting their booth.

Areas in the exhibit hall where people could collect game points were made very visible. Attendees were instructed to be on the lookout for little signs and cards at vendor booths that said, "Purple Points Here!"

"Sponsors really enjoyed this game and we got a lot of positive feedback. Some people said they were able to have conversations that they don't think they would have had otherwise." —Bethany Christensen, Marketing Manager

Cost Savings

The events team decided to eliminate print when building out their budget for GetConnected. Event program information and content would only be available through the EventMobi event app. The decision ended up saving the team significantly in costs, time, and design resources.

> "We spent tens of thousands of dollars on printed material during the previous GetConnected conference, so the cost savings was extremely beneficial. With the extra budget, we were able to build the Purple Pop-Up Shop."
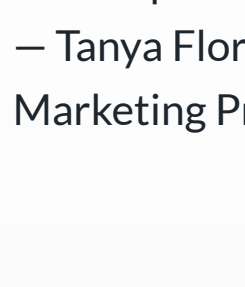> —Tanya Flores-Olney, Senior Manager of Marketing Programs

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Words of Advice

The events team at GetWellNetwork learned a lot from their experience integrating EventMobi's event app into their event strategy.

For other event planners looking to add event tech into their experience design, Tanya and Bethany recommend the following best practices:

> "That's all there is to it - just be fearless! Make a plan and move forward. Don't let the fear...get in the way of creating a more enriching experience."
> —Tanya Flores-Olney

Align Your Event Experience with Your Event Goals

"We're all about connecting and engaging with people, so by creating this tool for our attendees to interact with one another, we were able to satisfy attendee expectations while still accomplishing our own goals in innovation and education and making it an exceptional experience." —Tanya Flores-Olney, Senior Manager of Marketing Programs
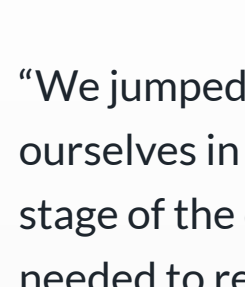
Don't Let the Fear of Adoption Stop You From Innovating

A common challenge that event planners face when considering adding new event technology to their experience design is how attendees are going to be not going to adopt the change.

This was something that went through Tanya and Bethany's minds when deciding to eliminate print from their budget. Naturally, they were concerned that people would still want printed materials. But they didn't let their fears hold them back from success.

"My jaw dropped when we didn't get a single person who asked us about print. I think that shows you can't let the fear of folks not adopting new technology in your experience design get in the way of creating a more enriching experience." —Tanya Flores-Olney, Senior Manager of Marketing Programs

"That's all there is to it - just be fearless! Make a plan and move forward. Don't let the fear of folks not adopting new technology in your experience design get in the way of creating a more enriching experience." —Tanya Flores-Olney, Senior Manager of Marketing Programs

What's It Like Working With EventMobi?

"Working with EventMobi was an extremely positive experience. They were so helpful and the support team made me feel like I had a partner to lean on, which is huge when you have a small team. It just made me feel like I could take the stress off my plate, and I really appreciated EventMobi's front-line support." —Bethany Christensen, Marketing Manager

Even when we had questions on the day of the event, somebody on the customer service team was always available to provide help in real time. Having worked with a different app provider in the past, the customer service wasn't as good. I really really appreciated EventMobi's front-line support." —Bethany Christensen, Marketing Manager

The GetWellNetwork events team also took advantage of EventMobi's large and interactive knowledge base with content to address event app FAQs.

"EventMobi really helped set us up for success. With all the informational and best practices resources provided upfront, we were able to be really self-sufficient during the development process.

We even ended up using these resources in our event app promotional material, to help increase adoption. I would say that's a big compliment to the quality of EventMobi's event tech." —Bethany Christensen, Marketing Manager

See first-hand how an event app can be used to gamify your attendee experience.

▶ DEMO THE APP

Additional Gamification Resources

5 Surefire Gamification Strategies to Crush Your Event Goals
⬇ DOWNLOAD GUIDE

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