GAME / CHANGERS

The National Association for Home Care & Hospice (NAHC) Case Study

In the face of COVID-19, one organization is using technology to meet the moment.

A behind-the-scenes look at the National Association for Home Care & Hospice's virtual meeting transition. As the coronavirus swept across the globe, businesses closed their doors, plans were put on hold and events were outright cancelled.

But for the National Association for Home Care & Hospice (NAHC), shutting down their annual July financial conference was not an option. "Our mission is to promote, protect, and advance the highest quality of healthcare at home," explains Scott Baum, NAHC's Senior Director of Meetings. "The information we provide to our members is critical."

The organization had been hard at work creating content surrounding the big issues facing the industry when the lockdown occurred and felt a duty to provide COVID-19 and non-COVID-19 guidance to its members. "We decided that it is vital for us to hold the conference," Baum explains.

Here's how the NAHC is moving forward.

Relying on An All-In-One Platform

The NAHC fully virtual conference this year was four days: two days of education and general sessions and two days of expo. In the world of event planning, things seldomly go very perfectly, but NAHC was uniquely positioned for success. The organization maximized the platform by hosting their education content on the solution, creating an interactive floor plan for exhibit sales and billing and all this information on the public-facing side so all attendees could go through and search information and exhibitors they want to meet.

For NAHC, the all-in-one setup translated to less third-party systems to try to connect, less explaining to users how and where to access information, and less chance for important things to fall through the cracks. One system allows a single change to be applied to many different places, from the website to the mobile app.

We have been using Personify A2Z Events as our centralized platform since 2015. Having everything in one place, on one platform, made a very challenging situation much more manageable.

SCOTT BAUM,
Senior Director of Meetings, NAHC

Expanding the Power of Connectivity

The NAHC team did not want to just hold some facsimile of their usual conference and expo in the virtual world. The organization decided to add the A2Z Events matchmaking suite. This powerful solution allows show organizers to collect demographic information on attendees and exhibitors to expedite and make meaningful connections among their audiences. Maximizing everyone's efficiency was a key goal for their virtual event.

Tech That Helps You Survive and Thrive

From the existing capabilities of Personify's products, NAHC was able to transform the attendee experience for the better. "In most emergency situations, event planners are working to find a 'make-do' solution—anything just to get by," says Baum. "But with these products at our disposal, I feel like we're able to produce an experience for the attendees, faculty members and exhibitors that was going to be as good—if not better—than what they'd get face to face."

Highlights

Leveraged existing A2Z events tools to meet the needs of a virtual experience and carry out their critical mission during COVID.

Provided curated and relevant matches to increase connections among exhibitors and attendees

Maximized a single system to decrease staff workload

About A2Z Events

Personify's event management solution enables organizations to meet their goals, even during challenging times. Associations trust our solutions to:

- **Create Experiences:** Online event tools to maximize your event experiences, whether they are in-person, virtual or both.

- **Streamline Operations:** Manage and market events on the device of your choice. With a robust collection of easy-to-use tools, automate administrative tasks and provide exhibitors and attendees the power of self-service.

- **Grow Revenue:** Increase exhibit sales, amplify digital revenue and expedite cash flow with secure technology designed to sell space and promotional opportunities with simplified payment collection.

- **Make Data-Driven Decisions:** Understand member behavior with actionable insights.

Personify

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