AcademyHealth

AcademyHealth is an association at the forefront of Health Services Research. They work to improve health and the performance of health systems by supporting the production and use of evidence to inform policy and practice.

CHALLENGES

AcademyHealth wanted to ensure the benefits they offered to their community enabled members to continue to advance their industry knowledge and stand out as leaders in their field.

They offered several member benefits already, but **none of their existing benefits proactively encouraged members to interact with the AcademyHealth brand on a daily basis** or disseminated the most relevant industry news—from authoritative sources—at regular intervals.

The organization was ready to embrace innovative Artificial Intelligence technology in order to personalize member engagement in a brand new way.

SOLUTIONS

AcademyHealth began working with rasa.io in early 2018 in order to use Artificial Intelligence to engage their entire community of members in a way that was relevant and personalized. The rasa.io AI-powered email newsbrief provided a member benefit that would allow their organization to deliver important industry information to their entire community.

Additionally, **they wanted another means by which to disseminate their internally developed content, but without the hassle of sending another email put together by hand.** They engaged rasa.io, because they wanted a way to ensure their own content was getting distributed to their members, amongst other leading, industry-relevant news, articles, and publications.

> *We see unique weekly open rates that range between 45% and 55%, our average open rate is 49%, and our average click-through rate is 16%. Having an extraordinarily high level of weekly exposure with our members is invaluable.*

> **-ANGÉLICA RODRÍGUEZ, DIRECTOR OF MEMBERSHIP AT ACADEMYHEALTH**

RESULTS

When they began their trial with rasa.io, AcademyHealth saw their daily newsbrief open and click rates increase steadily, as the rasa.io Artificial Intelligence learned its various members' interests and content preferences.

Angélica Rodríguez, Director of Membership at AcademyHealth, describes the value of rasa.io services to her organization: **"We see unique weekly open rates that range between 45% and 55%, our average open rate is 49%, and our average click-through rate is 16%. Having an extraordinarily high level of weekly exposure with our members is invaluable."**

When the rasa.io AI is working at its highest level, AcademyHealth sees a daily open rate of above 50% and a daily click of above 40%. **"Now we have an automated way to ensure our messages to members and our important articles are getting absorbed,"** adds Rodríguez, "all while knowing we are providing our members the important information they need to remain leaders in the industry."

49%
UNIQUE WEEKLY OPEN RATE

52%
ENGAGED MEMBER OPEN RATE

42%
ENGAGED MEMBER CLICK RATE

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