

rasa.io + hfma™

SUMMARY

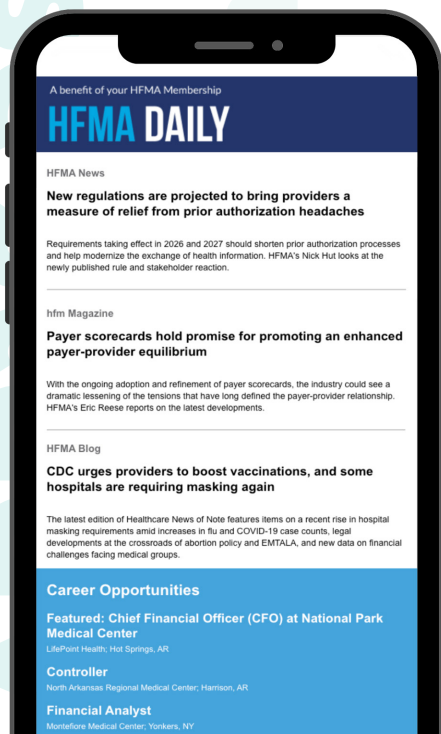
The Healthcare Financial Management Association (HFMA) is a professional organization with over 110,000 members, including healthcare finance leaders and professionals from hospitals and health systems, provider organizations, and physician practices. HFMA provides practical tools, education, industry analyses, and strategic guidance to address the challenges within healthcare. Like many associations, HFMA excelled at engaging its community through large-scale initiatives but wanted to increase the frequency of engagement with its members. As a result, they partnered with rasa.io to engage with members in a relevant way daily.

BENEFITS

- Using rasa.io AI technology, HFMA members receive relevant industry news automatically delivered to their inboxes every day. In addition, HFMA can gather member reading habits and AI-generated insights and leverage this engagement data to craft its own content strategy, highlighting topics that it knows are trending areas of interest.
- The AI-powered newsletter provided HFMA with valuable information on the articles and topics their members were most interested in, allowing the organization to have a real-time understanding of their community's pulse and interests. As a result of HFMA's partnership with rasa.io, the organization has seen an increased open rate of 45% and a click rate of 29%
- With the help of rasa.io's team in identifying high-quality content sources, HFMA established itself as a leader in delivering industry-relevant content to its members, becoming a top 15 clicked-on source out of over 80 authoritative industry sources in their news brief.

42%
**UNIQUE
OPEN RATE**

29%
**UNIQUE
CLICK
RATES**



rasa.io has helped us to engage our members on an entirely new level. By having personalized and relevant news go out from us daily, members engage with the HFMA brand far more frequently than before. For the users that rasa.io's AI engine has learned the most about, we consistently see open rates of 45% and higher.



- GARTH JORDAN
CHIEF STRATEGY OFFICER, HFMA