

About SHM

Representing the fastest growing specialty in modern healthcare, the Society of Hospital Medicine (SHM) is the leading medical society for hospitalists and their patients. SHM is dedicated to promoting the highest quality care for all hospitalized patients and excellence in the practice of hospital medicine through quality improvement, education, advocacy and research.

For more information about SHM and hospital medicine, visit www.hospitalmedicine.org.

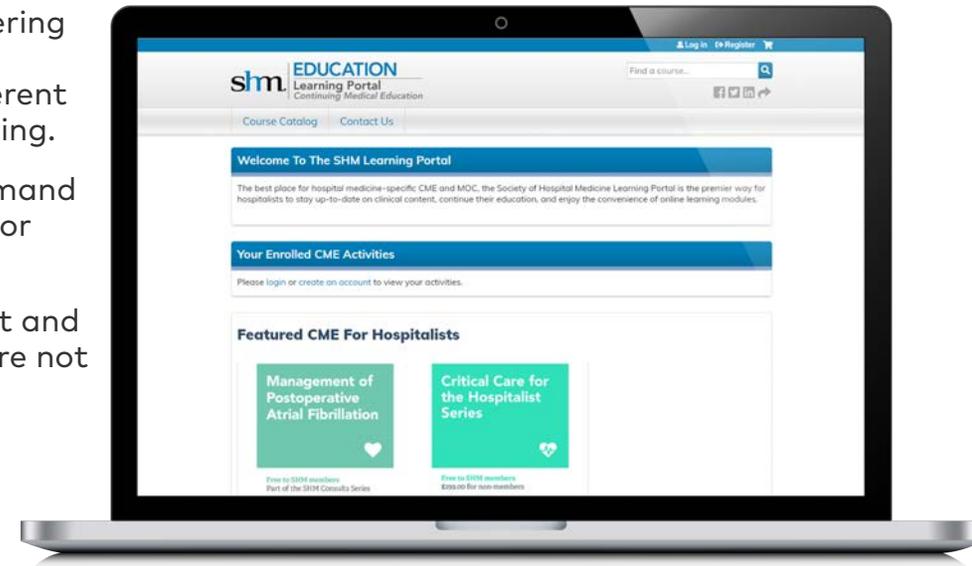
Use Case

Every year, SHM hosts an annual conference for the largest gathering of hospitalists in the United States. The conference offers a comprehensive array of educational opportunities, featuring different topics for hospital professionals who are invested in lifelong learning.

To support this focus on continuing education, SHM offers on-demand video content from the conference that attendees can purchase for their colleagues who cannot attend.

Since 2014, SHM had used a video service provider to capture, edit and produce on-demand video content from their conference—but were not satisfied with the results.

In 2018, SHM began a partnership with Intrado Digital Media to produce on-demand video content from their annual conference, leveraging the Intrado Video Production solution.



GOALS:



Support lifelong learning initiatives within the healthcare community



Extend reach of SHM conference content to hospitalists who cannot attend



Increase revenue through on-demand video content purchases

Approach

In the two years since SHM began its partnership with Intrado, the non-profit has expanded the reach of educational content from its annual conference while supporting its commitment to lifelong learning.

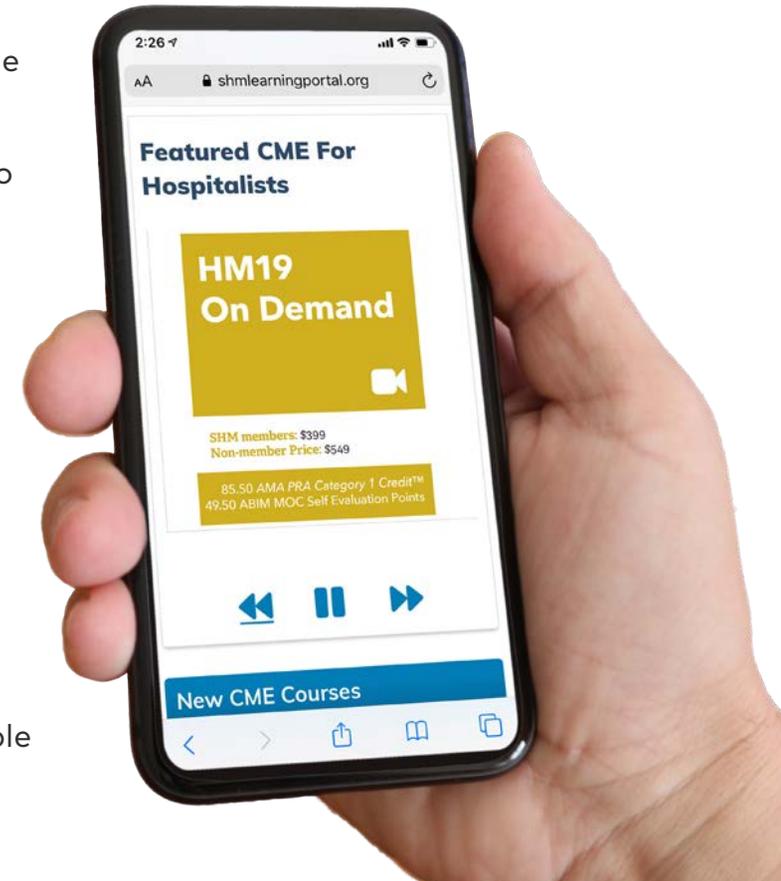
SHM has also seen an increase in revenue stemming from this on-demand video offering.

The increase in on-demand content purchases from non-attendees was also followed by a dramatic improvement in the number of hospitalists proactively purchasing this content on-site.

Intrado made the content capture execution efficient by leveraging a Pearl capture box, a live video production system used for audio and video recording.

This device allowed the Intrado team to automate the capture process in each session room and allocate more resources to reviewing and expediting the content edits on-site for SHM to upload to its servers.

Thanks to the high quality of the video capture, the speed of the editing turnaround and the lower cost of the services provided by Intrado, SHM was able to boost its annual conference revenue over the course of the last two years.



RESULTS:

210+

New on-demand content products delivered by Intrado Digital Media

142%

Increase in non-attendee on-demand content purchases (2017 to 2018)

38%

Increase in regular on-site content packages (2017 to 2018)

"The Intrado Digital Media team is incredible to work with. I trust them to execute our plan and exceed expectations. When I'm managing so many different things at once, they make life easy."

Michelle Kann
Director, Meetings | SHM