

# CASE

## OUR CLIENT:

# RELIAS

Relias is an organization that helps healthcare organizations, their staff and those under their care get better. They continue to help their clients deliver better clinical and financial outcomes by reducing variation in care.

Their platform employs performance metrics and assessments to reveal specific gaps in clinical knowledge and address them with personalized, engaging learning.

## OBJECTIVE

Relias was looking for an item to gift to attendees as a way to increase value.

## TARGET AUDIENCE

Healthcare leaders and change-makers who attend the Impact Nation conference.

## SOLUTION

A notebook and pen combo was the perfect choice. Attendees would be gifted upon check in and could use the notebook to take notes during the information sessions.

The notebook also included a custom page to serve as a reminder of the current conference and announce the date of the upcoming conference.



"OUR COMPANY'S ORIGINAL APPROACH TO ORDERING WAS TO SEARCH AND PURCHASE UNTESTED SOURCES ON THE WEB WITH MIXED AND UNPREDICTABLE RESULTS. A CO-WORKER SUGGESTED I CONTACT OLIVIA AND SINCE THEN SHE HAS MADE ME APPEAR TO BE VERY GOOD AT MY JOB. NOW I CAN FOCUS ON MY RESPONSIBILITIES AND THE BIGGER PICTURE, AND I LET THE GANG AT PROMOTIONAL PARTNERS HANDLE THE DETAILS. I CAN TRUST THEIR TEAM TO COME THROUGH FOR ME AND MY CO-WORKERS!"

-RELIAS

## ITEMS CHOSEN

- [Eco Books - Notepad with Pen](#)