

Crafting Sustainability: 2025 Demands Innovation in Healthcare Events

Instability across global economics, healthcare policy, and healthcare governance is a real threat to healthcare professional organizations and associations. As uncertainty mounts, members and attendees will look to you for community and a plan.

Achieving enduring trust, however challenging, requires resources and alignment across all areas of your healthcare organization, including at conferences and events.

With only 3 out of 10 event professionals sharing that building trust with event attendees is important, the trust disconnect must be addressed to support your organization's longevity and your attendees best.

More than **9 out of 10** executives agree: trust improves the bottom line.



9 out of 10 professionals list hosting successful events, conferences, and/or tradeshows as top priorities.



Healthcare professionals must develop an innovative marketing and event strategy to find success.

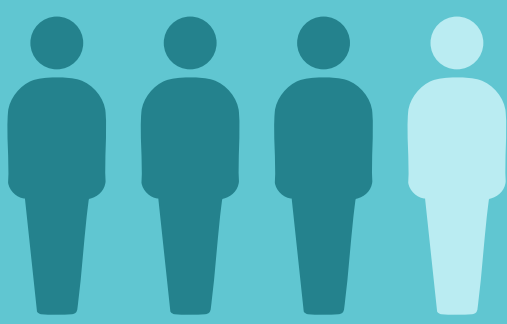
Most of these professionals also see events-related technology as helpful in driving revenue. What modern technology can you bring to your events to support attendees and speakers?

Technology will significantly impact healthcare operations this year. Modern, secure tools drive relevance and reputation in the busy healthcare landscape.

Consider what investments best support your team and overall goals, from communication to revenue growth and events to marketing.

Most (**90%**) healthcare C-suite executives predict the use of technology will increase this year.

Nearly **3 in 4** association members are comfortable with AI being used for matchmaking in networking and mentoring.



Networking is a top benefit at healthcare conferences and events. Lean into the innovative tools that make networking better for attendees, such as AI-powered features that matchmake.

Most health system executives expect AI to have a significant or moderate impact this year. When hosting your industry conferences and events, consider how you can align with the strategies and plans of others in the profession.

As staff across the healthcare industry face headwinds, including staffing shortages and fewer people training in healthcare, there's an increased need for staff to maintain and learn new skills.

Why not offer CME Credits at your upcoming conference? While complex to develop, CME courses address real-world challenges in healthcare and provide viable solutions. CME providers can grow creditability and revenue, allowing their organization to maintain and expand its commitment to healthcare.



The majority (58%) of health system executives expect workplace challenges, including the need for staff to upskill, to impact workplace operations this year.

Boost attendee learning by offering CMEs

Easily share content online and create a new revenue stream with enduring materials, self-assessment, and/or self-directed learning activities.

[Learn more](#)

About Momentum Software

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