CASE STUDY:

AMERICAN SOCIETY OF ADDICTION MEDICINE

LESSONS LEARNED FROM AMERICAN SOCIETY OF ADDICTION MEDICINE

THE ABILITY TO LEVERAGE SINGLE SIGN-ON OFFERS A MORE USER-FRIENDLY, SEAMLESS USER EXPERIENCE.

Leveraging MemberSuite's data migration tool, ASAM was able to import decades of historical data with ease. This, along with the robust modules available within the MemberSuite AMS, created efficiencies for ASAM - particularly with regards to reporting and email segmentation.

> *"We love that everything pertaining to our event can now be managed in the events module with MemberSuite."*

- Valerie Evans,
Senior Director
Governance and Operations
American Society of Addiction Medicine

ABOUT ASAM

Founded in 1954, ASAM is a professional medical society representing over 5000 physicians, clinicians and associated professionals in the field of addiction medicine. ASAM is dedicated to increasing access and improving the quality of addiction treatment, educating physicians and the public, supporting research and prevention, and promoting the appropriate role of physicians in the care of patients with addiction.

CHALLENGES

ASAM had previously used two different AMS platforms, both of which lacked the features they needed. Additionally, neither AMS offered integration with the other which meant that ASAM had to use multiple databases and Excel files to keep track of their membership and their vendors. Because of this, internal staff were required to reach out to a number of different people within their organization to source the data necessary for administration and reporting – a very tedious and timeconsuming process. The same was true when it came to segmenting their member data for use in mailing lists.

The ASAM finance department also had challenges. They managed a number of key financial tasks using Excel, which in turn required a number of staff members to reconcile multiple spreadsheets. Also, because of their work with the government, there was a large amount of historical data that they still needed to access. Finally, the three disparate systems that they were using required different passwords to sign in, which further frustrated ASAM employees.

The organization knew that they needed a single, integrated system that could handle multiple tasks, provide access to historical data for reporting and everyday management, and free up employee time by providing them with access to a more efficient technology solution.

SOLUTIONS

In searching for a new AMS, ASAM focused on sourcing a solution that offered comprehensive financial capabilities, and which could provide a central repository for all data related to their events.

After initially evaluating 25 different AMS options, ASAM narrowed their choice down to 5 and ultimately, selected MemberSuite as their new AMS provider.

In making this decision, ASAM staff cited the following key reasons:

- The breadth of modules (features) and depth of capability available within the MemberSuite AMS

- The seamless login process to all of their systems afforded by MemberSuite's open API

- MemberSuite's rich data migration capabilities from multiple sources

Working with MemberSuite, ASAM was guided through the implementation process. Realizing that it was important that they imported clean data into their new system, they identified and mapped all the necessary fields, removing what was not necessary, prior to import.

Today, ASAM has the benefit of a single data source of truth. Once this single source of data became available, all functions within the organization could rest easy knowing it had real time updated information for them to handle their activities. It is used for report creation, analysis for trends, and email list segmentation and management.

"Since implementing MemberSuite, we've saved 25 percent of our time previously spent on compiling reports".

RESULTS

Implementing the MemberSuite AMS provided a number of benefits for different departments across the organization.

Finance. By using the integrated MemberSuite Finance module, the finance department was able to significantly reduce their reliance on managing outdated spreadsheets.

Event Management. The Events Module provided a streamlined user experience for their members, and saved staff time by centralizing all of their event processes from self-service registration to financial tracking and speaker and session organization in a single location. Additionally, ASAM has been able to take registrations for their three big annual events simultaneously. *"It has made it a lot easier on our members as well. It allows members to get a clear picture of all the sessions at all our events. The portal has been absolutely wonderful,"* explained Valerie Evans, ASAM Senior Director of Governance and Operations.

Marketing & Communications. With a variety of mailing list capabilities, ASAM reduced the time needed to compile lists from 2-3 days a month to 2-3 hours - a time reduction of 87%.

As a result of the switch to MemberSuite, members have reached out to ASAM to praise them for the seamless experience they now have with the self-service portal which is accessed via ASAM's website. Instead of having to remember multiple passwords for logins, they now only have one login to remember.

CONCLUSION

1. Time spent preparing and sending emails was reduced by 87%.

2. Professionalism improved by always having the most up-to-date data. ASAM's members are happier.

3. Seamless organizational access to data has improved Employee morale and eliminated daily frustration.

4. Repetitive tasks like report compilations and email list segmentation are now automated and always correct, taking only a fraction of employees' time.

5. Members have enjoyed a more user-friendly, seamless experience.

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By GrowthZone

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www.membersuite.com

Manage. Engage. Grow

MemberSuite is the most configurable association management software on the market. The powerful AMS provides mid- and upper-market level membership organizations with applications that deliver the functionality, integration, reporting, and support that empower associations to manage, engage, and grow membership.