CASE STUDY

American Orthopaedic Association

15

Annual renewal process now takes 15 minutes instead of countless hours across 2 months

100s

Hundreds of baseline reports available in NetForum to leverage

99%

Optimized implementation process led to early and often system access, so staff were 99% trained upon launch
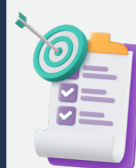
How NetForum enhances AOA's staff and member experience with streamlined and user-friendly processes

Since 1887, the American Orthopaedic Association (AOA) has equipped orthopaedic surgeons with the knowledge and skills needed to effectively lead in an evolving health care environment. Featuring a diverse constituency of orthopaedic leaders, AOA focuses on leadership, academics, and critical issues within its specialty.

AOA is committed to its members and its specialty through the sharing, collaboration, and creation of intellectual resources, educational events, conferences, webinars, journals, podcasts, and more. Seeking to transcend subspecialties and unify orthopaedic leaders, AOA works to impact its field and support its members.

With over 2,000 members/affiliates collectively, AOA needed comprehensive association management software (AMS) with strong integration capabilities. NetForum proved to be the best fit from contract to launch.

NetForum solutions

- ✓ Committee Management
- ✓ Membership Management
- ✓ Fundraising & Donations
- ✓ Accounting
- ✓ Express Pay
- ✓ Integrations

"It's really helpful to have an AMS like NetForum that's so well established and gives us so many options. With NetForum, our members are now able to easily follow a user-friendly process, cutting steps and saving time, which ultimately drives member retention and loyalty."

Kerry Lennon,
Business Analyst and Technology Manager,
AOA

Summary

An association consisting of orthopaedic physicians in leadership, AOA needed to support its members with a robust AMS while also gaining efficiencies for its smaller staff and IT department of one.

AOA selected NetForum for its powerful AMS, integration capabilities, transparent pricing, and organized implementation process. A growing association like AOA felt secure in knowing a longstanding AMS like NetForum is highly scalable.

Challenges

AOA experienced an incomplete implementation and data conversion with its previous AMS, resulting in a system full of broken processes and workarounds. Many of the common tasks AOA staff performed were manual and time consuming. AOA was constantly hit with extra costs and no promise to fix what was broken. A lack of tech support added to staff frustration and lengthened the time to get resolution.

Results

With NetForum, AOA now has a fully implemented AMS, including optimal features and bonus functionality to leverage. AOA has gained major efficiencies with NetForum, so the staff can work smarter not harder. With NetForum, AOA now owns and can access its code, utilizing configurations added to the system.

With a user-friendly membership portal and the convenience of quickly paying invoices using a secure link via Express Pay, NetForum has enhanced the member experience. AOA is excited to grow with NetForum far into the future.

> The entire team is really happy to be with NetForum, from our Executive Director to accounting to committees, membership management, fellowship, fundraising and donations. This is changing our world.

Kerry Lennon
Business Analyst and Technology Manager
AOA

About American Orthopaedic Association (AOA)

The American Orthopaedic Association (AOA) equips orthopaedic surgeons with the knowledge and skills necessary to lead effectively in the ever-changing landscape of the health care environment. Through its diverse constituency of orthopaedic leaders, the AOA focuses on leadership, academic, and critical issues associated with the specialty.

2000+
MEMBERS/AFFILIATES

10+
COMMITTEES

Numerous leadership development programs & initiatives, annual conferences, educational webinars, podcasts, and more

communitybrands

NetForum®