



Powerful, Secure, Built for Associations

Employing professional social networking to secure the organization's future

CLIENT PROFILE | SCCE/HCCA

The Society of Corporate Compliance and Ethics (SCCE) and the Health Care Compliance Association (HCCA) are professional associations with over 10,500 members. They are dedicated to providing a robust environment to discuss, educate and promote compliance standards, corporate governance and ethical practices within business communities.

Although both organizations strive to advance compliance and ethical agendas, SCCE's membership includes professionals in the academics, banking, insurance and natural resources industries, while HCCA's members are professionals in healthcare management including hospitals, nursing homes and pharmaceutical manufacturers. SCCE and HCCA envisioned increasing member engagement and communication using social networking tools.

THE CHALLENGE

Led by a visionary CEO, the thoughtful leadership of SCCE and HCCA determined that social networking was emerging as an important marketing tool and was essential to the long-term viability of their respective organizations. The organizations wanted to become the central repository, and believed social networking was not an "if" but a "when". Without a social networking solution, SCCE/HCCA foresaw loss of membership and competitive advantage within their association space.

THE SOLUTION

As clearly defined as the objectives were for the functionality and needs of their social networking solution, the same careful scrutiny and thought was applied while researching a vendor to support the SCCE/HCCA initiatives.

AT A GLANCE:

The Society of Corporate Compliance and Ethics (SCCE) and the Health Care Compliance Association (HCCA)

- Headquartered in Minneapolis, Minnesota
- Combined total of 10,500 members, 18 member board and 33 association staff
- Community site: SCCEnet, community.corporatecompliance.org
- Community site: HCCAnet, community.hcca-info.org
- Website: www.corporatecompliance.org
- Website: www.hcca-info.org
- AMS: Euclid ClearVantage
- Public social media: Facebook, Twitter, LinkedIn, Google+, Pinterest



Society of
Corporate
Compliance
and Ethics



Health Care
Compliance
Association

“Our community site gives me a great opportunity to collaborate, raise issues with peers, and get a sense of current compliance and ethics community discussions.”

~ Joe Murphy
CCEP Outside Counsel

SCCE/HCCA found a solution that would:

- Enable a swift launch and decrease implementation time
- Save staff time, resources and money
- Easily interconnect with their AMS solution
- Align their organizations with the industry experts who understand social

After a thorough evaluation of third party vendor solutions, SCCE/HCCA concluded that Higher Logic's online community platform provided a comprehensive social networking solution inclusive of innovative features and functionality to launch and sustain a successful community site. The selection of Higher Logic was also supported with the assurance that their community solution was developed by a team of industry experts with more than a decade of developing and implementing web-based software products and services to the association and non-profit industry.

THE BENEFITS

Within 60 days, SCCE/HCCA implemented the full community suite including Directory 2.0 for its member profiles, Discussions for its threaded posts and Resource Library for its extensive document repository.

Working with Higher Logic, the SCCE/HCCA team created a highly targeted and successful marketing campaign to introduce and drive member traffic to their new communities. Tactics included offering special incentives to the first 500 members to login, promoting the new sites at all special events and conferences and spreading the word through their public social media sites—LinkedIn, Twitter and Facebook.

Found Non-Dues Revenue – Both SCCE and HCCA were pleased to earn new non-dues revenue through the sale of targeted ads on their community sites. These promotions have increased attendance at their events, which further increases their revenue. The organizations are using this new revenue stream to offset the costs of the community sites and fund other initiatives.

Saved Staff Time & Resources – SCCE/HCCA hired a community manager to continue to promote new and innovative content. Hiring a community manager ensures that the lines of communication are always open.

Created New Member Benefits – To further enhance online offerings, HCCA has been collecting thousands of documents, presentations, policies, memos and procedures and provides access to this valuable content through its Resource Library. Members can search by keyword, rate or tag content and most importantly find information when they need it.

SCCE/HCCA BUILDS FOR THE FUTURE

With a firm belief that social networking will be the primary channel members rely on to communicate and conduct business, SCCE/HCCA is not only poised as industry innovators, but as leaders in defining member-centric associations.

HIGHER LOGIC

Higher Logic provides an industry-leading, cloud-based community platform, with over 25 million engaged members in more than 200,000 communities. Organizations worldwide use Higher Logic to bring like-minded people together in secure communities, designed to ignite knowledge sharing, drive content creation, solve problems and improve performance.

“Compliance is a profession where even direct competitors are encouraged to share practices. Our private social network makes it very easy for members to share policies and the solutions that they've devised. That's great for our members, their companies and the health of the industry as a whole.”

~ Adam Turteltaub, CCEP
VP of Membership
Development SCCE/HCCA