



Engage Your Membership with Social Technology

Encourage community, information-sharing, resource creation and member retention

CLIENT PROFILE | AANAC

The American Association of Nurse Assessment Coordination (AANAC) is a nonprofit professional membership organization representing health care professionals in the long-term care field. AANAC supports clinicians involved in the resident assessment process in long-term care nursing facilities. AANAC provides members with accurate, timely information on clinical assessment and care planning, regulatory requirements, reimbursement, quality indicators and measures, automation and transmission of federally mandated instruments and research.

THE CHALLENGE

Historically low retention rates of 65-70 percent made it clear that AANAC needed to improve its member engagement strategy. Previous efforts to create an active online community had been unsuccessful. The organization had an active LISTSERV group, but just 600 of the roughly 12,000 members participated online. The difficulty in following discussions and lack of modern social media functionality kept most members from joining. In addition, the AANAC site did not contain a membership directory, and few members understood how to upload resource documents to share.

THE SOLUTION

AANAC chose Higher Logic's Connected Community platform-the industry-leading suite of professional social networking, collaboration and mobile membership tools for associations and nonprofits. Connected Community integrated seamlessly with AANAC's existing Protech association management software solution.

The implementation, integration and launch of Connected Community took just 10 weeks. Higher Logic's integration team worked closely with Protech's web services, providing stored procedures to acquire the data that AANAC needed to launch their new community quickly.

“Higher Logic was instrumental in helping us educate our members on how to use Connected Community. And that education really paid off. Our engagement increased about 300% in the last year.”

~ Shannon Johnson
Membership Marketing Manager
The American Association of Nurse
Assessment Coordination

AT A GLANCE:

The American Association of Nurse Assessment Coordination (AANAC)

- Headquartered in Denver, Colorado
- Professional membership organization with 20 staff members, a third over the age of 50
- AANAC's 14,500 members include health care professionals in the long-term care field
- 95% of the membership is female, with an average age of 40-50 and more than 10 years in the field
- 95% of AANAC members subscribe to AANACConnect
- Community Site: AANACConnect, connect.aanac.org
- Website: www.aanac.org
- AMS: Protech
- Public Social Media: Blog, Facebook, LinkedIn, Twitter and YouTube



THE BENEFITS

AANAC improved member benefits while increasing participation, as well as information sharing. Today 95% of members are accessing AANACConnect to:

- Read and contribute to discussions on hot topics and issues in the long-term care field.
- Share experiences and knowledge related to their work.
- Find and share solutions in the resource library and with other members.

A NEW LEVEL OF COMMUNITY ENGAGEMENT

Only a small percentage of AANAC members were accustomed to taking part in online discussion forums. When AANAC upgraded to Higher Logic's Connected Community platform, its health care professionals were treated to a friendly interface and easy access to valuable information and resources in a modern social media paradigm, engaging to even the most reluctant members.

The long-term nursing care field is governed by a complex set of regulations and documentation requirements.

Rank-and-file AANAC members often need guidance in processing and coding documentation. Connected Community has helped make AANACConnect the go-to resource in the field. The platform makes it simple for top experts in the nursing field to moderate discussion groups. The groups in turn offer members peer support and what amounts to free consulting work from industry leaders.

The membership response was striking and immediate. AANAC soft-launched AANACConnect in February 2010. By October 2010, one month before the launch to the entire membership, the forum featured 71,146 page views and 12,288 posts. By the end of November 2010, the first month of official launch, AANACConnect boasted 102,593 page views and 14,536 posts.

BUILDING ON PAST SUCCESSES

AANAC staff was initially concerned that some previously active members would not migrate to the new discussion portal. They were pleasantly surprised when participation actually grew as members gain an increased comfort level responding to questions through AANACConnect rather than email. AANAC members have also responded positively to earning points and ribbons for increased community participation.

In the near future, AANAC plans to use the Connected Community platform to:

- Create communities dedicated to different job roles.
- Improve interest and attendance at its annual conference.
- Enhance its certification programs with online study groups.
- Explore opportunities to increase non-dues revenue.

Connected Community™ from Higher Logic

Connected Community is the industry-leading, cloud-based community platform for associations and nonprofits, with over 20 million engaged members in more than 100,000 communities. Organizations use Connected Community to bring like-minded people together in secure communities designed to ignite knowledge sharing, drive content creation, solve problems and improve performance.

“I'm very impressed with the LTC Network Digest on AANACConnect. I'm learning something new every day. And when I have questions of my own, the answers are always helpful and prompt. I once posted a question and received a response in seven minutes. You just can't get that kind of attention anywhere else.”

~ Jan Davis
RN
CRNAC