



## Create Community with Social Technology

Bring together a diverse, geographically far-reaching membership base to encourage collaboration and knowledge sharing

### CLIENT PROFILE | APIC

The Association for Professionals in Infection Control and Epidemiology (APIC) is the leading professional association for infection preventionists. The association's roughly 15,000 members include nurses, epidemiologists, microbiologists, doctors, scientists, public health administrators and other health care professionals who work in diverse health care settings to prevent the spread of infection.

### THE CHALLENGE

Keep members connected with the Association and their peers as travel and training budgets slowly evaporated.

APIC and its members thrive on personal interactions and sharing of resources and information in order to improve the practice of infection prevention and ultimately patient safety.

Unfortunately, in 2008, as the economy changed, APIC members had their training budgets slashed. APIC staff needed to find a way to keep members engaged with the best practices and guidance using online media and tools.

### THE SOLUTION

APIC decided to create a full-featured social network to further engage its membership. To accomplish this, APIC chose Higher Logic's Connected Community™ platform, the industry leading suite of professional social networking, collaboration and mobile membership tools for associations and nonprofits. They named the community site MyAPIC.

“ I'm excited about using this. I think it has great potential! I live in a small town with only one hospital and I'm the only IP, and my chapter is more than two hours away for me. APIC, and more specifically electronic communication with my chapter, has been my lifeline. ”

~ Tiffany Horsely  
Secretary, APIC Chapter 009  
Wichita, Kansas

### AT A GLANCE:

#### The Association for Professionals in Infection Control and Epidemiology (APIC)

- Headquartered in Washington D.C.
- 41 staff members
- Dedicated to preventing the spread of infection in health care settings through education and implementation of best practices
- APIC's 15,000 members are infection preventionists dedicated to targeting zero health care associated infections
- Community Site: MyApic, [community.apic.org](http://community.apic.org)
- Website: [www.apic.org](http://www.apic.org)
- AMS: iMIS
- Public Social Media: Facebook, LinkedIn and Twitter



## THE INTEGRATION

Connected Community fully integrated with APIC's existing iMIS association management software. Thanks to Connected Community's pre-built integrations with iMIS:

- Member records in the iMIS database automatically populate member profiles, communities and a member directory on MyAPIC.
- Single Sign On (SSO) functionality allows members to update their contact information directly within iMIS.
- Security privileges are limited by the member type, involvement and activities in iMIS.
- Advanced privacy settings allow members to customize their profiles and community involvement.
- APIC has the option to collect additional data by writing back demographics and additional information from MyAPIC to iMIS.

## THE BENEFITS

Increase opportunities for members to connect with IP peers and APIC with MyAPIC:

- Gain an instant connection to a unique reservoir of IP industry knowledge.
- Form last connections in the IP community.
- Network with peers for on-the-job support, guidance, networking and collaboration.

### Bringing Infection Preventionists Together

Infection Preventionists are in uniquely challenging position. They're often the sole IP on staff, tasked with the daunting responsibility of connecting the science of infection prevention to the people most deeply and personally affected. Thanks to Connected Community, MyAPIC offers IPs a social platform dedicated to the profession where they can connect and communicate with one another. APIC members use MyAPIC to exchange information, practice guidance, implementation advice, camaraderie and support.

The response to MyAPIC was so striking that the association did not need to implement any additional member engagement strategies. With only moderate initiative from APIC staff, members contribute dozens of posts a day, sharing life-saving IP information and resources.

“ I appreciate all Higher Logic does to keep this forum up and running. It's a great service to our professional community. Hand hygiene saves lives! ”

~ Jan Lepinski  
Chair, Welcome/  
Mentoring Committee  
APIC Chicago Chapter

MyAPIC has enjoyed more than 26,000 group subscriptions and 150,000 total logins by more than 13,000 unique users. Within eight months of launch, APIC has seen more than 14,000 posts from 3,300 contributors within their Discussion Groups. More than 215 members have contributed 440 documents within the resource libraries.

### **Broadening MyAPIC's Role**

MyAPIC has been an unquestioned success, both in building a virtual community of IPs and in incentivizing infection prevention professionals to either join or extend memberships.

But the Connected Community-powered portal is hardly the end of the association's push to enhance member engagement. APIC plans to include the Connected Community platform in its overall strategy and organizational ROI. MyAPIC will serve as the lynchpin of the association's efforts to:

- Develop a comprehensive social strategy involving all departments and business areas.
- Retain members through the association's mission and strategic plan, in addition to its products and services.
- Measure engagement levels through easily quantifiable metrics.

### **Connected Community™ from Higher Logic**

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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.