



Encourage Networking with Social Technology

Bring together professionals from across the country, retain young members and prospect for new members

CLIENT PROFILE | ASHP

The American Society of Health-System Pharmacists (ASHP) is a national professional membership association representing more than 40,000 pharmacists who practice in hospitals, health maintenance organizations, long-term

care facilities, home care and other components of health care systems. With 180 staffers, ASHP is the only national organization of hospital and health-system pharmacists. It has a long history of improving medication use and enhancing patient safety.

THE CHALLENGE

Enable networking between professionals regardless of geographic location, retain existing members, prospect new ones and increase ASHP's visibility.

Membership in ASHP has provided valuable networking opportunities for more than 50 years. But not every member is able to attend meetings and conferences to network with health system pharmacists in person.

Likewise, the association has long struggled with obtaining accurate demographic information from students and young professionals, who move frequently and are in transition with their careers. In an increasingly "connected" society, ASHP was in danger of becoming an unimportant presence in the lives of its 35,000 members.

THE SOLUTION

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

“ASHP's greatest resource is its members, and ASHP Connect has been a powerful tool which has made it possible for members to easily exchange their knowledge by sharing information through discussion groups, blogs, events and documents.”

~ Aileen Holland
Marketing Manager, Membership
ASHP

AT A GLANCE:

The American Society of Health-System Pharmacists (ASHP)

- Headquartered in Bethesda, Maryland
- National professional association with more than 40,000 members and a staff of 180
- ASHP represents pharmacists who practice in hospitals, health maintenance organizations, long-term care facilities, home care and other components of health care systems.
- Community Site: ASHP Connect, connect.ashp.org
- Website: www.ashp.org
- AMS: Personify
- Public Social Media: Facebook, LinkedIn and Twitter



ASHP chose Connected Community due to its built-in integration with ASHP's member database Personify, product features, support and advanced functionality, as well as Higher Logic's experience working with associations.

THE BENEFITS

Enhanced opportunities for networking and participation within the ASHP Community.

Today members are accessing ASHP Connect to:

- Share documents, information and upcoming events with peers.
- Learn from experts in the health-system pharmacy field.
- Post, view and write blogs and definitions of key industry terms.

BRINGING ASHP MEMBERS TOGETHER

ASHP enjoys a robust membership roll. But with 35,000 members spread across the country, it's simply not possible for the organization to engage all of its health-system pharmacy professional in person. The answer? A full-featured, visible online community, powered by Higher Logic's Connected Community suite.

ASHP Connect provides ASHP members the necessary tools to communicate and collaborate with their peers, including discussion boards on a wide range of topics, and social networking tools like blogs and wikis. The site also allows members to form their own less formal smaller communities to connect, share, and earn within the larger system.

The member response to ASHP Connect was immediate and impressive. Within six months of launch, some 9,000 ASHP members—25 percent of the total number—were active users, far exceeding the association's first-year goal of 5,000 users. The level of participation and the amount of user-generated content has surpassed internal expectation, and ASHP Connect has become a respected and highly praised forum in the health-system pharmacy industry.

NEW OPPORTUNITIES FOR SOCIAL INTEGRATION

Now closing in on 12,000 active users, ASHP Connect has given the association a meaningful contemporary, influential and innovative online presence. It has enhanced ASHP's membership development initiatives, increase awareness of and participation in professional practice development programs, and reinforced the ASHP brand.

Even more benefits—for the organization and its members—are on the way. ASHP plans to use the Connected Community platform to:

- Create separate but integrated "microsite" to extend online support activities for its two national-level member conferences.
- Dynamically display user-generated announcements, discussion and blog posts about conferences directly on the ASHP Connect homepage.

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.

“ASHP Connect provides members with the social collaboration and engagement tools they want and helps staff improve operational effectiveness and drive brand value.”

~ Greg Leatham
Director,
Web Communications
ASHP