

CASE STUDY:
**ASSOCIATION OF UNIVERSITY
PROGRAMS IN
HEALTH ADMINISTRATION**



LESSONS LEARNED FROM THE ASSOCIATION OF UNIVERSITY PROGRAMS IN HEALTH ADMINISTRATION

ELIMINATE MANUAL PROCESSES TO SAVE TIME AND MONEY.

Implementing MemberSuite AMS allowed the Association of University Programs in Health Administration (AUPHA) to eliminate manual processes and integrate its third-party platforms. By reducing manual processes and taking control of its event registrations, AUPHA has saved countless hours and money.

“MemberSuite AMS saved me days of monotonous work creating membership annual invoices.”



- Chris Anne Sanyer,
Director of Membership
Association of University
Programs in Health
Administration

ABOUT AUPHA

AUPHA The Association of University Programs in Health Administration (AUPHA) is a global network of colleges, universities, faculty, individuals and organizations dedicated to the improvement of health and healthcare delivery through excellence in healthcare management and policy education. Its mission is to foster excellence and drive innovation in health management and policy education, and to promote the value of university-based management education for leadership roles in the health sector.





CHALLENGES

AUPHA's search for a new AMS began in 2013. The association had come to the decision to replace their existing platform because it had no flexibility and limited reporting capabilities.

Additionally, the limitations of their financial system meant that Chris Anne Sanyer, AUPHA's Director of Membership, was forced to prepare all of AUPHA's billing by hand which was not only inefficient, but also consumed a great deal of her time and effort.

“Due to our unique member structure, we wanted a platform that offered the flexibility we needed. In our search, we did not find anyone else that could handle our membership structure through configuration versus costly (and risky to build) customizations.”



SOLUTIONS

AUPHA staff had an opportunity to meet with the MemberSuite AMS team during ASAE's Technology Conference and Exposition in 2017. During the meeting, they outlined their requirements for a new AMS and explained that as a small organization, they didn't need a full suite of AMS modules. Instead, they were focusing their search on solutions that provided functionality for CMS, events, financial management and accounting. Beyond this, they had 2 other key considerations that were factoring into their decision:

- They were looking for a solution that would integrate with Higher Logic, the cloud-based platform the organization was using for its website and online communities.
- They needed a system that could handle their complex membership structure – specifically, a solution that would allow them to attach various organizations to one person's membership record.

As well as meeting AUPHA's need for a cloud-based solution that would integrate their accounting, events and reporting, the MemberSuite AMS platform provided AUPHA with the flexibility they needed to handle their complex member structure, while also being compatible with Higher Logic.

"MemberSuite AMS was very helpful and held our hand throughout the entire implementation process, including with our integrations."

During the implementation, MemberSuite AMS remained extremely connected to the AUPHA team to ensure the processes went smoothly.

Some AUPHA team members had been heavily involved from the start while others weren't a part of the day-to-day processes. *"We had a lot of questions"* Chris said. When it was time for upper management to become involved, there were a lot of questions that had been asked earlier in the process. *"The MemberSuite AMS team was very patient with us."*

A key part of the implementation required that all of AUPHA's existing data be extracted from their old system and sent to MemberSuite AMS. Chris said it was a long process because the organization wanted to take its time and make sure everything was transferred correctly. This involved deciding not only what data to move over but also how they wanted to move it over, which for the AUPHA team meant a lot of time spent reviewing Excel spreadsheets. *"MemberSuite AMS made the transition a lot easier,"* Chris said. *"MemberSuite AMS' implementation team was very organized. It is a platform we can communicate with. Jointly, we created a timeline and assigned what each person was expected to do."*

"We needed a real partner, one who was responsive. We've found that in MemberSuite AMS, we have a dedicated Customer Success Manager and a support team that responds to our needs."



RESULTS

By making the decision to partner with MemberSuite AMS, AUPHA finally had a solution that could handle its complex membership structure. The software gave them the flexibility to link one member's record (with a configuration relationship structure) to various organizations.

Transitioning to the MemberSuite AMS also changed the way AUPHA conducted their billing. Instead of doing it all by hand, billing processes could now be automated and simplified. *"Now, I can do it the way I want,"* Chris said. Additionally, by making the move to MemberSuite AMS, AUPHA was able to address requests from their members who had asked that their billing be simplified. Now, AUPHA is able to use automated billing processes to create separate invoices for their members' programs. As a result of simplifying the member invoicing process, more members paid their dues ahead of time in 2018.

Meeting registration has been simplified as well. AUPHA used to employ the services of an event planning company. With MemberSuite AMS, they can do their own event registration online. *"That was a key factor in our decision to move away from the event planning company,"* Chris said. *"That alone has saved us a significant amount of money."*

While AUPHA appreciates all the capabilities of the MemberSuite AMS software, working with the MemberSuite AMS team has been their favorite part.

"I really like the people we've worked with," Chris said. *"The people part comes first. The customer support comes before the platform."*



CONCLUSION

- Manual billing processes are no longer necessary, saving AUPHA time and money and improving member satisfaction.
- AUPHA's membership records are more accurate now that one member's record can be attached to other organizations.
- AUPHA's new event capabilities using MemberSuite AMS has saved them time and allowed them to handle registrations in house, saving them money.
- AUPHA's team is excited they have a partner they can rely on whenever needs arise.



membersuiteAMS

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Manage. Engage. Grow

MemberSuite AMS by GrowthZone is a powerful association management solution designed for mid- and upper-market membership organizations. It delivers the functionality, integrations, reporting, and support needed to streamline operations, enhance member engagement, and drive organizational growth.

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