

INSIDE AMC

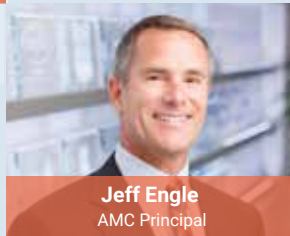




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AMC Leadership Team

It's a new day at AMC. The past year has brought many exciting changes for our company and achievements for our client partners.

Through the dedicated efforts of our staff, our client partners have continued to experience growth and innovation in the products, programs, and services they have developed. In this booklet, we are proud to highlight some of their many successes.

Ensuring that we provide our clients with the highest level of service is of the utmost importance to us. In the past year, we have developed a strategic plan that focuses on the fundamental pillars of our company—our clients, staff, services, and performance. These pillars are the foundation for what sets AMC apart: our dedication to providing outstanding customer service by forming meaningful and long-term relationships with our clients. These lasting relationships, flexible approaches, and deep collaborations uniquely equip us to help our client partners thrive and grow.

In early 2019, we welcomed two new client partners to the AMC family: the Academy of Breastfeeding Medicine (ABM) and the Council of Engineering and Scientific Society Executives (CESSE). We are excited to help them serve their missions and look forward to many successful collaborations.

As it has been for 45 years, advancing our clients' missions is the passion that fuels us. With our new strategy in place, we look forward to continuing to help our client partners accomplish amazing things throughout the rest of 2019!

Clay, Dave, Jeff, Mark, Scott, Vish, Karen, Mike, John, and Steve

Customized Solutions that Transform Associations



AMC **Consulting Services**' objective, practical, and custom solutions assist healthcare and professional associations in building value and achieving their business goals.

Services

- High-Performing Boards™
- Governance Essentials for Staff™
- Strategic Planning
- Board Roles & Responsibilities
- Board Development
- Executive Leadership Coaching
- Market Research
- Member/Customer Needs Assessment, Gap Analysis
- Product Development
- Content Strategy, Website Development, Analytics
- Design Services

Please visit connect2amc.com/consulting to learn how AMC Consulting Services can advance your business goals.



Using Strategic Supports to Boost Sales and Save Money

When sales lag on integral, highly researched products, AMC's **Consulting Services** steps in to create targeted marketing campaigns. Using existing data, they elicit testimonies from previous purchasers and target demographically similar non-purchasers for e-mail campaigns. Not only does this strategy and its use of preexisting data save money, it also boosts sales and generates revenue.



- The **International Transplant Nurses Society (ITNS)** saw a 95% increase in their *Core Curriculum* sales.
- The **American Association of Neuroscience Nurses (AANN)** experienced an 87% increase in their *Comprehensive Review for Stroke Nursing* sales.
- The **Association of Rehabilitation Nurses (ARN)** saw a 27% increase in their *Core Curriculum* sales.

Personalized Strategies that Build Value



Unifying Voices to Increase Reach

How do you create a cohesive value proposition when your stakeholders represent five separate organizations? The **Association of Professional Chaplains** (APC), along with four other spiritual care groups, asked AMC to help. APC wanted to create a piece that promoted the value of spiritual care with content from each of the five groups, but it needed to have one clear voice.



The solution: AMC's **Creative Media Services** (CMS) streamlined and unified the content from the five groups to create a digital publication that could be posted on their respective websites. To increase engagement, CMS optimized web copy with visuals for each group. This project was the first

of its kind for the chaplain associations, successfully resulting in more than 2,900 views and 270 hours of reading time.

2,900 Views

270 Hours of Reading Time





Marketing Data and Expanded Audience Research Increases Annual Meeting Attendance

AMC's **Creative Media Services** (CMS) developed a new integrated and targeted marketing strategy mixed with customized support to help the **Society of Gynecologic Oncology** (SGO) increase registrations for the Annual Meeting on Women's Cancer.

Using SGO's past attendee data, CMS developed targeted audience segments to identify the best opportunities for growth and crafted unique messaging to highlight the benefits each audience receives when attending the annual meeting. The campaign made use of multiple tactics to implement the strategy including a Google AdWords campaign to target new audiences, advertisements in SGO's digital newsletter and journal, optimized copy for key webpages, and unique e-mail copy for each audience segment. To measure performance, CMS used campaign tagging and analytics to track the success of each marketing channel and refined tactics as the campaign progressed to optimize efforts. CMS helped SGO increase total conference attendance by 3%, which included a 5% increase in attendance for the audiences specifically targeted in the campaign, breaking all previous attendance records.

Thanks to quickly earned trust and satisfaction in collaboration, SGO is continuing to partner with AMC in 2019.

3% Increase
in conference attendance

5% Increase
in target audience attendance

Consulting Success Leads to Full-Time Support

The **International Eczema Council** (IEC) was looking for only a few services when they began working with AMC's **Consulting Services**. The only staffer for the council, the executive director, needed a partner to provide financial management, publishing, and website support.

But, the partnership with AMC worked so well that IEC decided to sign on as a full-time client and is now enjoying the benefits of working with almost every service team, freeing the executive director to launch new meetings and programs.




Membership

Members are the cornerstone of every association, and providing a great member experience is key to successful retention and recruitment. AMC clients engage members in new ways with innovative programs that celebrate their chosen fields and provide the professional development and connection they need.

All About Experience

Committed to providing meaningful experiences, the **National Association of Neonatal Nurses (NANN)** delivered more than exceptional education and a great time at their 34th Annual Conference in Anaheim, CA. NANN demonstrated a deep understanding of neonatal nurses and truly honored attendees with thoughtful and creative touches:

- Conference hallways were lined with poster-sized images of grown preemies holding framed photos of themselves in the NICU.
- Attendees enjoyed designing fresh flower arrangements to warm their hotel rooms.
- Local NICU families opened the conference with live, emotional stories of gratitude.
- Attendees were surprised with locally inspired treats.
- An all-attendee celebration provided much-needed relaxation and fun.
- Colorful “NANN nurses rock!” socks went home with every attendee.
- NANN’s formal business meeting ended in an impromptu dance party.



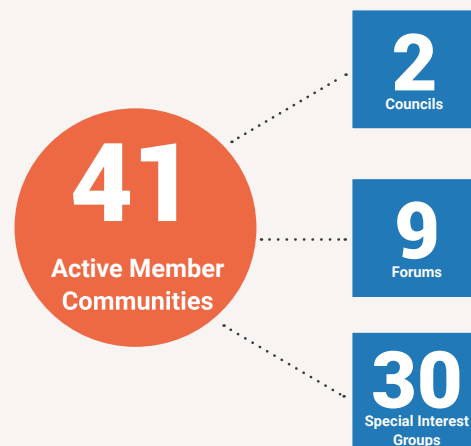
“Everywhere I go, I see all the details that went into making this a truly special event for us.”
—NANN conference attendee

Providing the best possible experience was not lost on attendees who took their excitement to social media, writing hundreds of posts expressing their appreciation. They even coined a hashtag for the next conference, sharing how much they’re looking forward to #saNANNah in Savannah, GA.

Much of the planning that went into these impactful experiences was made possible by early strategizing during a cross-functional onsite visit with meetings, marketing, sales, and trade show team members. Staff familiarized themselves with the venues and surrounding area, formed local relationships that led to extensive collaboration, and planned experiences that conveyed just how much they value these important nurses.

Engaging and Uniting Members Across an Organization

With 41 active member communities—consisting of 2 councils, 9 forums, and 30 special interest groups—the **American Academy of Hospice and Palliative Medicine** (AAHPM) knew they needed a way to keep everyone connected. To ensure everyone remained engaged, AAHPM created a “Connect” online membership platform and open forum page. Members may join as many communities as they like, communicate across the platform between annual meetings, and act as experts for the Academy when it seeks comments and feedback. With roughly one in three Academy members belonging to these communities, the Connect platform helps keep the Academy and its diverse members unified.





Digital Expertise

Drives Client Improvements

Many AMC clients identify evolving needs in their digital strategies as they adapt to serve audiences in new ways, while also ensuring their digital content and member data is protected.

ARN Takes its Website to the Next Level

To better position itself as the leader in the integration of evidence-based rehabilitation nursing interventions across the post-acute care (PAC) continuum, the **Association of Rehabilitation Nurses** (ARN) partnered with AMC's **Creative Media Services** (CMS) and **Information Technology** (IT) teams to redesign their website with a contemporary look and more user-friendly navigation for visitors.

The new site launched in 2018 and features these impressive metrics (compared with the prior year):

- The bounce rate decreased by 5.65%.
- Returning visitors increased by 5.9%.
- Mobile and tablet traffic increased by 3.38%.
- Views of the Roles of the Rehab Nurse landing page increased by 25%.
- The number of onsite searches decreased by 33.7%, indicating that visitors are using the site's new navigation to find what they need rather than search.

Check out the new website at www.rehabnurse.org!



5.65% ↓ Decrease
site's bounce rate

5.9% ↑ Increase
return visitors

Interactive Digital Newsletter Revives a Cherished Member Benefit and Saves Money

The print newsletter for the **Association of Pediatric Hematology/Oncology Nurses** (APHON), *APHON Counts*, was a beloved member benefit, but rising printing and postage costs were becoming a concern. Looking for a better option, APHON partnered with AMC's **Creative Media Services** (CMS) to create a dynamic and interactive digital newsletter.

Featuring everything from audio, video, and animation to interactive infographics and one-click social media sharing, the new digital newsletter offers members many ways to interact with the content and provides a new avenue to highlight the benefits of membership to nonmembers. The new digital format also has significant financial rewards: print and postage costs were eliminated and there are more options for advertisers to include dynamic content, such as videos.



Safeguarding Clients' Data

The **Information Technology** (IT) team has been hard at work protecting clients' data and ensuring that AMC is in compliance with data regulations.

In 2018, IT helped AMC complete an ISO 27001 Information Security Assessment to ensure that clients' intellectual property, including member and constituent data, would be protected under updated security systems.

Along with the **Operations** and **Accounting** teams and the **Marketing Special Interest Group**, IT also ensured all of AMC's clients are in compliance with Canada's Anti-Spam Law (CASL), safeguarding them against any repercussions.

Governance

Supporting volunteer leaders and our clients' missions is at the heart of what we do at AMC. Decades of experience have shown us that boards perform better when they focus on goals, manage conflict to improve decision making, and consider data a critical component of the decision-making process. Through our own research and strategic consulting endeavors, AMC shares best practices and encourages good governance throughout the association world.

Enhancing Organizational Performance and Better Board Development

A strong governance structure and an effective board are foundational for a successful organization—crucial to ensuring its growth and longevity. In 2018, **AMC Principal Mark Engle, DM CAE FASAE**, continued to lend his expertise to associations, helping them advance their governance systems so their boards can focus on what drives organizational performance. In his Board Development consulting work, Mark worked closely with 35 associations to identify options for streamlining and modernizing their governance processes and procedures, advancing strategy for their organizations. He also concluded his groundbreaking Board Selection Process research study; with funding from the ASAE Foundation, Mark partnered with Will Brown, PhD, at Texas A&M University to take an in-depth look at the methods associations employ to select their board members and how that impacts organizational performance.



2018 also saw the completion of Mark's report "Helping Associations Build Better Boards: Recruitment and Selection of Board Members." A key finding from the research is that ascertaining competencies and skills for board members is the most influential and effective step toward better board member performance.





Advocacy

Dedication, collaboration, and passion—these characteristics embody the clients we partner with as well as our staff. Finding innovative ways to engage membership and communicate the needs of the industry to lawmakers and regulators is an integral part of operations for our clients.

Since 2004, the **American Academy of Hospice and Palliative Medicine** (AAHPM) has worked tirelessly on behalf of patients with serious illness and the health professionals who care for them by developing and promoting the Palliative Care and Hospice Education and Training Act (PCHETA) in Congress. The legislation would expand interdisciplinary

AAHPM ADVANCES LEGISLATION TO IMPROVE THE LIVES OF PATIENTS WITH SERIOUS ILLNESS

training in palliative care, including through new education centers and career incentive awards; implement a national awareness campaign about the benefits of palliative care; and direct funding toward palliative care research to strengthen clinical practice and healthcare delivery. Today, the bill enjoys strong bipartisan support, passing the House of Representatives in 2018 with 285 cosponsors. More than 50 other organizations have endorsed PCHETA, many of which participate in an annual lobby day coordinated by the Patient Quality

of Life Coalition. AAHPM will continue to work with these stakeholder partners to advance the bill in the Senate and bring the bill over the finish line in the 116th Congress, pursuing its core mission to expand access to high-quality palliative care for patients and families.



Financial Success

The financial health of an association is vital to its success and wellness. At AMC, we're committed to growing our clients' bottom lines and helping them secure financial health. 2018 was a year of financial opportunity for many AMC clients, who are moving through 2019 on solid financial footing.

Record-Breaking Grants for Palliative Care

The **American Academy of Hospice and Palliative Medicine** (AAHPM) received more than \$7 million in grants in 2018. AAHPM, in conjunction with the National Coalition of Hospice and Palliative Care and the RAND Corporation, was awarded a \$5.5 million federal grant from the Centers for Medicare & Medicaid Services* to develop two patient-reported outcome performance measures for palliative care. In addition, AAHPM, together with the Center to Advance Palliative Care, the Global Palliative Care Quality Alliance, the National Palliative Care Research Center and the Palliative Care Quality Network, received a \$2.4 million grant from the Gordon and Betty Moore Foundation to create a unified quality improvement organization and data registry for palliative care.

\$7.9 million



AAHPM credits AMC's collaborative culture for its successes. AAHPM team members work closely with AMC's **Finance and Grants** teams to ensure required grant reporting and compliance issues are complete. The Finance and Grants teams also assist AAHPM in identifying foundations that focus on awarding grants in hospice and palliative medicine. Grateful for help from AMC's internal support teams and the cooperation with its partner organizations, AAHPM looks forward to enacting positive change within the palliative care community.

*The project described was supported by Funding Opportunity Number CMS-1V1-18-002 from the U.S. Department of Health & Human Services, Centers for Medicare & Medicaid Services.

Building Campaigns, Raising Awareness

Awarded a generous grant from the John A. Hartford Foundation, the **American Academy of Home Care Medicine** (AAHCM) used the funds for an integrated campaign to raise payer awareness of home-based primary care as a cost-effective, patient-centered medical care solution. The grant enabled AAHCM to develop a web toolkit with a white paper, creating strategic social media and e-mail campaigns, developing a video testimonial and infographic, and crafting press releases and advertisements.



AAHCM saw significant results on their outreach efforts: the web toolkit received more than 2,000 page views, 61% of which were not part of AAHCM's current audience; the white paper was downloaded more than 900 times; the press releases were picked up by 183 outlets; and their campaigns reached director and C-suite level medical professionals.

Increasing Visibility with Grant Dollars



The **Hospice Medical Director Certification Board** (HMDCB) tapped into the support of AMC's **Grants and Finance** teams to secure a \$100,000 grant from the Kindred Hospice Foundation to build awareness of its certification

program and first recertification cycle. Not only did the funds enable HMDCB to fully develop its Continuing Certification Program, AMC's Grants team managed the entire grant life cycle, freeing up HMDCB staff to focus on program development and outreach. As a result, HMDCB has been able to increase its visibility to key decision makers, increasing the pool of certification candidates, and has seen an increase in early interest for the 2019 exam.

\$100,000



Education and Expertise

For associations, the education and professional development of members and the larger community is a crucial component to achieving their missions. AMC's client partners have found that developing new programs and rethinking marketing strategies can give them a broader reach, resulting in greater impact, more members, and increased revenue.

New Certification Program Launches First Application Cycle in 6 Months

The **American Society for Bioethics and Humanities** (ASBH) underwent a bold plan to develop and initiate its own certification program—with a goal of launching the first applications in just 6 months. ASBH found that 75% of 905 industry professionals supported the development of a certification program to obtain a Healthcare Ethics Consultation Certificate. Tapping into AMC’s teams and resources, ASBH created a commission to lead this initiative in December 2017 with a goal of setting up a certification program by June 2018. The commission developed the certification exam and defined eligibility requirements and policies within months, and the program successfully launched with 149 people signing up to take the first exam in November 2018.



Increasing Attendee Numbers, Increasing Educational Reach

The **American Association of Neuroscience Nurses** (AANN) hosts their annual AANN Advances in Stroke Care Conference for nurses to learn best practices and the latest advances in stroke education and obtaining the Stroke Certified Registered Nurse (SCRN®) credential. Increasingly popular, the conference has sold out each year. In 2018, AANN saw a 6% increase in attendance from 2017, with an overall 179% increase since the conference’s inception in 2015.

Furthering its educational reach, AANN began bundling the SCRN® exam registration with the conference registration, resulting in a 365% increase in exam registrations in 2018.

**6% Increase in
2018**
**Overall 179%
Increase since 2015**

Strategic Marketing Campaign Leads to Increased Conference Registrations

An integrated strategic marketing plan that included social media posts, phone calls, partner organization outreach, and exhibitor and sponsor campaigns resulted in a 15% increase in paid conference registrations for the **American Academy of Home Care Medicine’s** (AAHCM) second annual conference.

Notably, AAHCM discovered that revising their social media strategy by decreasing the number of association-specific posts during the weeks leading up to conference and tying them to an increased number of industry news posts to gain followers and build trust resulted in a 585% increase in registrants per week.

**585%
Increase in
Registrants**

Creating Specific Principles to Define Our Existing Goals

The trusted partnerships we have with clients are essential to our definition of success. In 2018, we officially established our Customer Care Principles, which always have been at the forefront of our work with our client partners. To ensure we're always providing our clients with the best service possible, we developed four principles—We Care, We Connect, We Communicate, and We Complete—that we believe are essential to establishing trust and reliability.

We Care

We Connect

We Communicate

We Complete

To ensure all staff are connected to these principles, each team at AMC has developed a goal to support them. As a company, we regularly come together to learn about each other's goals, review progress, and encourage success.

Exceptional Staff Engagement

Without our talented and dedicated staff, we simply would not be where we are today. As we continue to focus on our clients' growth, we also want to continue nurturing relationships with our staff and fostering an environment that promotes professional development and recognition for their many contributions.

In 2018, we launched our inaugural employee engagement initiative via a Gallup survey and asked staff for honest and open feedback. We were proud to learn the results were well above industry standards, showing our staff are engaged, committed, and ultimately passionate about what they do.

The AMC Difference

At AMC, our culture is integral to everything that we do. Collaboration, innovation, passion, and integrity—these are the characteristics that drive us. We are dedicated to ensuring our clients' and staffs' continued growth and well-being.



Thank You to Our Full-Service Clients



AMC's Blog: Join the Community

AMC's blog offers thoughtful advice, progressive discussions, and timeless takeaways for the association community.

Sign up today at connect2amc.com/blog for the latest articles and industry news from AMC.



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Our Top 5 Blog Posts for Association Professionals

1

Strategic Planning

Learn how to plan like a military strategist and a prizefighter in the midst of hard blows.

2

Earning Your CAE

Credit-earning, studying, pre-exam, and post-exam tips for taking your CAE.

3

Ideas for Effectively Thanking Members and Volunteers

In other words, how to say thank you and mean it: personally, regularly, and generously.

4

Tips for Operationalizing Your Strategic Plan

Create a work plan that coincides with your strategic plan to achieve your goals.

5

Generating Generative Discussions

Generative conversations can be more productive than planning immediate action in Board meetings.