

Professional/Trade Association Teams with ISG Solutions to Create Innovative Solutions to Unique Database Needs

The Association for the Advancement of Medical Instrumentation (AAMI), founded in 1967, is the leading source of information on medical devices and equipment. Filling the dual role of both a professional and trade association, the organization serves almost 5,500 individual and corporate members with timely industry information and resources, education and certification for health care technical specialists.

Since 1998, the organization has used *iMIS* software to streamline operations and enhance member service. To support its database on an ongoing basis, AAMI sought an experienced, knowledgeable technology partner. Because its membership includes both corporations and individuals, AAMI needed a partner that could address some unique database challenges. Additionally, lacking an internal IT staff, it looked for a competent team that could fill this role when needed.



Organization:

Association for the Advancement of Medical Instrumentation

Membership:

5,400 individual and corporate members

Objective:

AAMI aimed to configure *iMIS* in a way that accommodates its distinctive membership structure and improves efficiency for both the organization and members.

Solution:

As its technology partner, ISG Solutions brings exceptional expertise and a thorough approach, resulting in a number of valuable *iMIS* enhancements.

Results:

- ISG Solutions works closely with AAMI to tailor the database, while working to ensure that any configurations and customizations will allow for smooth upgrades.
- An e-Orders enhancement enables immediate delivery of electronic documents after purchase, which has boosted sales by 30-40 percent.
- Members can manage their information online in real time, which enhances member service and saves time for AAMI.
- A unified entry point means members only log in once to access all password-protected areas of the Web site.

ISG Solutions, an established *iMIS* reseller, brought the reputation and knowledge AAMI needed. Over the years, AAMI has continuously expanded its use of *iMIS* – from the standard modules to e-commerce – and ISG has become a trusted consultant in helping AAMI tailor *iMIS* to meet its ongoing needs.

“As a hybrid between a professional association and a trade association, we have unique business requirements,” said Lori Tremmel Freeman, vice president, membership development and services, and the organization’s in-house *iMIS* expert. “The role that ISG Solutions plays most effectively for us is exploring with me how to make the software perform according to our business rules.”

ISG Solutions Configures *iMIS* to Address Unique Membership Structure

ISG Solutions helped AAMI address its unique membership structure by using the innate flexibility in *iMIS* for establishing relationships between records. They configured a multi-tiered linking system so the database would differentiate among different member types and the benefits that specific members should receive from AAMI.

The system’s structure allows AAMI and its members to keep track of member benefits. When members log on to the Web site, the system knows the individual’s benefits level and affiliation, and allows members to



manage and change their own information in real time. This saves AAMI from having to make such changes manually, and ensures that member information is always up to date.

Immediate Delivery of Electronic Documents Boosts Sales by 30-40 Percent

AAMI has also worked with ISG Solutions to implement parts of the *iMIS* integrated suite of e-Series templates. ISG Solutions customized the organization's e-Orders system to enable immediate delivery of electronic documents after online purchases. Electronic documents comprise a significant part of AAMI's online sales. Previously, delivery took place 24 to 48 hours after purchase because AAMI handled it manually. Since setting up immediate delivery, sales of electronic documents have increased by 30 to 40 percent. The solution has increased AAMI's revenue and generated praise from members.

Additionally, ISG Solutions created a unified login for AAMI's Web site, which means members only have to log in once regardless of whether they visit various parts of the site. This customization simplifies use of the site and saves time for members.

Simple Solutions to Complex Database Requirements

With these and other modifications performed by ISG Solutions, Freeman appreciates that ISG Solutions takes time upfront to find the most efficient and cost-effective solutions.

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— **Lori Tremmel Freeman**
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"Our consultant, Russ Barratt, is very responsive, perceptive and committed to finding an answer," she added. "He takes the time to talk with you, and proactively calls out things that might be problems down the road."

Likewise, Barratt, a senior consultant at

ISG Solutions, values Freeman's knowledge of *iMIS* and her open attitude toward implementing creative solutions. "We've really built a collaborative partnership with AAMI," he said. "Lori's understanding of *iMIS*, and her trust and willingness to explore different options has resulted in a system that brings value for AAMI and its members."

In Freeman's role as liaison to ISG Solutions, she brings a unique perspective as a former *iMIS* consultant herself and as someone who has interfaced with a variety of partners at other organizations. With that added insight into what makes a valuable partner, she points out that ISG Solutions sets itself apart with its comprehensive process, from needs analysis to implementation to customization and support.

"ISG Solutions provides a turn-key solution in their approach to managing clients," Freeman said. "They go out of their way to do it right from start to finish. And, having dealt with a lot of other resellers, their approaches can't come close to ISG Solutions'."



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