



The American College of Medical Genetics and Genomics (ACMG) is a young association – founded in 1991 – in a rapidly growing field that is considered one of the most exciting new specialties in medicine. Incorporated to give national representation to providers of genetic services and to speak for the emerging specialty of medical genetics, the association has expanded significantly as it has dealt with issues surrounding medical service, certification and regulation.

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## THE CHALLENGE

### Rapid Growth Strains Member Database

Over an 8-year period, the association went from having 5 employees to having 25 – a 400% growth rate. Such a rapid growth rate put a strain on ACMG's member database and website.

Initially, ACMG shared a member database with its two sister societies. Addresses and dues information were stored in an Access database. Although that offered advantages in terms of coordination and communication, it also meant that one organization could modify member information and impact data belonging to the other organizations. As ACMG grew, that became more of a problem.

By 2006, ACMG decided it needed its own member database. “We had information and addresses all over the place,” said Melissa T. Forburger, the director of administration for ACMG. “We wanted to have everything in one location, with a complete view of what members had done with our association – what were they boarded in, what events they had participated in.”

After evaluating a number of options, the association selected iMIS. iMIS proved to be an excellent choice, one that was able to provide ACMG with a powerful database and a full range of features and capabilities.

Over the next couple years, ACMG's continued growth put pressure on the three association websites: ACMG, the ACMG Foundation for Genetic and Genomic Medicine (ACMGF) and the National Coordinating Center for Regional Genetics and Newborn Screening Service Collaboratives (NCC).

ACMG felt that upgrading to iMIS was needed but by itself, iMIS could not fully address the website issues. “Our old site was overtaxing WCM,” said Forburger. “We were trying to make a Cadillac out of a Toyota.”



### The Solution: iMIS RiSE plus ISGweb

ISG Solutions was chosen to implement the upgrade and take over management of the member database. “We had the best feeling about ISG,” explained Forburger. “They were interested in our organization and what we were trying to accomplish. We could tell ISG understood what we were talking about. They also had ISGweb, which allowed them to do things that weren't in the proposals from other vendors.”

ISG began the project by doing an assessment – interviewing all the stakeholders about what they wanted and needed, both for the member database and the websites. “One of the other vendors had recommended doing an assessment as part of the upgrade, but we were glad we did the assessment first,” Forburger stated. “It gave us a lot of insight into how the key people were thinking and what they really wanted.”

**iMIS RiSE**

During the assessment, ISG consultants stayed in close touch with Forburger, bringing her issues as they were uncovered and sharing early drafts of the write-up. They also explored some different scenarios for addressing ACMG's needs. This allowed Forburger to bring options to the executive team and build consensus about the desired functionality and implementation path.

Once the assessment was complete, it was presented to the board for approval. "Our board is very receptive and appreciative of letting the staff do what they need to do," said Forburger. The team received permission to move ahead with the project.

The upgrade began in early March and proceeded quickly; the new website went live in early July.

The project team faced a few challenges. "We had to work around our annual meeting in March," explained Forburger. "There were weeks when our people were working on the meeting and could not be helping with the database. But ISG had given us a detailed project plan and we were able to get the right people involved so the project kept moving."

"We also hit a few glitches with third-party vendors," added Forburger. "ISG had to build some components of the website from scratch."

Several weeks were devoted to testing the upgrade and website. With 12 categories of membership and a fairly complex dues structure, it was important to ensure that the database and website would be functioning properly.

The last two weeks before go-live were devoted to training. ISG delivered a series of training sessions, showing each group how to do the specific tasks they needed to accomplish.

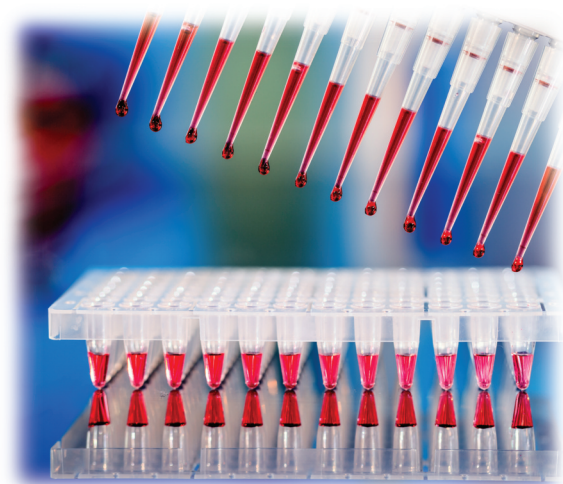
## The Results: Updating Website In-House Saves Money

"We are very pleased with the results," stated Forburger. "Our website looks the same but functions better. Rosters are updated faster because employees can update them themselves. We can make changes to our directory of genetic services before it goes out. We are saving money because of all the website updates we can now do in-house."

ACMG also has enhanced reporting for fundraising. "Fundraising can now run a report that is functional and helpful, including pieces that were missing before," said Forburger.

Dues reporting has improved as well. "We can easily run a report that compares last year's dues with this year's," added Forburger. "Previously we would have had to go through 1600 members and calculate manually. We are saving time."

One of the website improvements was the ability to customize the dues renewal process, adding a wizard that asks members questions to gain the information needed to categorize them appropriately and calculate the amount owed. This is an area where ISGweb provided additional functionality. ISG was able to configure the ISGweb Edit Profile module to ask the questions and then update membership pricing based on the answers.



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The combination of ISGweb and iMIS RiSE was able to provide ACMG the flexibility to implement complex business rules where they are needed, without the requirement to develop a fully custom solution.

Future enhancements to the website are already in planning. A committee is evaluating the information on the main website and the foundation's site to see what should be updated. ACMG is also considering revisions to the look and feel of the website, now that ISGweb provides greater options for the user interface.

ACMG is also putting a web-based process in place to manage conflict-of-interest forms, so members, staff and consultants can keep their information up-to-date themselves and the board will always have a list of people they can call on who are eligible to work on projects.

"The ISG team has always had the best interests of our organization at heart," said Forburger. "They are conscientious, responsive, and very friendly. ISG has always delivered on-time, if not early – and if there's something we are asking for that iMIS doesn't allow, they always have a suggestion for a work-around. We are very pleased to be working with them."

