



TRIPBUILDER MEDIA DELIVERED A SEAMLESS EXPERIENCE FOR AMCP MEMBERS.

COMPANY

AMCP (ACADEMY
OF MANAGED CARE
PHARMACY)

LOCATION

Alexandria, VA

SOLUTIONS

Integration with iMIS;
Single Sign-On; Year-round
Member Engagement;
Segmented Communication

SUMMARY

TripBuilder Media's mobile app, Mobile 365™, provided AMCP with a year-round mobile experience that would provide its members with information important to the organization, while also providing a customized solution that streamlined access and offered unique information available to set groups of members.

ORGANIZATION OVERVIEW

The Academy of Managed Care Pharmacy (AMCP) is the nation's leading professional association dedicated to increasing patient access to affordable medicines, improving health outcomes and ensuring the wise use of health care dollars. The Academy's 8,000 pharmacists, physicians, nurses and other practitioners manage medication therapies for the 270 million Americans served by health plans, pharmacy benefit management firms, emerging care models and government.

AMCP serves its members in many ways, including through national conferences, online learning programs, research in peer-reviewed literature and advocacy.

BENEFIT

TripBuilder Media's Mobile 365 platform serves as a crucial networking tool for AMCP members and allows AMCP to target different member groups with different information.

GOAL 1: STREAMLINED ACCESS

One of AMCP's goals was to streamline the process of logging into its TripBuilder Media Mobile 365™ app and the AMCP website, AMCP wanted members to be able to log into the app using the same credentials they use to access their account on AMCP's website. Having this type of single sign on (SSO) is becoming increasingly popular and crucial to achieving a seamless experience across the multiple technologies an organization uses.

GOAL 2: UNIQUE MEMBER INFORMATION

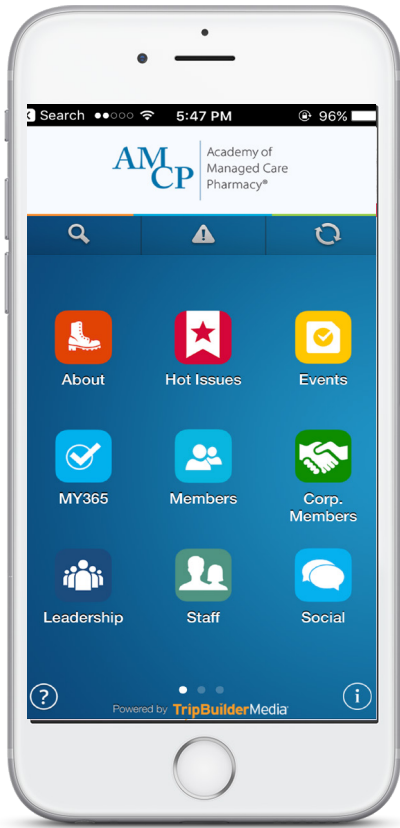
AMCP wanted the app to include information about its members that went beyond the basic name and contact details that out-of-the-box solutions are limited to. They wanted to display information such as the member's

employer type, primary position and committee. This industry-specific information would allow AMCP members to better understand their fellow members and allow AMCP as an organization to target their messages and marketing efforts to certain groups of members.

HOW TRIPBUILDER MEDIA INTEGRATED WITH IMIS

TripBuilder Media integrated with iMIS (the database AMCP uses to house their member information) for two purposes: 1) To authenticate access to the app, allowing members to use the same credentials as they use on AMCP's website and 2) To pull in member's information, including custom, industry-specific fields to build a complete member directory. This achieved AMCP's goals of a smooth login process, consistent with their other technologies. It also gave member's more targeted, distinct information about other members, making the member directory more useful.

Not only did this integration provide advantages for AMCP members, but it had major benefits for the organization and its staff as well. It gave AMCP the ability to control the information they pushed to certain members in the form of targeted push notifications and targeted "Hot Topics", letting them display and push data based on what certain groups care about.



AMCP MEMBERS LOVED THE MOBILE 365™ APP

Both AMCP members and staff were thrilled with the app. It met all of AMCP's goals, providing streamlined access across platforms and segmented member communication, and AMCP tripled its event downloads over prior years.

BENEFIT

One of TripBuilder Media's customized solutions for AMCP offered Single Sign-On (SSO) to streamline member access to crucial information.

ABOUT TRIPBUILDER MEDIA

TripBuilder Media's mobile app platforms transform the way organizations engage and communicate with their members at their events, and every other day of the year. Our user-friendly apps cover all of an organization's activities all year long, providing real two-way engagement – whether it's to help members navigate events, connect with each other, engage on hot topics, get committee work done, or be part of a community. Organizations will communicate far more effectively than email allows and can also generate significant non-dues revenue. We integrate with many AMS systems and can provide custom solutions.

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