



## TRIPBUILDER MEDIA DELIVERED A SECURE AND EASY EXPERIENCE FOR HOPA ATTENDEES.

### COMPANY

HOPA (HEMATOLOGY/  
ONCOLOGY PHARMACY  
ASSOCIATION)

### LOCATION

Chicago, IL

### SOLUTIONS

Integration with Personify;  
Multiple Events;  
Streamlined Access

### SUMMARY

HOPA, the Hematology/Oncology Pharmacy Association, brings together pharmacy practitioners to advance the studies, research and support of hematology, oncology and pharmacy practices. HOPA hosts a number of events throughout the year and looked to TripBuilder Media to create one app for all their events.

TripBuilder Media's Multi EventMobile™ platform allowed HOPA attendee to log into one overall app and access all the HOPA events taking place throughout the year. Instead of downloading separate apps for each event, the HOPA attendee was able to download one overall HOPA app from the app store and, within that app, access each event app. Each event acted as its own app with its own branding, login, and customizable features.

TripBuilder Media integrated seamlessly with Personify to achieve HOPA's goals of security and easy access.

## GOAL 1: SECURITY

The single most important goal HOPA looked to achieve when selecting its mobile app was to make its app secure. TripBuilder Media achieved this goal by implementing a login for each event, requiring a user to enter a username and password to access the event in question.

## GOAL 2: STREAMLINED ACCESS

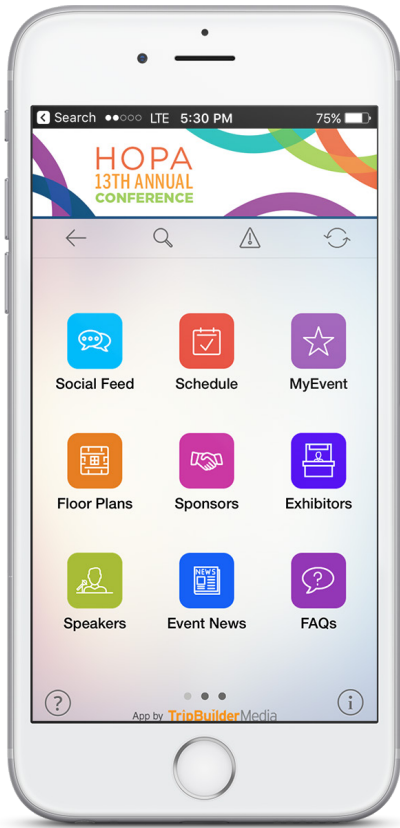
HOPA wanted to take its app one step further and make it easy for their attendees to access the event app by using the same credentials the user previously used to register for the event. TripBuilder Media was able to achieve this goal by implementing a login for each event and setting up web services to connect the login screen to the HOPA registration system, Personify. The outcome was a seamless login process that would keep the information HOPA publishes secure, while allowing users to not have to remember multiple passwords to access HOPA event related information.

### BENEFIT

TripBuilder Media's integration with Personify achieved HOPA's goal of streamlined access across platforms.

## HOW TRIPBUILDER MEDIA INTEGRATED WITH PERSONIFY

Integrating with Personify to connect the app's login screen with the Personify database was seamless and secure. TripBuilder Media set up a web service link between the event app and the Personify database. However, instead of pulling in and storing each user's individual username and password from the Personify database into the TripBuilder Media system, only a validation web service was used. This took security to the next level as not a single user's personal credentials were stored in the app's system. Instead, when a user came to the login screen and used their same credentials used to access the Personify system, the app "called" the Personify database and received a validation response. Based on this response, the user was either allowed to access the app or was denied access because the wrong credentials were entered.



## HOPA LOVED THE MULTI EVENTMOBILE™ APP

Both HOPA attendees and staff were thrilled with the app. It met all of HOPA's goals, providing security and streamlined access across platforms. Specifically, the ease of access TripBuilder Media provided, integrating with Personify for user login credentials, resulted in an outstanding usage rate of 91% of total attendees downloading and using the HOPA app for each event.

### BENEFIT

TripBuilder Media's login solution for HOPA provided secure access to event 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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