

# Ontario Dental Hygienists' Association chooses Vocalmeet's Association Management System



## About ODHA

Since its founding in 1963, the Ontario Dental Hygienists' Association (ODHA) has been dedicated to the advancement of both the practice and profession of dental hygiene in the province of Ontario. Dental Hygienists are one of the largest regulated health professions in Canada. Representing the needs and the interests of more than 8,000 dental hygienists, the ODHA is the collective voice of its members on a number of oral and overall health-related topics in Ontario. Specifically, the association has focused its efforts to increase public awareness of dental hygiene, promote access and affordability for dental care, and expand the scope of the dental hygiene profession. For its members, the ODHA provides improved insurance plans, professional development, and lifelong learning opportunities.

## THE CHALLENGE

ODHA strives to continuously meet the needs of its members and to maintain its voice in the dental hygiene industry. To continuously achieve these goals in a digitally changing world, the ODHA needed to find a more effective way to manage its membership and to meet new technological requirements without drastically increasing the associated costs.

“The system worked well from the start. There was a quick implementation, and we were able to import all of our existing member data.

~Margaret Carter, Executive Director

## THE SOLUTION

Vocalmeet understood the mission and unique needs of the ODHA. Implementing the Vocalmeet Association Management System (AMS) allowed the association to strengthen existing revenue channels and establish new ones, while streamlining and automating much of the management processes. Vocalmeet's AMS drastically improved the ODHA's technological capabilities while decreasing staff involvement and increasing overall efficiency. In addition, Vocalmeet's Smart Technology provides a unique experience to each member based on the individual member role.

### About Vocalmeet

Vocalmeet has earned its reputation by providing state of the art technology, unparalleled project management and customer service, coupled with an unwavering commitment to the success of our clients. Our goal is to delight our customers every step of the way.

### Vocalmeet Products

- Learning Management
- **Member Management**
- Live Webinar System
- Live Streaming & Live Events
- Events & Conferences
- Store & Product Management

### Member Management

- Easy member registration process
- Unlimited E-commerce/ payment methods
- Unlimited membership levels

## 1. Better Member Engagement & Increase Revenues

Vocalmeet is well aware that increasing revenues is on the top of every association's wish list. One of the most effective ways to increase revenues is through enhanced member engagement and member retention. Vocalmeet's AMS allows ODHA's members to get more involved with the association: By facilitating member collaboration, communication, and strengthened relationships, the AMS enables better interaction between the association and its members. With advanced reporting capabilities in place, the staff has now a 360-degree view of its membership, resulting in data-driven management decisions, continuous renewals and an overall growth of the organization.

## 2. Increasing Efficient Budgeting & Reducing Costs

When developing its AMS, Vocalmeet sought to provide associations with a system they could grow with. Since the system's functionality, capability, and technology are all scalable, the ODHA continues to change and evolve along with industry demands without ever outgrowing its own AMS. Perhaps most importantly, the upgrade and maintenance required for these changes are minimal.

Additionally, Vocalmeet's AMS allows the ODHA to create and manage content much more easily. The entire system hosts all data for the website, professional development, members, etc. in one place. This helps to automate and expedite administrative tasks, which provides the association with more time and resources to spend on other initiatives.

### **Improve communication with existing and potential members**

- Content access by member type and member level
- Customizable pages for each membership types
- Easily add additional apps based on your needs
- Pick and choose from hundreds of apps.

### **Increase your sales and revenue through smart technology**

- Advanced store and e-commerce functionality
- Manage all of your events online with Vocalmeet's Event Manager
- Utilize Vocalmeet's E-learning and Live Webinar tools
- Pick and choose from hundreds of apps.

## **3. Expanded Technological Capabilities to Maintain and Increase Membership**

Vocalmeet's AMS is designed to enhance the member experience from top to bottom. The mobile functionality and intuitiveness of the AMS allow members to take a more active role in their membership and the association's initiatives. Furthermore, by providing the ODHA with a system that enables it to better understand its members' needs, the association is better able to service its members. This leads to more member registrations and greater member retention over time.

With its mobile functionality, easily navigable interface, and intuitive membership functions, Vocalmeet's AMS creates a heightened experience for all users. For administrators, it gives the ODHA a 360-degree view of its members. The association now understands how its members interact with any content related to ODHA. This is essential for strategic planning due to the ability to accurately assess member needs and member activities. The AMS can easily be customized with additional apps any time as technology needs change.