

## ■ SUCCESS STORIES

# How the Ontario Dental Hygienists' Association (ODHA) Simplified Membership, Learning, and Operations with Vocalmeet's All-in-One Platform

*Vocalmeet's fully mobile-supported platform empowered members to conveniently access courses, register for events, and update their profiles from anywhere, directly driving a staggering 40% increase in e-commerce traffic.*

The [Ontario Dental Hygienists' Association \(ODHA\)](#) has long been a pillar of Ontario's health care community, advancing dental hygienists as primary care providers in the interests of both the profession and the public. In doing so, the ODHA carries a meaningful dual responsibility: empowering its members while driving better outcomes for Ontarians. Fulfilling that mission, however, is no small feat, especially in a demanding, rapidly evolving industry. As the landscape of dental hygiene continued to shift, the ODHA recognized the need for smarter, more scalable solutions to keep pace and stay ahead.

The ODHA needed a robust learning and membership platform capable of meeting growing member expectations, from seamless event registration and accessible digital learning to effortless membership management. Adopting a centralized platform that could bring these needs together was essential to delivering the connected, intuitive online experience its members deserve. That's where Vocalmeet came in.



## ● OUTCOME

For the ODHA, Vocalmeet's impact was clear: "With the integration into our website and membership system, we were able to remove many time-consuming procedures."

By embracing a fully connected digital environment, the ODHA transformed its daily operations and set a higher standard for member support. This technological shift ensures it can continue to champion dental hygienists with agility and ease. Ultimately, this scalable foundation guarantees the association remains completely equipped for whatever the future brings.

In this case study, we explore the ODHA's journey of scaling its operations through Vocalmeet's all-in-one platform. By uniting its systems under one roof, the association was able to simplify daily administration, better serve members, and generate non-dues revenue.

## THE ODHA'S CLEAR VISION FOR DIGITAL GROWTH

At the heart of everything the ODHA does is its members. Representing over 8,000 dental hygienists and dental hygiene students across Ontario, the association recognized that delivering a truly seamless experience required the right tools.

Finding the right tools, however, was not easy or straightforward, especially given the many software solutions on the market. The biggest question for organizations at this stage is: where *exactly* do we begin?

Flaiz (2025) points out that organizations must start with a concrete vision that explicitly connects their digital initiatives to their broader business objectives, such as improved member experience, increased operational efficiency, or even revenue growth.

Once that foundational vision is set, organizations must define specific, trackable metrics to measure their progress against these goals. These metrics can include tangible data points such as year-over-year member retention rates, the number of administrative hours saved from manual data entry, or the percentage increase in non-dues revenue from online course sales.

With goals and metrics in place, organizations can define clear system requirements. These requirements must support their broader goals while fitting perfectly into everyday operations. Moving from a broad vision down to specific daily needs directly paves the way for choosing the right technology solution.

Without this clarity, organizations risk getting lost in a sea of disjointed software, ultimately hindering the very growth they set out to achieve. Fortunately, the ODHA brought a disciplined vision to its digital transformation, selecting Vocalmeet's all-in-one platform as its technology of choice.

### 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.

**We understand the unique needs of today's member-based organizations and what it takes to be best in class.**

### ABOUT ONTARIO DENTAL HYGIENISTS' ASSOCIATION

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.

## ■ THE UPGRADE: A NATIVELY ALL-IN-ONE PLATFORM

To confidently expand its operations, the ODHA partnered with Vocalmeet to implement an all-in-one platform tailored specifically to its needs. What makes Vocalmeet's platform stand out is that it's natively all-in-one, setting it apart from the usual integrated systems on the market.

While standard integrated systems try to force different programs to "play nice" with each other, a natively all-in-one platform is built from the ground up as a single, centralized ecosystem. Because operations and workflows naturally connect, this core infrastructure stays stable.

For a growing organization like the ODHA, taking this native all-in-one approach provides some game-changing advantages:

- **No Broken Connections:** Third-party integrations may require maintenance and can sometimes break after updates. Native systems don't suffer from this.
- **Cost Savings:** Full integration and cross-system maintenance and development can get expensive, especially if it's required for every system. Native platforms don't require this type of upkeep.
- **Significantly Less Software Conflict:** Forcing different systems to "play nice" can be a problem when implementing full integration. But when it's already native, the platform doesn't have any selectivity issues.
- **Instant Scalability:** Adding or removing functionalities is as simple as flipping a switch. Because the foundation is already there, organizations can expand their operations and scale their offerings as needed.

For the ODHA, this meant bringing its **Association Management System (AMS)**, **Learning Management System (LMS)**, and **Event Management System (EMS)** into one perfectly synchronized digital home. Let's break down exactly how these natively connected modules power the ODHA's daily operations:

### ● ABOUT ONTARIO DENTAL HYGIENISTS' ASSOCIATION - Continued

For its members, the ODHA provides improved insurance plans, professional development, and lifelong learning opportunities.

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*Ready to transform your training with a dynamic, user-focused platform?*

[Contact Vocalmeet today!](#)

## AMS as the Core Foundation

An AMS helps organizations manage members, events, payments, networking, and engagement all in one place, securely hosting all websites, professional development, and member profile data.

With Vocalmeet's centralized approach, the ODHA's communication and collaboration became a breeze, allowing the association to streamline and automate much of its daily management processes.

## LMS as the Education Engine

An LMS simplifies the creation, delivery, and management of online education. This allows organizations to easily handle course registrations, track learning progress, and manage certification and compliance training.

Vocalmeet's LMS specifically helped ODHA enhance its professional development goals. Integrating seamlessly with the association's existing AMS, ODHA members could automatically track their courses, continuing education (CE) credits, and event history on their centralized dashboards.

## EMS as the Community Builder

An EMS is a powerful tool that simplifies the event planning process. It brings registration, ticketing, session scheduling, and attendee management together into one easy-to-use platform. It handles the meticulous coordination required for successful events.

Implementing Vocalmeet's EMS was a game-changer for the ODHA. The system simplified its planning process, providing the exact tools needed to scale up its conferences while offering the on-the-go capabilities members look for.

## THE RESULTS

By fully utilizing its new digital ecosystem, the ODHA achieved massive, measurable wins across three key areas:

### 1. Increased Membership and Better Member Engagement

Transitioning to a centralized platform revitalized how the ODHA connected with its dental hygienists, increasing membership and improving member engagement:

- Vocalmeet's all-in-one solution made it easy for members to **connect and collaborate**, ultimately building stronger relationships.
- The platform completely streamlined the core of member management: **sign-ups and renewals**. By introducing an intuitive digital interface, joining the association or renewing a membership became a fast, effortless process.

- Advanced reporting gave the ODHA a **comprehensive view** of its membership, empowering it to drive growth through realistic, data-backed strategies.
- By consistently **delivering timely industry updates** through CE courses, the ODHA has established itself as a vital hub for professional development in dental hygiene. This focus on keeping members informed and engaged has naturally boosted both attraction and retention.
- Vocalmeet's platform simplified ODHA's event management by enabling **easy tracking of member participation**. By connecting its website, membership system, and event materials into one place, it was able to deliver the premium, frictionless experience members expected.

## 2. Increased Revenue and Reduced Costs

When organizations upgrade their technology, they may often be on the fence between saving money and making money. By adopting Vocalmeet's all-in-one platform, the ODHA successfully did both.

- The ODHA was able to **monetize its online courses**, introducing reliable revenue streams that grow naturally alongside the dental hygiene field.
- By blending in-person conferences with Vocalmeet's live streaming platform, the ODHA significantly **expanded event attendance and digital advertising space** without the expense of a larger physical venue.
- Streamlining daily tasks, such as student tracking, program analysis, and membership renewals, **minimized staffing demands and freed up the ODHA's resources** for higher-value, strategic projects that drive member value.

## 3. Expanded Technological Capabilities

To stay relevant in a digital-first world, an organization's technology must be both powerful and flexible. Vocalmeet ensured the ODHA was equipped for the future by prioritizing advanced, user-friendly capabilities across the entire ecosystem.

- Vocalmeet's fully mobile-supported platform empowered members to **conveniently access** courses, register for events, and update their profiles from anywhere, directly driving a staggering *40% increase in e-commerce traffic*.
- The ODHA was able to **modernize in-person check-ins** at conferences by using scannable QR-coded tickets to instantly sync attendance data straight into the central database.
- **Hybrid events became much easier to manage** thanks to a dedicated, always-open communication channel. Vocalmeet's natively integrated setup enabled ODHA attendees to engage in real-time discussions during and after the event, fostering a collaborative network without disrupting the live sessions.