

Case Study

ASHP Teams with Experient to Save Thousands of Staff-hours and Improve Attendee Satisfaction

"Kevin Parker, Director of our web services, working together with Experient, was a true case study in teamwork. We are looking forward to using the Experient web services again at our upcoming Midyear Clinical Meeting in Las Vegas, which is the largest pharmacy meeting in the world, attracting more than 20,000 attendees."
~ Louise Kelley, Director of Operations, ASHP

About Experient

Experient is the source for integrated meeting and event solutions. Experient is recognized as the industry leader in providing full-service, customized registration, housing, event management and lead retrieval services. With a vision to perfect the event experience and a mission to help bring people together to drive business, this year Experient will create memorable event experiences at more than 3,000 events attended by more than 2.5 million people who will occupy more than 5 million room nights.



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Background

The mission of the American Society of Health-System Pharmacists (ASHP) is to advance and support the professional practice of pharmacists in hospitals and health systems and serve as their collective voice on issues related to medication use and public health.

The ASHP Summer Meeting attracts more than 3,000 pharmacy professionals and provides continuing education (CE) credits through intensive skill development in emerging pharmacy concerns. Educational programming is structured around hot topics, series (stand-alone sessions focusing on key aspects of a single topic), and learning communities (tracks of plenary and breakout sessions within a specific topic).

Challenge

In past Summer Meetings, ASHP had two major areas that required thousands of staff-hours and needed improvement: financial reconciliation and processing of Continuing Education (CE) credits.

The time-consuming process started with ASHP staff keying in the onsite registrations, followed by the finance team balancing that financial data with the onsite financial spreadsheets. After the batch reports were uploaded, the finance team had to compare them to an exception reconciliation spreadsheet for the final reconciliation with the onsite financial spreadsheets.

Also, because ASHP had to import the continuing education information post show and deal with data discrepancies through email and phone, it would take at least five weeks after the meeting before attendees could claim their CE units, negatively affecting member satisfaction.

Solution

Experient worked as a team with ASHP to develop a web-based method of sending registration and financial data back to the ASHP database in real-time, ensuring that at the end of the day, the Experient reports balanced with the ASHP reports.

Results

The implementation of Experient web services for the 2009 ASHP Summer Meeting was a huge success for the following reasons:

1. **Cost Efficient Process:** Experient ensured the accuracy and integrity of the financial data and also saved ASHP more than 1,500 staff-hours of inputting and uploading onsite data into ASHP's association management software, Personify.
2. **Financial Impact:** Deposits, batches and credit card charges were all reconciled and balanced immediately, saving ASHP staff time and providing immediate accountability while being fully PCI compliant.
3. **Customer Service Impact:** ASHP members and customers received a major, tangible improvement in service because CE units were processed in real time concurrently with meeting registrations being processed. Data was also sent to exhibitors and attendees while onsite or immediately after the meeting, increasing their satisfaction.
4. **Return on Investment (ROI):** The web services more than paid for themselves with the improvements that they produced.