

## British Institute of Radiology

### Location:

London, United Kingdom

### Fonteva Solution:

Membership

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The British Institute of Radiology (BIR) is the oldest radiological society in the world and is a leading interdisciplinary member organization for doctors and physiologists in the United Kingdom, providing educational events, industry publications, and continuing education.

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## The Big Story

Fonteva provided a reliable, modern association management platform to the British Institute of Radiology, delivering it the flexibility, deep functionality, and world-class member experience it needed to pursue its long-term goals as part of its broader digital transformation strategy.

## The Challenge

Good doctors never accept “I can’t” as an answer. And the same goes for the membership organizations that represent them, like the British Institute of Radiology.

BIR was hearing “I can’t” too often from its legacy association software. From not being able to accept online direct debit, to an outdated and unimpressive portal experience that didn’t even let users update their own accounts, to a login system so buggy it kept BIR’s team wasting hours on the phone answering basic troubleshooting questions each and every day, BIR’s old software was struggling just to keep the lights on, let alone serve as an enabler to BIR’s strategic goals.

With forward-looking plans and a historic organization worthy of a world-class membership experience, BIR turned to Fonteva.

## The Solution

Fonteva started by working closely with BIR to take the time to understand its unique requirements, specific membership goals, and special regulations pertinent to the medical industry. Then, it hit the ground running with Fonteva’s Association Software Platform.

## The Solution continued

The Fonteva platform provided BIR with the robust, flexible, forward-looking association software it demanded. The world's leading Salesforce-native association software platform, the Fonteva solution brings together the powerful functionality and massive customizability of Salesforce with the unique and industry-specific communication, e-commerce, and reporting dashboards membership associations like BIR need.

"They proved to us that we could take Salesforce and the Fonteva platform and be creative," says Jane Moynihan, Membership and Data Manager at BIR. "Now, I can say to my team, 'Just tell me what you need. What are the requirements?' And we can develop it."

Thanks to the built-in tools of the Fonteva platform and the unrivaled depth of the comprehensive Salesforce AppExchange ecosystem, BIR now supports easy customer payments with online direct debit, no-hassle self-service account changes, and its members are enjoying all-new value-adding experiences and access to resources like online learning platforms, educational video

libraries, and industry publications.

"We can focus on the things that really matter to our members with proactive engagement," Moynihan says, "instead of fighting fires."

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It's modern.  
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It works.**

That's because since BIR went live with the Fonteva platform, customer service tickets have "plummeted" from dozens each day to "nearly never."

"The portal's not buggy anymore. It's slick. It's modern. It's reliable. It works," explains Moynihan.

And with all that extra productivity, BIR is free to pursue its largest and most innovative strategic goals for the future.

"That attitude of progression is what impresses me about Fonteva. The whole team is keen to keep doing new things and moving forward," Moynihan says. "It allows us to keep thinking strategically."

Improving the membership health of one of the world's oldest medical societies? That's an association management check-up, brought to you by Fonteva.