Creating "The Experience That Members Can't Live Without"

PAEA — LEARNING FOR A LIFETIME

Industry: Membership Organizations, Healthcare
Application: Experience Cloud

Physician Assistant Education Association (PAEA) supports physician assistant educational programs and professional development in the United States, with 270 member programs and over 4,000 members.

The Challenge:
- Existing platform for member engagement provided little flexibility for engaging members.
- As PAEA's programs grew, member experience remained rigid due to their existing technology.
- Limited ability to promote member interaction, track member-staff interactions, and understand users' interests

The Solution:
- With their vision of "an experience that members can't live without," PAEA leveraged Experience Cloud to create a differentiated, personalized, "one stop shop" for their various member types.
- Using Experience Cloud "out of the box" capabilities, PAEA deployed
  - Gamification with automated badge allocation for community contributions
  - Member Alerts and Daily Digests for new relevant content
  - Flows for frictionless member workflows
  - Drag and drop UI components for a bespoke, on-brand design

Benefits:
- Ability for members to access to peers for professional development and idea sharing.
- Improved staff experience, allowing them to be more responsive and knowledgeable about member preferences.
- Reduced cost to serve through self-service capabilities such as online receipt access.
- Great flexibility to evolve through a single platform that serves multiple personas, and extensibility to add new capabilities (PAEA is now adding a commerce element to their community)
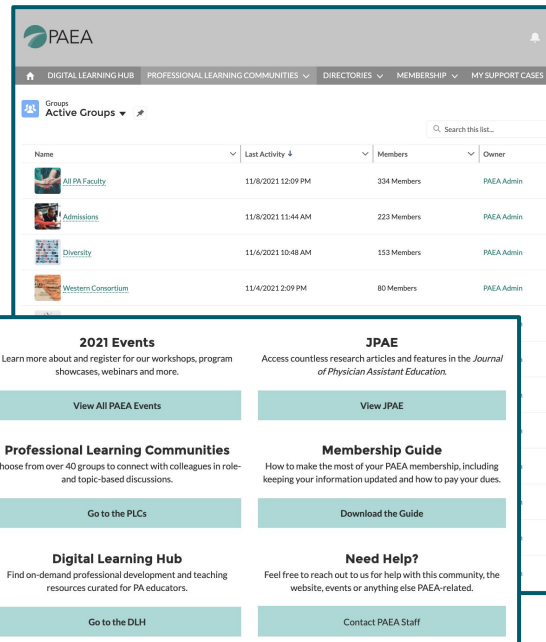
"Cloud Giants has been instrumental in our strategy to modernize our membership system, and digital transformation."
-Mary Jo Bondy, CEO, PAEA