



Industry: Membership Organizations, Healthcare
Application: Experience Cloud

Creating “The Experience That Members Can’t Live Without”

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)

Name	Last Activity	Members	Owner
All PA Faculty	11/8/2021 12:09 PM	334 Members	PAEA Admin
Admissions	11/8/2021 11:44 AM	223 Members	PAEA Admin
Diversity	11/6/2021 10:48 AM	153 Members	PAEA Admin
Western Consortium	11/4/2021 2:09 PM	80 Members	PAEA Admin

2021 Events

Learn more about and register for our workshops, program showcases, webinars and more.

[View All PAEA Events](#)

JPAE

Access countless research articles and features in the *Journal of Physician Assistant Education*.

[View JPAE](#)

Professional Learning Communities

Choose from over 40 groups to connect with colleagues in role- and topic-based discussions.

[Go to the PLCs](#)

Membership Guide

How to make the most of your PAEA membership, including keeping your information updated and how to pay your dues.

[Download the Guide](#)

Digital Learning Hub

Find on-demand professional development and teaching resources curated for PA educators.

[Go to the DLH](#)

Need Help?

Feel free to reach out to us for help with this community, the website, events or anything else PAEA-related.

[Contact PAEA Staff](#)