Transforming Operations

CCS's Data Accuracy and Billing Overhaul with iMIS

OVERVIEW

The Canadian Cardiovascular Society (CCS) supports cardiovascular clinicians and scientists across Canada by fostering education, research, and collaboration. Through member resources, professional development programs, and event management, CCS ensures its members excel in their fields.

PROBLEM

Outdated data structures and manual processes led to inefficiencies, including duplicate records and disconnected workflows. The absence of a centralized system resulted in delays in processing memberships, event registrations, and financial transactions, creating a disjointed member experience.

Additionally, staff relied on multiple external tools to manage critical functions like forms, surveys, and communications.

Fragmentation not only increased costs, but also made it difficult to maintain accurate member data and track engagement effectively. These limitations hindered CCS's ability to deliver value to its members efficiently.

AT A GLANCE

Canadian Cardiovascular Society

INDUSTRY
Association for Cardiovascular Professionals

SOLUTIONS
iMIS, TopClass

MEMBER SIZE
2,000+
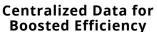
WEBSITE
ccs.ca

PARTNER
burstingsilver

> *Previously, because of our complexity, we had a lot of coding script and the cloud is allowing us to get rid of it. That in itself is a huge benefit, because we're now using more of the out-of-the-box solutions instead of custom work.*

> - Manager, Business Applications at CCS

iMIS by asi

www.imis.com

THE IMPACT

Centralized Data for Boosted Efficiency

Enhanced Member Experience

Reduced Billing Reconciliation Time

Accurate Data for Smarter Decisions

SOLUTION

CCS implemented iMIS EMS to centralize its operations, improve data accuracy, and automate manual workflows. The platform streamlined member management, event coordination, and communications, enabling the organization to focus on strategic initiatives. Additionally, iMIS facilitated connectivity by bridging multiple systems together, ensuring seamless data flow and integration across platforms.

Key Features of the iMIS Implementation:

Centralized Data Management: iMIS provides a single source of truth, reducing duplication and enhancing data accuracy.

Form Builder Integration: CCS replaced costly third-party tools with iMIS's form builder, streamlining survey and committee applications.

Advanced Marketing Tools: Seamless integration with CCS's email marketing platform enables more targeted and improved communications.

Integrated Member Portal: Self-service features, including profile updates, renewals, and payments, improve the member experience.

Automated Financial Processes: iMIS's AutoPay functionality simplifies billing and reconciliations, saving significant time.

Customizable Workflows: Process automation tasks reduce manual interventions and improve staff productivity.

> " *AutoPay allows us to be able to manage the accounts easily. The fact that Members can update and change their credit card information themselves is really helpful. They can even cancel it themselves before we would have to do it for them* "
>
> - Manager, Business Applications at CCS

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