

Fueling a Healthy Membership Journey

How Dietitians of Canada Saved Time and Boosted Efficiency with iMIS

OVERVIEW

The Dietitians of Canada (DC) is a nonprofit association representing over 4,000 registered dietitians, students, and retired members, predominantly in Canada. With a mission to promote the health of Canadians through excellence in dietetic practice, DC supports its members with education, networking, and professional development.

PROBLEM

The organization faced significant challenges with its previous system, which was not tailored to association needs. The system's complex navigation and sales-oriented setup created inefficiencies for staff and frustration for members. Finding member profiles and generating reports required constant support, resulting in time-intensive processes.

Additionally, the outdated system could not seamlessly integrate with DC's third-party platforms, such as Higher Logic. Members experienced limited self-service options and a lack of single sign-on functionality, leading to dissatisfaction. The urgency of these challenges escalated with a tight timeline to prepare for membership renewals, leaving little room for delays.

AT A GLANCE



INDUSTRY

Nutrition, Health and Wellness Association

SOLUTIONS

iMIS

MEMBER SIZE

4,000+

WEBSITE

dietitians.ca

PARTNER

sidekick

“ From the back end, iMIS is like hallelujah! It's so straightforward—everything is right there. I can find what I need without frustration, which saves so much time and effort every day. ”

- Director of Member Experience at Dietitians of Canada

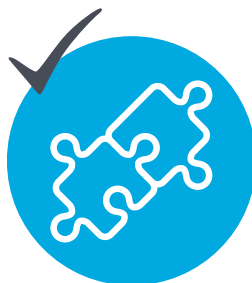
THE IMPACT



**Enhanced
Membership
Experience**



**Time Savings
in Daily
Operations**



**Seamless
Third-Party
Integrations**



**Improved
Operational
Efficiency**

SOLUTION

Dietitians of Canada successfully transitioned to iMIS, a robust solution tailored for associations, within a streamlined implementation timeline. The system was fully operational ahead of the critical membership renewal period, ensuring a smooth transition. With its intuitive interface, iMIS empowered staff to quickly adapt, enhancing their operational efficiency and productivity.

✓ **Intuitive Membership Dashboard:**
Staff have easy access to profiles and reports, streamlining daily operations.

✓ **Simplified Report Generation:**
Staff are able to independently create reports without external support.

✓ **Tailored Automation Capabilities:**
Easy to automate communications and event management.

✓ **Integrated Single Sign-On:** Simplified member access to third-party platforms for a seamless experience.

✓ **Comprehensive Commerce Features:**
Efficient management of membership dues, promo codes, and discount programs.

✓ **Responsive Support:** Weekly touchpoints and proactive assistance ensures a smooth and effective rollout.

“ *With iMIS, I don't have to hunt for member information anymore. The membership dashboard is intuitive, and everything from reports to profiles is easy to locate. It has been a game-changer for us.* ”

- Director of Member Experience at Dietitians of Canada