

# Strengthening Public Health Connections

## *How NACDD Simplified Operations and Improved Data Accuracy*

### OVERVIEW

The National Association of Chronic Disease Directors (NACDD) is a public health association dedicated to improving public health through state and national leadership in chronic disease prevention and control. NACDD supports initiatives in areas such as cancer, diabetes, cardiovascular health, and physical activity.

### PROBLEM

NACDD struggled with outdated systems and unreliable integrations that created fragmented processes and inefficiencies. Their previous member management solutions failed to meet NACDD's unique needs, such as managing member engagement without traditional dues-based structures. The inability to effectively pull data from multiple systems left staff burdened with manual data reconciliation, resulting in inconsistent and unreliable member data.

The lack of real-time data accuracy and integration made it difficult for NACDD to track member engagement, manage communications, and support key external tools. The inflexibility of the system further complicated processes, preventing NACDD from offering a seamless experience for its members and staff.

### AT A GLANCE



**NATIONAL ASSOCIATION OF  
CHRONIC DISEASE DIRECTORS**  
Promoting Health. Preventing Disease.

#### INDUSTRY

Public Health

#### SOLUTIONS

iMIS

#### MEMBER SIZE

7,000+

#### WEBSITE

[chronicdisease.org](http://chronicdisease.org)

#### PARTNER



**intuitive  
business  
concepts**  
feel good about technology.

“ *The reports we can pull in iMIS and make available to staff have been immensely helpful. Changes to our directories are immediately reflected, saving time and making our processes more efficient.* ”

- Member Engagement Lead at NACDD

## SOLUTION

NACDD implemented iMIS as a modern, integrated platform to efficiently manage its membership and engagement activities. With iMIS, NACDD centralized its operations, saving staff time, improving data accuracy, and empowering members through features like online profiles and streamlined communication preferences.

### Key features of iMIS for NACDD include:

- ✓ **Reliable Integrations:** Seamless integration with tools such as MailChimp, WordPress, and Zoom ensure consistent data across platforms.
- ✓ **Member Empowerment & Reduced Staff Time:** Members can update their information and manage email preferences directly, reducing the administrative workload on staff.
- ✓ **Centralized Data Management:** iMIS provides a single source of truth with real-time data updates, enabling staff to access accurate membership reports easily.
- ✓ **Improved Automation:** Tools like IQA queries and workflows streamline routine tasks like data entry and reporting, freeing up staff time for strategic initiatives.

## THE IMPACT



### Reduced Manual Tasks and Staff Workload



### Improved Data Accuracy with Real-Time Updates



### Streamlined Processes

*“ iMIS has saved our team so much time. The hours we used to spend on reconciling inconsistent data can now be focused on higher-impact projects that had to previously be put on hold. ”*

- Member Engagement Lead at NACDD