A NATIONWIDE PHYSICIANS' ASSOCIATION

The American College of Emergency Physicians (ACEP) is an association of more than 28,000 emergency physicians and their patients.

IN THEIR WORDS

"NextPage's print automation solution not only provided significant financial savings, but also eliminated the daily headaches associated with producing our member guides."

Robert Heard, Associate Executive Director, American College of Emergency Physicians
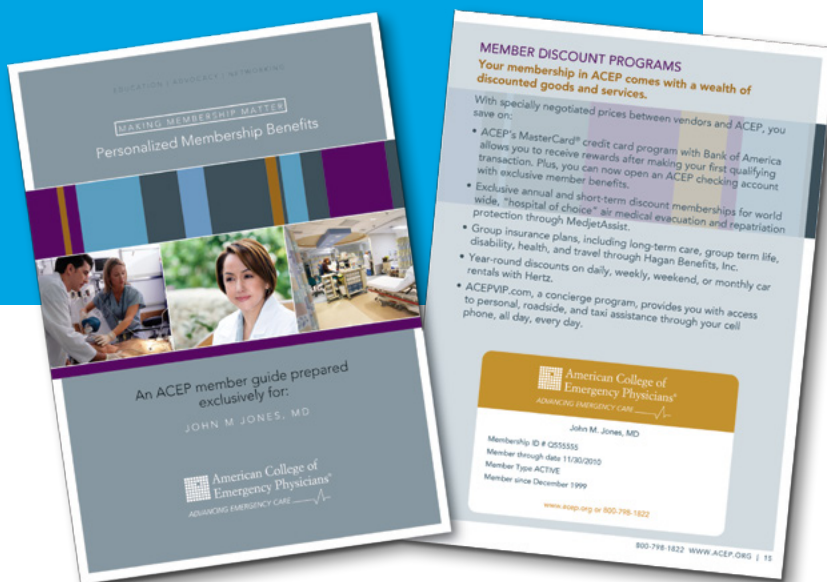
THE PROBLEM

EFFICIENTLY DELIVER CUSTOMIZED MEMBERSHIP INFORMATION BASED ON LOCATION AND SPECIALTY

The ACEP wanted to send personalized membership guides and member cards annually to every member. Content and images were specific to each individual's local chapter and medical specialty.

Membership guides and cards were often printed incorrectly and production was often taking as long as ten days.

ACEP also felt that the variable elements in each piece were costly to change and that it was not getting timely reports on marketing efforts.

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THE SOLUTION

A HIGH TECH PRINT AUTOMATION SYSTEM

NextPage automated the data exchange, proofing, production and reporting processes for ACEP's membership guides.

Booklet production time decreased from ten days to two, and ACEP is saving an additional $16,750 per year in decreased costs associated with changing variable assets.

THE RETURN

INCREASED MEMBERSHIP AND RETENTION!

TACEP now has an automated system that is 100 percent error-free. Automating the print production process produced an immediate savings of $40,000 and eliminated hours of human resource time.

In a difficult economy where most associations have seen memberships drop, the personalized member guides have helped ACEP maintain a 4 percent year-over-year membership growth and a retention rate in the 90th percentile.