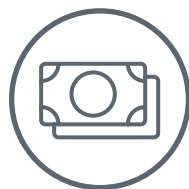


## CASE STUDY

# Massachusetts Dental Society (MDS)



**Increased sales**  
through annual event's  
online store



**Staff time saved by**  
streamlining internal  
processes



**Improved member value**  
by moving offerings  
and processes online

### Solutions

Nimble AMS®

Freestone® LMS

Core-apps® event apps

Salesforce Marketing Cloud

## Enhanced ROI, greater member value, and more through digital transformation with Nimble AMS

Like many associations, MDS had customized their association management software (AMS) so much to meet their needs that it would break during product upgrades. The AMS became difficult to use, and too costly to maintain.

In 2014, MDS moved to Nimble AMS for an intuitive and configurable system with continuous upgrades and support at no additional maintenance costs. Working with the innovative Nimble AMS team, the organization was also able to move beyond their initial list of requirements. They found new ways to increase their return on investment (ROI) and improve the member and sponsor experience through digital transformation of processes that are now tracked and enabled with Nimble AMS, including:

- Branded online member portal:
  - Member profile – personal snapshot of account summary, login management, individual order history, and resource center (a members-only store built on Salesforce Community Builder)
  - Online learning with Freestone LMS
- Dues automation – online transaction for processing new members and dues renewals, including annual and payment plan options
- Member donation process
- Event registration using Core-apps event apps
- Data exchange with Salesforce Marketing Cloud
- Online store for companies to purchase exhibit booths, sponsorships, and supplies for MDS's Yankee Dental Congress, one of the top three dental meetings in the U.S, which attracts about 28,000 attendees each year from around the world

“Although we transitioned to Nimble AMS in 2014, the product's biggest strength has turned out to be the ease with which we were able to seamlessly transition our association management staff to a distributed workforce model during the COVID-19 pandemic. The Nimble AMS team is also very innovative. Working with their team, we've enhanced our association's ROI and strengthened member value through digital transformation of many of our processes.”

**Nicole Bowen,**  
Digital Solutions Architect  
MDS



## Summary

AMS that broke easily and was expensive to maintain, to the easier-to-use Nimble AMS, which offers continuous upgrades and support at no additional cost.

After transitioning to the new AMS system, MDS found they were able to work with the Nimble AMS team to find new ways to improve processes and deliver a better member experience through digital transformation.



## Challenges

MDS was tired of spending time and money on an AMS that broke during product upgrades, was difficult to use, and cost too much to maintain.

The organization needed a more cost-effective AMS system, built on the Salesforce platform, that was easier to use and always included the latest technology – without additional costs or broken customizations.



## Results

MDS got an AMS that met their requirements, and much more. Working with the Nimble AMS team, MDS also:

- Enhances their ROI, including increased sales through their Yankee Dental Congress store
- Increases member value by moving multiple offerings and processes online
- Saves staff time by streamlining and automating internal processes
- Continues to find new ways to use Nimble AMS to improve management of their organization

“The Nimble AMS team helps us think through ways to streamline our processes and provide a better experience for our members and sponsors. The online storefront for our Yankee Dental Congress event, for example, allows companies that target dental professionals, such as 3M and Colgate, to purchase booth space and sponsorships in a way that’s more convenient for them and easier for us to manage.”

**Nicole Bowen**, Digital Solutions Architect,

## About Massachusetts Dental Society (MDS)

A 5,000-member constituent of the American Dental Association, MDS is dedicated to the professional development of its member dentists through initiatives in education, advocacy, and promotion of the highest professional standards, and championing oral health in the Commonwealth.

5k  
MEMBERS

80%  
OF DENTISTS IN  
MASSACHUSETTS

14  
DISTRICT DENTAL  
SOCIETIES



Learn more at  
[nimbleams.com](https://nimbleams.com)