



CASE STUDY

## The American Orthopaedic Society for Sports Medicine (AOSSM):

Nimble AMS Success Story



Leveraged predictive analytics to boost membership retention rates, enhance engagement, and decrease lapses



Utilized user-friendly Artificial Intelligence tools to gather data and vital insights to meet organizational goals and enhance the member experience



Collaborated with the Nimble AMS team to increase understanding of key features and functionality, boost a technological return on investment, and grow with the platform

### Solutions

- Nimble AMS
- Artificial Intelligence and predictive analytics tools

## Reimagine your association's data with predictive analytics and AI

For more than 50 years, The American Orthopaedic Society for Sports Medicine (AOSSM) has worked to provide extensive educational programming, cultivate evidence-based knowledge, and promote emerging research to advance the practice and science of sports medicine. With nearly 4,000 members, AOSSM offers countless member benefits including access to publications, continuing education, leadership opportunities, networking options, fellowships resources, and more.

As an organization, AOSSM values innovation, scientific excellence, integrity, teamwork, and quality patient information, embracing these practices throughout its organizational culture.

In 2022, AOSSM moved to Nimble AMS, built on Salesforce, because the organization wanted to leverage the power of a platform designed for member-based organizations. AOSSM was ready to start using its data in new ways by taking advantage of predictive analytics and Artificial Intelligence tools. Discover why AOSSM chose Nimble AMS.

"I'm an IT guy, but not every organization has IT staff at their disposal to leverage AI or predictive analytics. It was extremely helpful for AOSSM to have user-friendly AI and predictive analytics tools available to use with Nimble AMS."

-James Jankovec, Director of IT, AOSSM



## ! Challenge & Solution

AOSSM chose Nimble AMS to meet a variety of organizational goals. Specifically, AOSSM was interested in improving its membership retention and engagement rates. Overall, AOSSM membership retention was positive, but the organization sought to reduce membership lapses. AOSSM staff wanted to leverage Nimble AMS to explore its membership data and better understand member behavior and engagement so the organization could create a clear strategy to improve membership growth.

Utilizing Nimble AMS, built on Salesforce, staff leveraged Einstein Prediction Builder to employ AI and predictive analytics tools, AOSSM staff worked with its membership team to understand the risk of lapses. AOSSM set aggressive goals to boost membership and chose Nimble AMS to gain better insight into its membership base, ultimately identifying members at risk of lapsing.

## 😊 Results

To mitigate AOSSM's membership lapse risk, staff used Nimble AMS, built on Salesforce to leverage Einstein Prediction Builder, creating a membership lapse solution with user-friendly clicks. AOSSM worked to capture the best data, gain engagement insights, and build the most helpful membership predictions. Staff used Nimble AMS along with Einstein Prediction Builder to collect data on member donations, merchandise purchases, LMS details, and more to paint a clear picture of membership lapse risk.

AOSSM learned that low membership engagement led to a lapse risk and found that missing profile information was the largest risk indicator. Additionally, early career members were more at risk of lapsing. With this valuable information, the AOSSM membership team could more intentionally work to boost engagement, anticipate member behavior, and act before a lapse.

By continuing to leverage Nimble AMS predictive analytics tools in the future, AOSSM plans to refine its membership lapse model. Moving forward, AOSSM will continue to use Nimble AMS predictive analytics tools by anticipating membership donation amounts and the likelihood of members attending annual events.

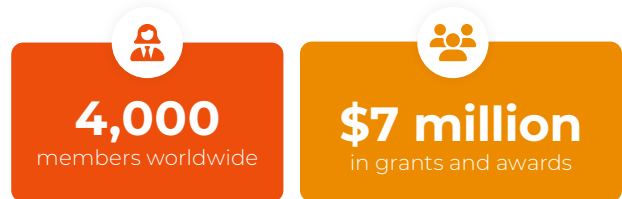


“To maximize AOSSM’s use of Nimble AMS, I wanted some guidance on how to best utilize the platform’s features. During implementation and as we began to leverage AI and predictive analytics tools, our staff worked with the Nimble AMS services team to set up the model and work through all the necessary aspects to ensure we grew as an organization.”

-James Jankovec, Director of IT, AOSSM

### About AOSSM

The American Orthopaedic Society for Sports Medicine (AOSSM) aims to be the premier global, sports medicine organization for orthopaedic surgeons and other professionals who provide comprehensive health services for the care of athletes and active people of all ages and abilities.



Hosts an annual event with more than 2,700 sports medicine physicians, clinicians, and industry professionals

Learn more about how Nimble AMS can help your organization challenge the status quo and exceed strategic growth goals

Let's chat



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