CASE STUDY

American Diabetes Association (ADA):

Nimble AMS Success Story

Real-time reports and dashboards empower staff to be in tune with their data

Countless staff hours are saved every month by eliminating manual, disjointed processes and multiple software platforms

Improved user and member experience with just one login

From data inconsistencies and manual processes to staff efficiency and real-time reporting

Since 1940, the American Diabetes Association (ADA) has supported people living with diabetes, those at risk of developing diabetes, and healthcare professionals who serve at-risk individuals by providing resources to improve health outcomes and quality of life.

To fulfill its mission, ADA utilized a variety of software platforms, yet the software wasn't integrated. This made the software challenging for both staff and members to use and required employees to manually verify data, change formatting, and enter records from one system to another. The organization needed a total system solution that could provide a 360° view of their members and constituents—ADA turned to Nimble AMS.

> "It's been a grand experience. Nimble AMS has moved our organization forward light years,"
>
> – **Lori Rainford**
>   Vice President, Constituent Engagement of the American Diabetes Association

American Diabetes Association®

⚠️ Challenges

Because ADA leveraged many software platforms, the organization struggled to maintain quality and consistency with its data and reporting. Staff at different levels and departments had regular and ongoing data analytics needs, but reporting was both a time-consuming and incomplete process. ADA's data wasn't integrated into one powerful association management system (AMS) and instead spread across multiple systems, resulting in incompatible records.

Employees would have to export the data, send it to an external firm to clean up the formatting, and then re-enter the records into the other system. Data in multiple systems resulted in consistent, manual work for staff and reporting that could only be completed at the month's end.

ADA needed a total system solution with strong integration abilities for multiple third-party systems, to unite its data, and offer a 360° view of members and constituents. The organization chose Nimble AMS.

😄 Results

Staff were familiar with Salesforce, so the organization prioritized a powerful AMS built on Salesforce—Nimble AMS. After switching to Nimble AMS, ADA has greatly reduced redundancies, simplified processes, and improved the staff and member experience. With Nimble AMS, the organization has removed unnecessary processes, saved countless hours of manual work, and created efficiencies so that staff can focus more on their mission.

Real-time reports and dashboards empower executives, association leaders, and staff from all levels to be more in tune with ADA data. Reports that used to take days to develop, now take minutes and can be pulled at any time, not just at the end of the month. The organization easily keeps key ADA executives informed with the latest reports, making everyone more data-driven.

Staff agree that Nimble AMS has empowered the organization to significantly improve its processes and procedures, ultimately increasing staff satisfaction.

American Diabetes Association®

"We love the dashboards. And reports that used to take days now take minutes to pull. Our management team is a happy with timely data that is shared"

Lori Rainford, Vice President, Constituent Engagement of the American Diabetes Association

The mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. The organization leads the fight against the deadly consequences of diabetes and fights for those affected by diabetes. Originally formed as a professional association for health care providers, ADA expanded its organization to deliver services to hundreds of communities living with diabetes.

Data points

12,000
Healthcare professionals

565,000
Network of volunteers, their families, and caregivers

250
Number of staff members

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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