



Create Community with Social Technology

Bring together a diverse, geographically far-reaching membership base to encourage collaboration and knowledge sharing

CLIENT PROFILE | APIC

The Association for Professionals in Infection Control and Epidemiology (APIC) is the leading professional association for infection preventionists. APIC's 15,000 members include nurses, epidemiologists, microbiologists, doctors, scientists, public health administrators and other health care professionals who work in diverse health care settings to prevent the spread of infection.

THE CHALLENGE

APIC and its members thrive on personal interactions and sharing of resources and information in order to improve the practice of infection prevention and ultimately patient safety. Unfortunately, in 2008, as the economy changed, APIC members had their training budgets slashed. APIC staff needed to find a way to keep members engaged with the best practices and guidance using online media and tools.

THE SOLUTION

APIC decided to create a full-featured social network to further engage its membership. To accomplish this, they chose Higher Logic's online community platform, an industry leader in cloud-based networking, collaboration and mobile membership tools for associations and nonprofits. They named the community site MyAPIC.

THE INTEGRATION

Higher Logic fully integrated with APIC's existing iMIS association management software. Thanks to Higher Logic's pre-built integrations with iMIS:

- Member records in the iMIS database automatically populate member profiles, communities and a member directory on MyAPIC

“I'm excited about using this. I think it has great potential! I live in a small town with only one hospital and I'm the only IP, and my chapter is more than two hours away for me. APIC, and more specifically electronic communication with my chapter, has been my lifeline.”

~ Tiffany Horsely
Secretary, APIC Chapter 009
Wichita, Kansas

AT A GLANCE:

The Association for Professionals in Infection Control and Epidemiology (APIC)

- Headquartered in Washington D.C.
- 41 staff members
- Dedicated to preventing the spread of infection in health care settings through education and implementation of best practices
- APIC's 15,000 members are infection preventionists dedicated to targeting zero health care associated infections
- Community site: MyApic, community.apic.org
- Website: www.apic.org
- AMS: iMIS
- Public social media: Facebook, LinkedIn and Twitter



- Single Sign On (SSO) functionality allows members to update their contact information directly within iMIS
- Security privileges are limited by the member type, involvement and activities in iMIS
- Advanced privacy settings allow members to customize their profiles and community involvement
- APIC has the option to collect additional data by writing back demographics and additional information from MyAPIC to iMIS

THE BENEFITS

APIC increased opportunities for members to connect with IP peers through MyAPIC:

- Gain an instant connection to a unique reservoir of IP industry knowledge
- Form lasting connections in the IP community
- Network with peers for on-the-job support, guidance, networking and collaboration

Bringing Infection Preventionists Together

APIC members use MyAPIC to exchange information, practice guidance, implementation advice, camaraderie and support.

The response to MyAPIC was so striking that the association did not need to implement any additional member engagement strategies. With only moderate initiative from APIC staff, members contribute dozens of posts a day, sharing life-saving IP information and resources.

MyAPIC has enjoyed more than 26,000 group subscriptions and 150,000 total logins by more than 13,000 unique users. Within eight months of launch, APIC has seen more than 14,000 posts from 3,300 contributors within their Discussion Groups. More than 215 members have contributed 440 documents within the resource libraries.

Broadening MyAPIC's Role

But the Higher Logic-powered portal is hardly the end of the association's push to enhance member engagement. APIC plans to include the Higher Logic platform in its overall strategy and organizational ROI. MyAPIC will serve as the lynchpin of the association's efforts.

HIGHER LOGIC

Higher Logic provides an industry-leading, cloud-based community platform, with over 25 million engaged members in more than 200,000 communities. Organizations worldwide use Higher Logic to bring like-minded people together in secure communities, designed to ignite knowledge sharing, drive content creation, solve problems and improve performance.

“ I appreciate all Higher Logic does to keep this forum up and running. It's a great service to our professional community. Hand hygiene saves lives! ”

~ Jan Lepinski
Chair, Welcome/
Mentoring Committee
APIC Chicago Chapter