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The Iowa Hospital Association (IHA) was established in 1929 and is based in Des Moines, Iowa's capital, in the United States. It's a nonprofit trade association of 122 hospital and health system members. IHA represents Iowa hospitals and supports them in achieving their missions and goals. It has more than 32 employees, including a three-person communications team.

## Key Outcomes

- Powerful association management platform in place – allowing IHA to focus on business and marketing goals
- Member-focused processes in the integrated CRM and marketing automation solution
- Freeing up numerous hours per month by managing emails and maintaining the newsletter in a centralized way
- Streamlined communication processes using dynamic lists to avoid manual work and delays
- Better insights into email performance

IHA has a strong relationship with its Microsoft partner and ClickDimensions. Protech Associates, a Microsoft Business Applications Partner, blends association management software with Microsoft technology. Its customers include diverse types of associations and organizations. In this case, Protech is IHA's solution provider and services partner.

## Challenge

IHA previously used Higher Logic for online communication. They knew they needed a natively integrated solution to manage the relationships and communication with their members in one place. Like many organizations, they faced turnover in the last few years. It caused delays in some of their plans and marketing goals and using ClickDimensions to its fullest potential. The primary channel they're using is email for communications and newsletters. Like many professional associations, IHA has a small but mighty team and limited bandwidth, so efficiency is essential.

## Solution

Protech implemented ClickDimensions for IHA in 2020 and completed several initiatives. The communications team's strategy includes an audit in early 2024 to review processes. After the audit, they want to explore implementing lead scoring and automation to streamline their members' journey and free up time with the communications team. This team plans to improve subscription management so customers can choose what topics to opt in and out of, avoiding global unsubscribes. IHA also wants to refine the user experience in surveys. All these objectives are easily achievable in ClickDimensions.

## Results

Allison Martin, IHA's director of financial and member database services, said they like the integration between ClickDimensions and the Protech solution, including the services both teams offer and how they complement each other. Martin said that ClickDimensions' most significant value is the native integration: having everything updated in both systems – Microsoft 365 Sales and ClickDimensions – and not worrying about something synchronizing back to the system.



*"Our relationship with Protech Associates, our Microsoft partner, and ClickDimensions is crucial to our success. I like the seamless integration between ClickDimensions and the Protech solution including both teams' services. Tracking everything in the same system is critical for us to provide the best service to our members."*

*Protech and ClickDimensions have outstanding support teams that are very attentive. It's a significant improvement from where we were. We know they will be very responsive and they're trying to help us."*

Allison Martin,  
Director, Financial and Member Database Service