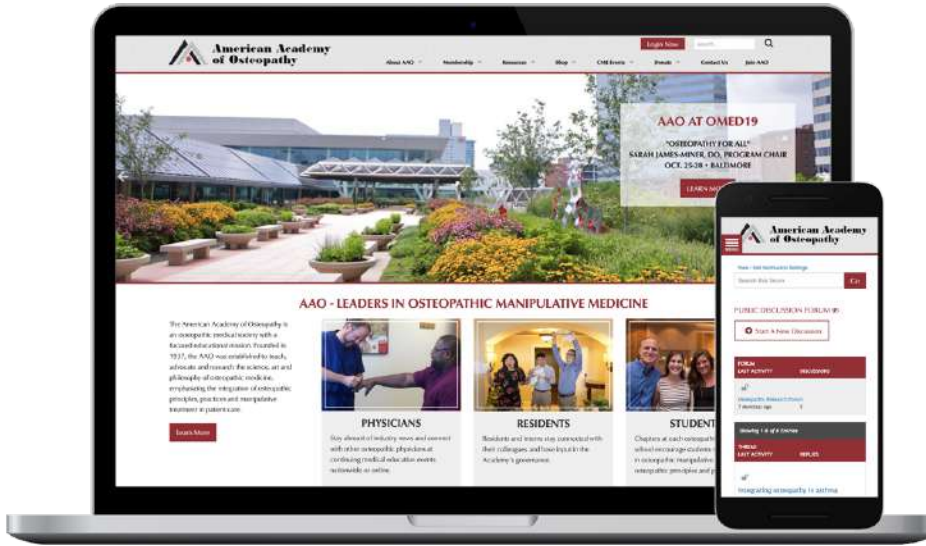


# Case Study - Healthcare Association

## Integrated Website & Membership Portal To Serve and Educate Physician Members



The American Academy of Osteopathy (AAO), a nonprofit medical association, provides quality continuing medical education, research, and advocacy for its physician members.

To uphold AAO's mission to teach, advocate, and research the science of osteopathic medicine, AAO had a vision to:

- Increase the public's awareness and understanding of osteopathic medicine
- Establish AAO as a recognized leader in providing education in Osteopathic Manipulative Medicine
- Build an online community and increase value and engagement with members by offering online tools & resources
- Increase AAO's visibility and member growth
- Reduce previously high costs of web and software management

### The Challenge

AAO had an outdated website and membership management software platform that was difficult to manage, not user-friendly, and very expensive. AAO needed a partner that would help develop their digital marketing strategy, grow their web presence for the general public, and create a membership portal that would add significant value for 9,300 physician & medical student members, while providing AAO leadership with a platform to efficiently run their organization.



### The Client

American Academy of Osteopathy  
[www.academyofosteopathy.org](http://www.academyofosteopathy.org)



### Industry

Healthcare / Medical Association



### The Challenge

Create a modern site to attract & service the growing number of Osteopathic Physicians



### The Solution

Mobile-friendly, integrated website, commerce platform, and membership portal with value-added tools for members



### The Results

120% increase in Google rankings, 21.3% increase in site visits, 79% reduction in monthly software & hosting costs



## The Solution

Marketpath created a mobile-friendly, modern design that highlights the American Academy of Osteopathy’s member services for physicians, postgraduates, and students, along with continuing education courses, member benefits, and resources. Additionally, the site was optimized for search engines to grow visibility and site traffic. But most significantly, Marketpath created an integrated public site and membership portal (web application) with tools and resources that add significant value for AAO members and AAO.

- **Member Database** - The foundation of the portal allows multiple member types to register, update profiles, and to view and interact with transaction history, CME credits, and committees.
- **Event Registration** - Provides basic and complex event registration, including AAO’s annual Convocation.
- **StoreFront** - Commerce app offering tiered pricing (public vs. member) for publications, merchandise, donations, continued medical education, and events.
- **Forums** - Public and private forums, integrated with member database, to enhance communications.
- **Find a Physician Directory** - Allows patients to search by location for osteopathic physicians and specialties.
- **Reporting** - Complex reporting and query capabilities add value for AAO admins and leadership.



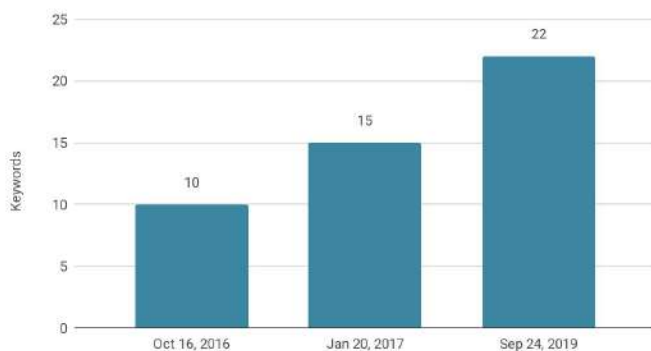
## What Clients are Saying

“The website Marketpath built for us is modern, attractive and easy to maintain, and the increased traffic has been a boon to the Academy. We appreciate that the staff at Marketpath are easy to work with and always respond promptly to any concerns that arise.”

- *Sherry Quarles, Executive Director, AAO*

## The Result

Page 1 Keyword Rankings on Google & Bing



Average Website Visits per Month

