American College of Emergency Physicians (ACEP)

Dynamics 365 Power Platform: A Rescue Story

ACEP is a professional association that provides resources and education to emergency medicine physicians, emergency medicine residents, and medical students in the United States. To help their members deliver the highest quality of resources and education to their community, they needed a 360-degree view of their members in the Dynamics Power Platform.

Dynamics 365 Power Platform Solution Requirements

- **Member management** to handle membership subscriptions, bookstore ecommerce, and certification platform for Clinical Ultrasound departments
- **System integrations** with Dynamics GP, HubSpot, Custom Developed Portals, and Custom .Net applications
- **Comprehensive member visibility** for customer service, billing, and marketing departments
- **Seamless user experience** for membership renewals, chapter due payments, member benefits access, and conference registration
- **External member access** to educational content, member benefits, and subscription management including online payments and chapter registration

ACEP'S ACCOMPLISHMENTS

After a successful project rescue, ACEP gained a Dynamics solution that met all requirements, and they:

- Successfully migrated 30+ applications from legacy portal systems into Microsoft Dynamics in less than a year
- Increased attendance of annual conference, a significant source of revenue, due to scale achieved with Microsoft Dynamics
- Rolled out new portal-based applications to ACEP members in the coming years due to solid system architecture developed by DCG and ACEP
- Enhanced the existing IT and development team's expertise on Microsoft platforms

Keep reading to learn about ACEP's rescue story >>

Connect with one of our Dynamics 365 specialists today to learn more about implementation with DCG.

Switching Vendors for Success

ACEP partnered with a system implementor for their Dynamics Power Platform solution implementation, but the vendor was unable to handle the complexity of integrations and applications ACEP was developing, and the internal team lost confidence in the viability of their new platform. To prevent sunk costs and extended timelines, ACEP partnered with DCG to rescue the project and implement a scalable solution.

We understood the faster and more efficiently we could drive results, the faster ACEP would regain confidence in their Microsoft platform. It would also lead to increased satisfaction from ACEP members, which would generate more revenue for the college. The given goal was to accomplish more successful integrations developed in a 30-day pilot period than the previous vendor had in over a year, and we were successful.

Confident in our ability to meet and exceed their expectations, ACEP provided full access to their internal IT staff who embraced the challenge of moving fast to supporting the needs of the ever-changing business units. Additionally, the senior management team provided the internal time and resources needed to focus on user adoption for their Portals and Backoffice systems. We worked with them on a continuous improvement model that allowed for system enhancements through weekly releases well after the initial go-live.

Summary of Business Outcomes

ACEP's partnership with DCG resulted in a successful implementation of a Microsoft Dynamics solutions, which improved their member management capabilities and increased overall revenue. The project achieved all of ACEP's requirements, and they now have a solid system architecture that supports their growth plans for the future.