

CASE STUDY on Delivering Partnership Value



amcinstitute.org



www.DialysisTech.net

National Association of Nephrology Technicians/Technologists

- Conference participation less than 2% of membership universe
- Majority of members work for Large Dialysis Organizations
- Members federally mandated to recertify every 3 years



Management Expertise & Inspiration

www.meinet.com

Management Excellence, Inc.

- National & international associations
- Focus on strategy and implementation
- Combines expertise with inspiration

Challenge

- Utilize virtual conference opportunity to involve more technicians in annual conference and create sponsor value
- Garner sponsorship support from large dialysis organizations (LDOs) to cover virtual platform costs

Actions Taken

Step 1 Identify different paths for each LDO to increase technician participation

Step 2 Find the right person in each organization

Step 3 Understand other association collaborations

Step 4 Develop customized program to dovetail with each LDO goals

Goals

- Increase participation at lower cost per person
- Create a program that provides enough contact hours for recertification

Insights/Learnings

- One size does NOT fit all
- Professional development opportunities supported by employers

Results

- Preliminary commitments will increase attendance by 300%+
- Promotion to technicians will be both internal to employees as well as external from NANT

We are delighted that our excellent educational program will reach a much larger portion of our target audience."

Clarica Ajayi, NANT President