



# Mobile App Enhances AHLA Conference Experience

## About AHLA

The American Health Law Association (AHLA) is focused on legal issues in the field of healthcare. AHLA serves approximately 12,000 members who work in health law with educational institutions, corporations, public entities, law firms, and consulting firms and represent all facets of healthcare from physicians and hospitals to health plans, health insurers, nursing facilities, consumers, and more.



## The Challenge

AHLA had used an event app previously; but neither staff nor attendees found the app easy to work with, and it lacked an integration with Protech, the association's CRM. Push notifications in this solution were also clunky, according to AHLA staff. With a move toward a return to in-person events in 2021, the team at AHLA knew they had to find a better solution that would be more user-friendly for both staff and members, and fully support the 12-13 events they produce each year.

## The Solution

With Protech Mobile, staff can enter sessions directly into the Protech CRM without the need for double entry, and they can easily edit any details. Push notifications in Protech Mobile are much easier to set up and schedule. Last-minute messages can be sent right away to notify all attendees of updates on sessions, such as changes or corrections with rooms, times, or presenters, or with timely briefs on conference happenings in general. AHLA staff like having the assurance that they can reach attendees quickly, as needed through this reliable functionality.

AHLA reports that they like the more modern look and the ease of use of Protech Mobile. The app is intuitive as event attendees indicate that the menu is easy to navigate and provides them with a better overall in-person experience. It's also simple for them to find information and to look up and add sessions to the 'My Schedule' feature. AHLA has also enabled the 'Share Photos' function in the app in 2023 and have seen a positive response in the engagement of attendees to post photos at the annual meeting and other AHLA events.



“With our use of Protech Mobile, we can enter event sessions directly into the CRM without any double-entry; and we can edit any information easily. This is a great app that is so intuitive; and with the integration to Protech, it's much easier to use than what we had previously. We also like the way it looks. The metrics in the dashboard are awesome: we know more about how our attendees are engaging. I would definitely recommend Protech Mobile.”

- Anna Hyde, Senior Manager of Programs, American Health Law Association (AHLA)

AHLA supports each of its events with the use of Protech Mobile, from their annual meeting with approximately 1,200 attendees to more focused programs with just 100-120 participating. AHLA staff indicate that setting up larger conferences in the app requires no more effort than some of their smaller events. In fact, the ease of use is key for them, indicating that they have a checklist to go through for set up, but that it's straightforward and simple.

The AHLA team sees a real benefit through their use of the Protech Mobile dashboard. For example, they can access metrics on how many attendees are downloading and using the app. Staff can also view the number of connections attendees are making and that many are chatting with each other through their use of the app. Additionally, the AHLA team is able to see and report to sponsors how many impressions their ads in the app are making on attendees throughout a conference and how many attendees clicked on their logo to view more information on the sponsor's products and services.

The AHLA team sees Protech Mobile as a valued app that they would recommend. Anna Hyde, Senior Manager of Programs, AHLA, sums it up, "With our use of Protech Mobile, we can enter event sessions directly into the CRM without any double-entry; and we can edit any information easily. This is a great app that is so intuitive; and with the integration to Protech, it's much easier to use than what we had previously. We also like the way it looks. The metrics in the dashboard are awesome: we know more about how our attendees are engaging. I would definitely recommend Protech Mobile."



## Learn More About Protech

Built specifically for Microsoft Dynamics 365 and the Power Platform, Protech's integrated suite of member-focused database, financial, e-commerce and analytics tools work seamlessly together to help you deliver exceptional member experiences. The company's robust, easy-to-use association software platform is certified in Microsoft AppSource and helps association professionals streamline operations, empower employees, engage members and make better decisions.



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