



The College and Association of Registered Nurses of Alberta, serving members better.

Professional association and regulatory body delivers rich, personalized online content with Adobe Experience Manager.



“The flexibility to deliver more personalized content with Adobe Experience Manager is highly attractive to us.”

Rachel Champagne, manager of communications, CARNA



SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

IN PARTNERSHIP WITH
INM

RESULTS

 <p>SUCCESSFUL MARKETING Boosted communication effectiveness through improved access to timely information and services</p>	<p>UP TO 80% FASTER</p> <p>ACCELERATED UPDATES Achieved major content overhauls in days versus weeks</p>	 <p>IMPROVED SERVICE Strengthened ties to members through intuitive media-rich site integrated with relevant information and registration services</p>	 <p>COMPELLING EXPERIENCES Delivered higher-quality digital experiences for members across devices</p>
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The College and Association of Registered Nurses of Alberta

Established in 1916

Edmonton, Alberta, Canada

www.nurses.ab.ca

Integration New Media, Inc.

www.inm.com

CHALLENGES

- Bring members closer to the organization through more social sharing and access to timely, rich information
- Accelerate content updates while reducing reliance on time- and resource-intensive coding
- Provide content more tailored to each nurse's interests

A pivotal web presence

With more than 36,000 members, The College and Association of Registered Nurses of Alberta (CARNA) is the professional association and regulatory body for registered nurses and nurse practitioners licensed to practice in the province of Alberta, Canada. CARNA's web presence, where members can conduct business such as renewing their license to practice, researching events, and tapping into professional resources, is pivotal to delivering relevant services and encouraging member interaction.

"Our web presence has become our single most important communication vehicle. Since the introduction of the new web platform featuring Adobe Experience Manager, we can report a dramatic increase in engagement by our visitors, as well as a reduction in bounce rates," says Rachel Champagne, manager of communications at CARNA. "We wanted to create a new digital experience that would not only be useful for pushing out information to interested parties, but also for supporting our goal of increasing member engagement."

Better site, refreshed content

Over time, the previous custom-built site had become outdated and was running on a web platform that was no longer supported. Updating the site required time-consuming workarounds such as creating microsites and complex web programming, and only one person in CARNA's organization possessed the skill set to complete.

Staff found it difficult to know if content was up to date, and old content often wasn't retired to keep site content fresh. Navigation could be cumbersome, and CARNA wanted to make it easier for members to quickly access the information and services they needed, as well as gain the ability to share comments via social communities on the site. Adding to the challenge, the old site was not mobile-compatible, a drawback because many CARNA members rely extensively on their mobile devices.

After defining its goals for the site, CARNA selected solutions to streamline website content creation and asset management. To start, the organization chose Aptify Association Management Software (AMS) to support customer information management (membership management) and license registration processes, and then evaluated several web content management systems. CARNA worked with Adobe partner Integration New Media, Inc. (INM) to integrate Aptify with the new solution to create a seamless user experience. Because Aptify is based on the Microsoft .NET Framework, CARNA initially was leaning toward Microsoft SharePoint, but after further consideration, decided against it.

“Recently, we introduced a completely new process for administering nursing licensure exams, and this required a complete overhaul of the bulk of our site content. Using our old content management system, this would have taken weeks, but with the Adobe solution, it took just three days.”

Ansun Yan, website coordinator, CARNA

A comprehensive solution

After a thorough evaluation of available technologies, CARNA chose Adobe Marketing Cloud, including the sites, assets, and social communities capabilities within the Adobe Experience Manager solution. The Adobe solution offers the web content management, digital asset management, and social communities capabilities CARNA needed to upgrade its web presence. Working with partner INM, CARNA determined that Adobe Experience Manager could be integrated with Aptify and would allow the organization to create, manage, and deliver content across all channels, including web, mobile, and social media.

With support from INM, CARNA could avoid taking a piecemeal approach and did not have to sustain a large staff of in-house web application developers. Adobe Experience Manager provides a cohesive solution that eliminates the need to piece together disparate applications. Instead, the team can use Experience Manager as an integration point to pull in data from other systems and efficiently support creating and managing content, as well as to support activities such as enabling social interactions on the website.

With Adobe Experience Manager, CARNA would also have the power to deliver more personalized information to members based on variables such as nursing specialty, practice type, or participation in research, education, administration or other areas. “The flexibility to deliver more personalized content with Adobe Experience Manager is highly attractive to us,” says Champagne. “Our previous system only allowed us to treat our members as one large group, but now our plan is to provide members with more direct access to personalized content in the coming year.”

A complex yet successful integration

With INM's support, CARNA proceeded to complete the integration between Adobe Experience Manager and the Aptify system. INM was able to successfully integrate .NET-based Aptify system and Java-based Adobe Experience Manager using a custom application programming interface (API). Today, members have a seamless experience with single sign-on to access the entire site, with Experience Manager acting as the presentation layer and content delivery system that also incorporates relevant Aptify data.

Additionally, the MyCARNA area, which is a gated section of the site that members have to log into, also leverages the integration between Aptify and Adobe Experience Manager. MyCARNA enables members to view or renew their licenses to practice and leverages the Aptify presentation layer that is custom integrated with Experience Manager to deliver online content to members. Through the integrated systems, members can gain access to relevant registration and renewal content, information about license renewal, details about nursing events, education, and other activities of interest to the nursing community.

“Adobe Experience Manager offers many ways for us to increase the value of information and encourage deeper member interaction.”

Rachel Champagne, manager of communications, CARNA

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
 - Assets
 - Sites
 - Communities

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/solutions/digital-marketing.html



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Making the site interactive with social

Members are also able to interact on the CARNA site through social communities enabled by Adobe Experience Manager. Members can make recommendations or post comments on CARNA announcements, taking advantage of an intuitive online forum to voice their opinions, see calendars and events, and share ideas with each other and with CARNA. Using the communities capabilities in Experience Manager, CARNA keeps the social conversation on its web site, which maintains consistent engagement with members.

From weeks to days for content overhauls

The Adobe solution has dramatically streamlined content management—a difficult process in the past. Content on the site includes everything from regulations and association initiatives in PDF files to images and educational videos delivered via YouTube. Previously, even simple changes or new interactive content submitted by roughly 50 contributors involved multiple steps and lengthy reviews and processing.

Using Adobe Experience Manager, content updates can now be completed quickly and propagated throughout the site, helping ensure CARNA that content site-wide is up to date. With the Adobe solution, changes can be quickly and easily reviewed before being posted live, and Experience Manager also offers powerful content organization capabilities such as the ability to tag events or create folders to easily track content and keep it up to date. This results in the ability to publish news and other important information faster to improve service to its members.

“In the past, even a small change might take hours—now with Adobe Experience Manager, it takes minutes,” says Ansun Yan, website coordinator for CARNA. “Recently, we introduced a completely new process for administering nursing licensure exams, and this required a complete overhaul of the bulk of our site content. Using our old content management system, this would have taken weeks, but with the Adobe solution, it took just three days.”

Future foundation

One feature that further influenced CARNA's decision to adopt Adobe Experience Manager was its support for responsive design to make it easier for CARNA to develop content once for streamlined delivery across devices. The goal is to help ensure members have quick access to information from any device at any time.

As CARNA continues to transform its web presence, the Adobe solution enables the team to experiment with new tools and strategies to better cater to a growing membership base. “From the ability to personalize content to offering opportunities for more social sharing and delivery of content across devices, Adobe Experience Manager offers many ways for us to increase the value of information and encourage deeper member interaction,” says Champagne.