

The Australian Medical Association of Queensland Uses Community to Connect in a Rapidly-Changing World

AMA Queensland's engaged online community brings their members together, allowing the association to understand and respond to the needs of their member base.

OPPORTUNITY

Before the **Australian Medical Association of Queensland** created their Higher Logic Community, members didn't have a central hub for communication and resources. Members are spread across the state, some in rural and remote areas, without an easy way to connect with each other. As an organization, AMA Queensland wanted to find a better way for its members to connect & engage with the association and each other.

RESULT

Now, AMA Queensland has a central hub for members, a platform where their privacy is protected: the Queensland Doctors' Community (QDC). Members can engage with one another, the association, and AMA Queensland's partners and sponsors whenever they want to. Thanks to these community conversations, AMA Queensland now has insight into trends and the issues their entire member base is facing, so their members' needs can truly drive their work.

"A community should be a foundational starting point for every association - a central platform that's safer and more intimate than social media, where members can communicate, and where they know the association will read and react to what's being shared."



JANE SCHMITT
Chief Executive Officer, AMA Queensland 

KEY FACTS

- ➔ AMA Queensland's community provides a direct view into member concerns, trends and issues
- ➔ Members have one central hub for connection and information
- ➔ Members can connect with each other, the association and sponsors wherever they are, whenever they want

CLOSER LOOK

AMA Queensland's Association Management System, iMIS, integrates with Higher Logic, giving them a 360 degree view of member data.