

# How the American Association of Endodontists Revitalized Their Member Community

**AAE's community creates a safe space for members to learn from one another & gives their marketing team a better way to connect with members.**

## OPPORTUNITY

The **American Association of Endodontists** wanted a positive space for members to network, learn, and lean on one another. But their original community lacked a proactive plan for managing negativity and enforcing community guidelines — causing them to close down their community in 2019.

They knew their members needed a positive space to connect, so instead of stopping altogether, they wanted to relaunch with best practices. AAE worked with Higher Logic's **Strategic Services** team to re-evaluate their three-strike policy, update the user interface, create a blogging program, and implement new moderation strategies. With a member-centric approach to community building, the marketing team could better understand their members and diversify their content planning.

## RESULT

For their community relaunch, AAE started with a COVID-19-specific space to share detailed case studies, cleaning protocols, and safety tips that revitalized their community. With effective communication at the core, they built an integrated experience focusing on conversation and connection. By re-evaluating their strategy and setting clear goals, they prioritized what really mattered for their members: protecting their health and their patient's health.

*"Our community is such a good listening tool for the association staff, helping us understand where members' priorities are. It's also great tool for introducing us to members who we don't know much about. It gives our members a forum where they can be heard by the association and other members."*



**KIM FITZSIMMONS**

Chief Marketing and Communications Officer  
American Association of Endodontists



## KEY FACTS

- ➔ To reframe community goals and objectives, the AAE team went on **a listening tour** with association members to determine what they needed and wanted from a community.
- ➔ AAE averaged a **32% digest open rate** for the first 5 months post-launch, beating the industry average (17-21%)
- ➔ AAE's **229 posts/month** consistently beats benchmarks for their community of their size (180 posts/month)

## HIGHER LOGIC PRODUCTS + SERVICES:

- ➔ Community
- ➔ Communications
- ➔ Strategic Services

## ABOUT AAE

**TYPE:** Professional Association

**INDUSTRY:** Healthcare

**AMS:** Association Anywhere - ACGI