Strategies to Leverage Content and Lure New Members

Lev Kaye, CredSpark
Robb Rabito, CHEST
CredSpark is an innovative software and services company that helps clients bring their content to life through interactive engagement and affordable AI-based personalization.

credspark.com

The American College of Chest Physicians (CHEST) is the global leader in advancing best patient outcomes through innovative chest medicine education, clinical research, and team-based care.

chestnet.org
Which of These Apply To Your Organization?

We need greater engagement with our content.

We need to expand our membership.

We need to introduce our organization to new audiences.

We need to increase revenue from:
  - Learning products and certification courses
  - Subscriptions
  - Events

We need to gain better insights into our members.

Growth-Related Challenges
Getting To The Root Cause

Growth challenges are due to **low engagement**.

Low engagement is due to the **unclear relevance** of your content and your organization’s value.

Unclear relevance of your content and value is due to its **lack of personalization**.
Personalization: The ‘New Normal’
Personalization Mindset: It’s About **Them**, Not You

Are you being **Unintentionally Impersonal**?
Unintentionally Impersonal:

Your content is organized by **format**, instead of by ‘what it helps someone to learn and achieve.’
Unintentionally Impersonal:

You make site visitors **search** to find relevant, interesting content.
You treat audience members like they are mostly all the same, when they are not.
You’re talking a lot, without asking questions.
Unintentionally Impersonal:

Your member communications feel canned.
Good News: AI Enables You To Personalize Your Content

Custom-tailored content for each person, cost-effectively.
Natural Language Generation (NLG):

A branch of AI which turns structured data into **stories**, using human-designed templates & logic
Where NLG Gets **Interesting**:

Ask people questions, then make content reflect their individual answers.

Hyper-personalized experience

Unique recommendations delivered in story form based on what people told you about themselves.
User Experience

1. Person answers questions
2. Logic & NLG, combined with that person’s answers, generates a written narrative with links, images, etc.
3. Person gets matched to resources (courses, events, content) perfectly suited to their needs
AI-Powered Personalization

Thousands of 1:1 dialogues, simultaneously.

It’s personal conversation, at scale.
Your Members Will Feel Special

...when they see themselves reflected in your content and communications.
Personalization Case Study: CHEST

Robb Rabito
Senior Director, Program Development, CHEST
Who We Are

Oldest respiratory health association in the US

19,000 members
US- 16,000, International- 3000

Education- Clinician, Patient, and Industry
>30 live trainings per year
>30 online courses

CHEST Journal and other publications/ resources
4500 professional attendees to Annual Meeting
Organizational Strengths

Strong awareness among physicians treating pulmonary issues.

Broad reach on flagship product – CHEST Journal

Many additional offerings – publishing and learning

Unique focus on patient education as well as clinicians

Trusted brand with credibility in our sector
Clear guidance from Board to expand focus beyond physicians to the full care team of Non-Physician Practitioners (NPP’s) such as respiratory therapists and nurses

Need to match each NPP to resources which are relevant, and clearly demonstrate there is value in a CHEST membership specifically for them.
Program Goals

1) Increase NPP membership

2) Increase NPP attendance at Annual Meeting

3) Demonstrate the value of CHEST to NPP’s (measured by click-through rates to content + enrollments + product purchases)
What CHEST Needed In A Partner

Needed sophisticated personalization software

Wanted a solutions development team with deep and diverse set of skills:
- Assessment design
- Content creation
- Software development
- Online marketing & promotion

Wanted a team that could complement and work hand-in-hand with CHEST’s internal team
http://www.credspark.com/quiz-example/get-to-know-what-chest-can-do-for-you-copy/83f80137b8b6df2a3525ce07
Personalization: Ideas for Your Organization

Lev Kaye
Founder & CEO, CredSpark
Specific Opportunities for Personalization

- Personalized Learning Pathways
- Personalized Membership Drives
- Personalized Event Programs
- Personalized Sponsorships
- Personalized Research

Personalization Layer added to existing activities
Personalize Your Member Outreach

**Challenge:** Different content, resources and benefits appeal to different member types.

**Solution:** You can personalize your marketing campaigns around renewing and new members.
Personalize Your Annual Conference

Challenge: Grow new attendees and overall attendance to annual professional conference.

Solution: Let conference website visitors answer some questions about their organization, interest and needs, then match them to sessions, exhibitors and products.

1. Which of the following best describes your organization?
   - Consulting: Technical/Business
   - Pharma Production
   - Bio Production
   - Pharma/Bio Production
   - Contract Manufacturing

Next >>

1,559 Assessments Taken
489 Event Registrations
60% New to INTERPHEX
7.5% Percent of Total Show Attendance Driven From CredSpark Assessment
Personalize Your Sponsored Content

**Challenge:** How to grow both sponsorship revenue and the value delivered to sponsors.

**Solution:** Engage your audience with interactive content (quizzes, polls, surveys, etc.) that can generate unique insights on individuals as well as their contact info for sponsors.
Questions? Ideas?

Stop by Booth 8 and let’s discuss.

Thank you!

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Appendix Slides
## Project Timeline

<table>
<thead>
<tr>
<th>2019</th>
<th>Phase</th>
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<tbody>
<tr>
<td>February → June</td>
<td>Research &amp; development</td>
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<tr>
<td>February</td>
<td>Identify target audience and profile them</td>
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<tr>
<td>March → April</td>
<td>Develop the right questions to ask</td>
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<tr>
<td>March → May</td>
<td>Exhaustive content inventory and analysis</td>
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<tr>
<td>April → June</td>
<td>Design and create AI-powered interactive experience that will match the person to the content</td>
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<tr>
<td>June → October</td>
<td>Launch, measure and adjust as needed</td>
</tr>
<tr>
<td>October</td>
<td>Annual Meeting</td>
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