Background and Challenges

Representing scientists from the pharmaceutics, biopharmaceutics, and pharmacy fields, the American Association of Pharmaceutical Scientists (AAPS) was actively seeking for ways to enhance its website to accommodate its diverse website users.

AAPS needed a new website that would:

› Enable AAPS staff to receive fewer phone calls from website users who couldn’t find the information they searched for;
› Increase the number of pages and session duration;
› Have enhanced information architecture and navigation; and
› Make it easier and more efficient for AAPS staff to manage and update content.

Solutions

ATS and AAPS collaborated closely to:

› Conduct a thorough discovery process;
› Formulate a website strategy that fully addressed AAPS’ technical and visual requirements;
› Implement the Ektron CMS that enables workflow capabilities for better control and management of content;
› Integrate the Ektron CMS with the iMIS association management system (AMS), enabling the single-sign-on (SSO) feature for seamless member access; and
› Implement a solution that would pull committees’ and other groups’ data from the iMIS AMS into the Ektron CMS for simplified access to discussion boards and community forums.

Results

The redesigned website provides:

› A refreshed, modern look and feel that reflects AAPS’ brand image;
› A centralized, intuitive CMS for simplified back-end management;
› Logical workflow capabilities for staff to distribute responsibility for posting and managing content; and
› An SSO feature for AAPS members to seamlessly access member-only content and community forums.