ROYAL COLLEGE OF PHYSICIANS AND SURGEONS OF GLASGOW

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customer story

Royal College of Physicians and Surgeons of Glasgow

quick read

- The Royal College of Physicians and Surgeons of Glasgow is a global professional membership body of more than 15,000 physicians, surgeons, dental professionals and those working in podiatry and travel medicine

- In early 2020, the College commissioned oomi to help with their digital transformation project

- oomi CRM was implemented through the Covid pandemic and went live in 9 months

- Improved data management has enabled more a tailored and relevant experience for members

- College has reduced number of systems, and significantly, the related licensing costs

- Members benefit from modern, self-service dashboard

- College and oomi continue to work in partnership

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Our Members and Fellows are at the very heart of the organisation, and this technology allows us to engage with them far more deeply than we have ever been able to.

Dr Steve Graham
Chief Executive

In early 2020, the Royal College of Physicians and Surgeons of Glasgow commissioned oomi to help with their digital transformation project. Steve Graham, Chief Executive, and Linda Irvine, Deputy Chief Executive and Head of Membership and Engagement, reflect on the project and their experience of working with oomi.

the reason for change

The aims of the project were to transform the way in which the College engaged with and supported its global membership community and re-design the internal processes and workflows in order to achieve resource and time efficiency.

"*As a College, we are unique, as we are the only multidisciplinary medical Royal College in the UK. Our role is to support our members in providing the highest standards of patient care and we do that through education, training and assessment,*" explains Graham.

"*Clinicians in medical or surgical practice tend to be time-poor, and we want to ensure they can access support from the College as easily as possible. Previously, we had systems which made that difficult - they were poorly integrated and didn't talk to each other.*"

"*We wanted to make it easier to interact with us as a college – and to offer our services to those members and prospective members in a way that was easy for them to use. This was the context of why we needed to change. It was very much driven by the user experience.*"

digital transformation

The College recognised that digital transformation really meant introducing business change, and to do that they had to make sure that their systems and information were set up in a way that they could leverage and introduce that change.

A central component of this was to implement the oomi CRM membership management system. Since then, the College has continued to work in partnership with oomi to ensure the project and technology continues to deliver value.

The first phase of the project, the successful launch of the new CRM, was orchestrated entirely remotely owing to the pandemic and came within 9 months of project kick-off.

"*This could not have been possible without effective collaboration, communication, peer support and camaraderie,*" remarked Irvine.

removing complexity and costs

"*We have managed to decommission a few fragmented systems and bring them into a single experience,*" continues Graham. "*So, not only does that remove complexity and costs associated with managing all of these systems, but we have now got a single view of our information. Everything we need to know about our membership, we have in one space.*"

The oomi CRM included the functional modules to manage membership, events, examinations, CPD and e-learning. There were also key integrations with their finance systems and e-marketing tools.

The system has also provided members with a modern, self-service dashboard. And with improved membership data, the College can analyse the past and present, and make projections on future behaviours. This enables them to deliver a more tailored and relevant experience for members, with improved opportunities for signposting other services.

"*The value-add, both in terms of the efficiency gain internally and also what that now means to us communicating with the members, has been phenomenal.*"

"*It means that the interaction a member has with us just feels more intimate to them because you are not speaking to someone anonymous on the phone.*"

"*We can see what we have spoken to them about previously and all their other interactions with the College. We have now got that capability, and that gives us a competitive advantage compared to our other colleges in the UK and worldwide. It also allows us to demonstrate to our members the true value of the engagement they have with us.*"

> " *We wanted to make it easier to interact with us as a college.*
>
> **Steve Graham**
> Chief Executive

new and innovative functionality

Like all major projects, there were challenges and hurdles to overcome.

"*A big learning curve was understanding how our data is constructed now, the data sets are then brought together to get that holistic view,*" Graham explains.

"*There needed to be an appreciation that, if a change was made, say in education or exam support, it has a knock-on effect. So there was a lot of cleansing of data and a lot of appreciation of, just because you make a decision here, you have got to think through the consequences of what that means right the way through for the whole of the College. It was not just a refresh of new technology; it was a whole cultural change.*"

Reflecting on the work since, Irvine says: "*We have developed a strong, open and transparent working partnership with oomi. This has enabled the delivery of new and innovative functionality.*"

Examples include:

• a new fully-automated, streamlined membership joining processes;

• the introduction of fully automated rolling membership subscriptions;

• an automated joining process for successful exam candidates

• the ability to integrate eligibility criteria and gateways into our online application forms.

Furthermore, the process by which the College's clinical volunteers review membership applications is now entirely online and accessed via their personal dashboard.

 "*In comparison to our previous ways of working these new functions demonstrate a significant degree of progress, made possible by oomi.*"

The impact of the project has been wide-ranging: from membership recruitment and retention, to the provision of enhanced ways for members to engage and connect with the College.

Work continues, with senior oomi representatives regularly invited to the College's digital transformation committee meetings to discuss progress and identify further improvements.

Irvine concludes: "*By working together with oomi, being adaptable and agile, I am delighted to say we have made real, tangible progress and our members concur with an 80/100 feedback score for the new online payment system oomi developed, and an 80/100 feedback score for the new "join us" process*".

Graham adds: "T*he relationship with oomi has been fantastic. To me, the life and soul of this organisation is our membership, and this technology allows us to engage with them far more deeply than we have ever been able to.*"

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We have developed a strong, open and transparent working partnership with oomi.

Linda Irvine
Deputy Chief Executive and Head of Membership and Engagement

find out more

If you want to discuss how oomi can help your organisation, then please contact us.

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for you and your members**

📞 +44 (0) 1372 232 125

✉️ hello@oomi.co.uk

🖱️ oomi.co.uk

📍 Global House,
1 Ashley Avenue,
Epsom, Surrey
KT18 5AD