VOCUS

Case Study

AMERICAN SOCIETY OF ANESTHESIOLOGISTS

"Vocus Public Relations' reporting capability helps us to justify our existence. Reporting on our programs takes just a fraction of the time it took to do it manually."

Industry:
Association
Medical

Size:
38,000 Physicians

Vocus Product:
Vocus Public Relations
Premier Media Database
Interactive Email

Challenge:
The American Society of Anesthesiologists (ASA) needed "one place" to manage media lists, campaigns and coverage. The system it was using to collect and report on its programs was cumbersome, inefficient and lacked the detail desired. ASA also wanted a solution that would help justify the existence of the PR function.

Solution:
ASA selected Vocus Public Relations to streamline its communications management and reporting. With Vocus, ASA was able to improve productivity, generate publicity more effectively and enhance its summary reports. By automating many of the time-consuming administrative tasks such as media research, data collection and reporting, ASA was able to redirect staff time toward strategic programs in support of organizational objectives.

Benefits:
Reporting — Vocus helps the communications staff justify its existence with comprehensive reporting on program effectiveness and results.

Increased Efficiency — ASA was able to immediately eliminate the hours of staff time spent on data collection and reporting each month and redirect it toward more strategic communications objectives.

Focused Communications — ASA can better target and develop relationships with key media, those who are interested in ASA news, using the Premier Media Database.

Increased Publicity — With Interactive Email, ASA has been able to produce personalized media campaigns that have garnered much more attention for the organization.

Proven — Vocus Public Relations justifies the existence and value of the ASA corporate communications department.