



25+ years in association management

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CASE STUDY

“The HPA team provides exceptional support to our organization. They are capable, attentive, collaborative, and creative. They take a leadership role in communicating with the membership, as well as soliciting feedback on a variety of issues and incorporate recommendations into Association operations. They are well-liked by our leaders and members alike and they have been a major contributor to our success. We have been indeed fortunate to have had the HPA team managing our organization.”

— Steven Schumann, MD
Chairman of the Board, 2010

CLIENT:

Western Occupational & Environmental Medical Association (WOEMA)
(A 600-member regional association)

HOW IT HAPPENED:

WOEMA is the largest chapter of a national organization and is viewed by many as one of the most successful. Physicians come from across the U.S. to attend WOEMA’s annual conference because it is recognized as one of the best available. HPA has introduced a good balance of excellent speakers/topics and entertaining social events to attract a wide mix of attendees. In addition, HPA has utilized effective marketing approaches that have boosted attendance and profitability. As a result, the financial success of the conference has contributed to building a reserve fund equivalent to one year’s operating budget, putting the association in a very solid financial position. Due to this stability, HPA successfully sought and acquired the Association’s own Accreditation for Continuing Medical Education (CME), which is now administered by HPA. In addition, the organization now offers bi-monthly educational webinars (produced by HPA) that add value for members while advancing the organization’s mission.