

ACDM



THE ASSOCIATION FOR CLINICAL DATA MANAGEMENT - Creating A Knowledge Pool With Refresh™

The Challenge

An international and non profit making organisation, the Association for Clinical Data Management (ACDM) exists to promote the professional identity of Clinical Data Management and to further knowledge and education amongst its members and within the profession as a whole. The geographical spread of membership means that the ACDM's website is a key way to share information and as such is integral to the Association's goals. The previous website was dated and because changes had to be done by the hosting company, failed to live up to its potential.

The Solution

The ACDM's priority was to find a solution that would put updates back in their control and give them the functionality that would elevate their website to its rightful position as a powerful communication mechanism. Refresh's™ flexible content management system allowed customisation to the ACDM's specific needs. The highly bespoke site is powered by Refresh™ and incorporates membership management tools, event booking, a contractor database, a classifieds section, secure online payment, and password protected areas for members and committees.

The Result

Today's interactive and frequently changing site is far removed from the ACDM's previous web presence. Members can make additions or changes as they wish and no longer have to rely on the host company - a process that often took days to complete. The user experience has been transformed by the site's visual appeal and structured navigation. Members can purchase publications online using a secure payment facility and a restricted access area allows groups to work together in a virtual environment.

Speaking about the new site, Jo Marshall, ACDM webmaster, commented: "On the very first day of release one of our members contacted us to ask who had designed and built the site - it was the best compliment we could have hoped for!".

Visit the site at www.acdm.org.uk or find out more about Refresh™ at www.refreshcms.com