

# FROM WHICH APP? TO FLAGSHIP

MEDICAL/MEMBERSHIP: AAFP

## A FRACTURED APP CONSTELLATION IN NEED OF A FLAGSHIP EXPERIENCE

### CHALLENGE

With an active membership of 70,000-plus physicians and students, the American Academy of Family Physicians has five apps available in the App Store. Internally these apps were treated as siloed projects/teams even though they shared very similar feature sets, but not roadmaps or execution of those features. And the flagship AAFP experience was often reviewed as "nothing more than an app with links out to the web," leaving members to favor and install journal apps AFP and FPM over the AAFP app.

### SOLUTION

VMLY&R recommended that AAFP bundle the journal apps (AFP and FPM) within their flagship AAFP experience, creating:

- Subscription/Purchase access to over 100 in-app products
- Gain Access to the AFP Podcast and built-in audio player
- Natively search national residency programs with the ability to take personal notes and weigh decision factors for programs
- Natively report required continuing medical education (CME) and view current transcripts and reelection requirements
- Prepare for the medical board review with native practice quiz sets that earn members CME credits

