

Member  **365**

Case Study

**Mastering Membership
Management: How
Member365 Helped
Replace a \$30M
Custom System**

How Deirdre McKennirey Transformed Operations for CSPL

When **Deirdre McKennirey** joined the **Canadian Society of Physician Leaders (CSPL)**, she was tasked with managing **courses, certifications, and event registrations** for hundreds of members. But there was one major challenge.



“I spent 55 years avoiding computers, so I never thought I’d be able to use Member365. That all changed when I started using support. Because I always have access to the, I am always confident.”

- Deirdre McKennirey, CSPL

CSPL had been using a **\$30-million-dollar custom-built system** for years—one designed specifically for their needs. Many believed **no off-the-shelf solution** could match its complexity.

At the same time, Deirdre faced an overwhelming learning curve. With **strict compliance requirements** and high-stakes certification tracking, she needed **a system that was both powerful and adaptable.**

That’s when she discovered **Member365.**



The Challenge: Replacing a Legacy System While Maintaining Compliance

Before adopting Member365, CSPL relied on a **custom-built, multi-million-dollar system** to handle its operations. While it was powerful, it was also:

- **Cumbersome**—Difficult to update and maintain.
- **Rigid**—Lacked flexibility for changing organizational needs.
- **Resource-heavy**—Required significant time and effort to manage.

For Deirdre, the **biggest concern was compliance**. CSPL operates within a highly regulated medical environment, meaning **every course, certification, and member record must meet strict standards**.

“Tracking and managing compliance manually was overwhelming,” Deirdre recalls. **“We needed a system that could handle complexity while staying user-friendly.”**



The Solution: A Smarter, More Adaptive Membership Platform

Despite initial concerns that **no standard software could replace their custom system**, CSPL decided to implement **Member365**—and the results were immediate.

✓ **Seamless Compliance Tracking** – Certifications, course completions, and renewals are now fully automated.

✓ **Effortless Event & Registration Management** – Member sign-ups and event logistics run smoothly.

✓ **Reduced Administrative Overhead** – A once time-consuming process is now **streamlined and efficient**.



Seamless Compliance Tracking



Effortless Event Registration



Reduced Admin Overhead



A True Partner, Not Just Software

For Deirdre, the real **game-changer** wasn't just the software itself—it was the **Member365 support team**.

"I always have access to their team, which means I'm always confident," she says.



- ◆ **On-demand support** – No question is too complex.
- ◆ **Adaptable solutions** – Workarounds ensure compliance and operational needs are met.
- ◆ **Continuous improvements** – Member365 evolves alongside its users.

"Member365 support has been an utter **game-changer** for my organization and professional life," Deirdre adds. "The software is complicated, but **learning it isn't!**"

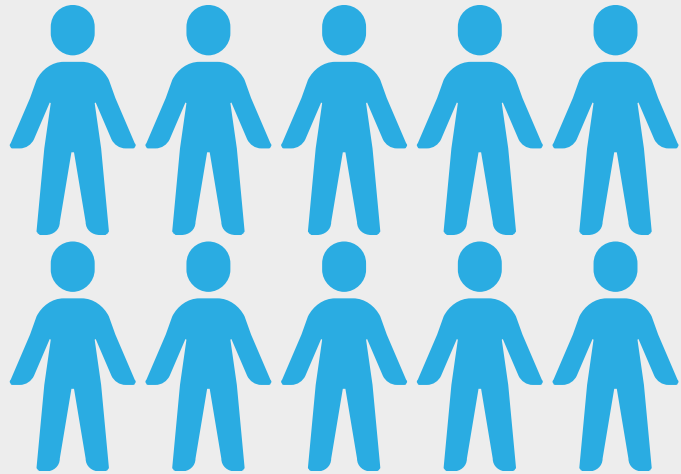
The Results: Efficiency, Compliance, and Scalable Growth

Since adopting Member365, CSPL has:

- ✦ **Fully automated compliance tracking**, ensuring accuracy and reliability.
- ✦ **Reduced administrative workload**, freeing up staff for strategic initiatives.
- ✦ **Streamlined event and certification management**, making operations smoother than ever.

Most importantly, Deirdre and her team now have **more time to focus on members, advocacy, and growth**—instead of being bogged down by outdated processes.





Is Your Organization Ready for a **Smarter** Membership Solution?

[Find out today](#) how Member365 can help your membership-based organization grow faster, connect better and serve more.

member365.com

