



American Association of Clinical Endocrinologists

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AACE Reaches Key Milestone of Digital Transformation to Better Serve Endocrine Community

Professional physician organization launches new website at www.aace.com

JACKSONVILLE, Fla. (June 25, 2019) – The American Association of Clinical Endocrinologists (AACE), a professional community of physicians specializing in endocrinology, diabetes, and metabolic disorders, completed its latest phase of digital transformation by launching a new association management system, and content management system that will provide improved operational efficiency for the organization and an enhanced online experience for the endocrine community.

As part of the launch, AACE introduced a modern and mobile friendly website, available at www.aace.com, that provides visitors streamlined menus, improved search functionality, enhanced membership profile management, a simplified login process and comprehensive disease state resources and content.

“This latest phase includes enhancements that will not only improve the member and customer experience, but will also support operational efficiencies, allowing AACE to focus on providing more content and resources to the entire endocrine community,” said AACE Board President Sandra L. Weber, MD, FACP, FACE.

AACE began its digital transformation project in 2017 with the optimization of the organization’s digital infrastructure and staff productivity and communication tools. Additionally, AACE implemented a new cloud-based event management and attendee engagement software, which was first introduced for AACE 2019, its 28th Annual Scientific and & Clinical Congress in April 2019 and will be used for future events and conferences.

Continued Dr. Weber, “While much of our digital transformation has been invisible to members-at-large, our latest enhancements, including AACE 2019’s digital experience and this month’s launch of the new AACE.com, puts our member experience front and center.”

True to its mission of enhancing the ability of its members to provide the highest quality of patient care, AACE's next digital transformation phase will be focused on improving access to tools, resources and educational opportunities for members and subscribers.

"We are confident our ongoing digital transformation will continue to provide an enhanced member experience and position AACE as the premiere professional community for physicians specializing in endocrinology, diabetes, and metabolism," said AACE CEO Paul Markowski. "We are proud to reach this major milestone in our digital transformation. We are also grateful for the support from the AACE Board of Directors, and the hard work and dedication from our staff over the last 18 months."

To learn more about AACE and explore its new website, visit www.aace.com.

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About the American Association of Clinical Endocrinologists (AACE)

The American Association of Clinical Endocrinologists (AACE) represents more than 6,500 endocrinologists in the United States and abroad. AACE is the largest association of clinical endocrinologists in the world. A majority of AACE members are certified in endocrinology, diabetes and metabolism and concentrate on the treatment of patients with endocrine and metabolic disorders including diabetes, thyroid disorders, osteoporosis, growth hormone deficiency, cholesterol disorders, hypertension and obesity. Visit our site at www.aace.com.