

THE FIRST 50 DAYS OF ARTERY 2.0

The Artery—AACC's member-only community—offers multiple online forums for 24/7 discussions and networking

On the Artery, members get expert answers to pressing questions, connect with colleagues, offer advice and answers to peers, and raise their own profiles. Even the best tools can get better, so AACC Artery relaunched February 14, 2017, on a new platform. Let's see how this change has affected AACC members.

THE ARTERY: GROWING AND FLOWING IN 2017

The first 50 days* of the Artery 2.0 show users are taking notice.

PAGE VIEWS

2017
51,401

105%
increase

2016
25,156

SESSIONS

2017
9,852

140%
increase

2016
4,111

USERS

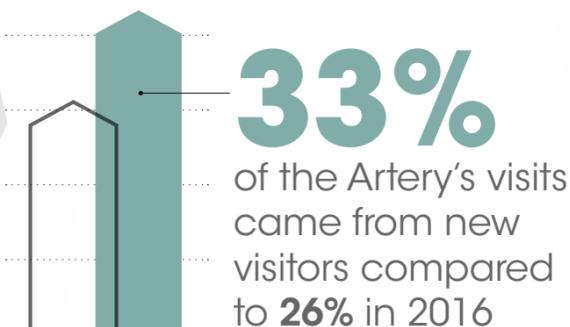
2017
3,884

140%
increase

2016
1,626

*Feb. 14–Mar. 31, 2016, versus Feb. 14–Mar. 31, 2017

NEW USERS ARE TAPPING IN:



1,747 members logged in, and **167 made their first contribution**

1,048 threads and replies were posted

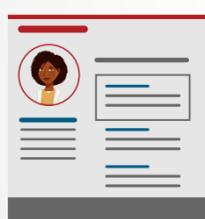
"I love the new Artery! And just a testimonial about how great this is: I had an analytical issue yesterday and found the exact situation and answer described in an Artery post from last year! SO HELPFUL! (And the easy search function made finding the answer a breeze.)"

Amy Pyle-Eilola AACC Artery member

MEMBERS ARE NETWORKING:



200
networking connections made between members



873
member profiles have one or more elements (job history, photo, bio, education)

MEMBER UPDATES ARE CIRCULATING:

98%

of members are subscribed to receive at least one type of Artery email notification

"Artery has become the go-to place for clinical chemists to exchange their thoughts and concerns. Excited to see a freshly pumped Artery on Valentine's Day!" **Jin Cao** AACC Artery member

5 NEW THINGS MEMBERS CAN DO WITH THE ARTERY 2.0:



1. Receive real-time, daily, or consolidated notifications



2. Reply to threads and create threads via email



3. Connect from phone and tablet



4. Network by areas of interest



5. Message each other privately

Are you making the most of the Artery 2.0?
Log in today at aacc.org.