

SUCCESS STORY



Fuse Helps Association Members Interact with Their Brand on Their Terms



(Our newsletter) delivers what it promises. Accomplishing that requires the dedication of everyone involved with the project, from AAOMS staff to Fuse.

— JANIE DUNHAM
EDITORIAL MANAGER
AMERICAN ASSOCIATION
OF ORAL AND
MAXILLOFACIAL SURGEONS

Survey says...print wins! When the American Association of Oral and Maxillofacial Surgeons (AAOMS) polled its members, the message was clear—the majority liked turning pages, not just clicking through them. As a result, print remained the media of choice for this professional association.

Fuse has printed and distributed the association's member publications since 1984, including the *AAOMS Today* newsletter launched in 1996. Reporting on association news, healthcare industry trends, legislative policies and practice management issues, the newsletter reaches nearly 90% of all oral and maxillofacial surgeons in the US.

MISSION

Fuse has been a part of *AAOMS Today* from its beginnings as a one-color tabloid to its current 40-page, four-color format. Throughout its evolution, the mission has been clear—continuous improvement that inspires and informs the niche readership of 8,000. And, while print is king, *AAOMS Today* is also available as a readable PDF on the association's website.

SOLUTION

Janie Dunham, AAOMS editorial manager, comments, "I have worked with Kelmscott (now Fuse) since the day I joined the association some 25 years ago. Obviously, the quality of the work has kept us coming back. But, from my perspective, this is also a great service organization."



While Dunham says that it's rare that they'll make a change to a proof, but when it happens, the Fuse team "makes it easy to make adjustments. Changes are dispatched quickly and accurately, even at a late stage in the printing process."

"I feel our publication is in good hands," she added. "It's a good company to work with."

RESULTS

The International College of Dentists, the largest international honor society for dentists worldwide, with 12,000 members in 122 countries, recognized *AAOMS Today* with a Silver Scroll, Division 1 award for improvement in overall quality in the use of color and graphics.

"It comes back to providing a quality product. Accomplishing that requires the dedication of everyone involved with the project," said Dunham. "Fuse is competitive in prices, consistent in quality of work and always willing to work with us to find the best solution."

FUSE

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