From Fragmented Tools to Year-Round Engagement

How SOHO Uses Clowder to Keep 10,000+ Global Members Engaged

OVERVIEW

The Society of Hematologic Oncology (SOHO) is a global nonprofit organization founded in 2012 by physicians specializing in blood cancers. With over 10,000 members worldwide, SOHO connects clinicians, researchers, and industry partners to advance treatment and research in hematologic malignancies. The organization delivers year-round education, resources, and events, including a major annual meeting.

PROBLEM

SOHO used a standalone event mobile app to support its annual meeting that immediately became obsolete after the event, offering no content or functionality to keep members engaged throughout the year. Members had to use multiple platforms to access materials like speaker slides or news updates, each requiring separate logins.

This fragmented experience led to confusion and limited participation, especially among a growing global membership. The lack of a unified system also made it difficult for staff to update content, manage communication, or support the community between events.

AT A GLANCE

INDUSTRY
Medical Professional/Trade Association

SOLUTIONS
Clowder

MEMBER SIZE
10,000+

WEBSITE
sohoonline.org

> ❝ *Clowder includes so much more than what we had before — forums, discussions, and resources that support our members in their day-to-day clinical practice.* ❞
>
> - Executive Director at SOHO

SOLUTION

Clowder gave SOHO a single mobile platform to engage members year-round, replacing the event-only app, to centralize meetings, speaker content, news, and forums in one place. Members now log in to only one platform to access all resources, reducing confusion and improving usability. During the annual meeting, SOHO uses the app for things like live Q&A, schedule building, and session ratings.

Between events, members can now engage in the app through posting questions, sharing content, and accessing SOHO updates through the app's discussion boards. Staff manage content through SOHO's Engagement Management System, which automatically syncs with Clowder, eliminating the need for duplicate data entry and enabling consistent access to resources.

✓ **Replaced** a limited event-only app with a single platform that supports year-round engagement.

✓ **Centralized** access to meetings, speaker content, news, and forums in one mobile hub.

✓ **Enabled** real-time interaction during annual meetings through live Q&A and member-driven discussion boards.

✓ **Supported** staff capacity by simplifying content management and communication workflows.

THE IMPACT

Enabled Real-Time Cross-Regional Communications

100%
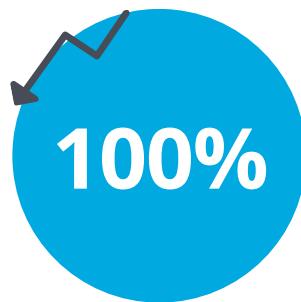
Reduction in Fragmented Systems — Down from 3 to 1

100%
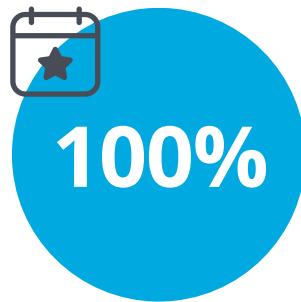
Annual Meeting Attendees Used New Clowder App

> *Before, we had to put our meeting information into three different places. With Clowder, it has all been consolidated down to one source.*

\- Executive Director at SOHO

Clowder™