

Meeting Members Where They Are

How OHAA Delivers Year-Round Engagement for Oral Health Practitioners with Clowder®

OVERVIEW

The Oral Health Association of Australia (OHAA) is a national professional association representing more than 3,000 oral health practitioners, including dental hygienists, dental therapists, and oral health therapists. Formed in July 2025 through the unification of two former member bodies into a single national organisation, OHAA supports and promotes the continued growth and development of the oral health profession while working to improve the oral health of all Australians.

PROBLEM

OHAA had no dedicated way to reach its members on the go. Its workforce of dental hygienists, dental therapists, and oral health therapists work chairside, not at a desk, so a website-only approach failed to meet them where they were.

Engagement was also largely confined to individual events, with no consistent channel to keep members connected between them. These gaps drove OHAA to seek a mobile-first solution that could deliver ongoing member value beyond a website.

AT A GLANCE



INDUSTRY

Professional Association

SOLUTION

Clowder

MEMBER SIZE

3,000+

WEBSITE

ohaa.com.au

PARTNER



“ *The take-up of Clowder has been really strong...every day there's more members downloading it.* ”

– Chief Executive Officer of OHAA

THE IMPACT



**Members Joined Within
First Three Months**



**News Feed Opens in
One Month**



**Event Content Views
in One Month**

SOLUTION

Since adopting Clowder, OHAA has given its members a mobile-first channel that meets them wherever they work. The app now underpins every face-to-face event, letting members scan in, complete surveys, and take part in live question-and-answer sessions, while push notifications keep the organisation front of mind year-round. An integrated jobs board adds a further career resource within the same app, and non-members can download a limited version, turning the app into a tool for attracting future members. Clowder has become the connective layer across OHAA's member experience, extending engagement well beyond individual events.

- ✓ **Delivered** a mobile-first channel that meets oral health practitioners where they work, replacing reliance on a desktop-only website.
- ✓ **Powered** every face-to-face event with in-app scanning, live surveys, and question-and-answer functionality.
- ✓ **Kept** members engaged year-round through regular push notifications, extending value well beyond single events.
- ✓ **Added** an integrated jobs board, giving members a career resource within the same app they already use.
- ✓ **Opened** a limited version of the app to non-members, turning it into a tool to attract and convert future members.

“ [The growth] is just natural — people are talking, people are noticing it, and the word of mouth has spread about the availability of the app. ”

– Chief Executive Officer of OHAA