

Walsworth®

Client: American Health Information Management Association (AHIMA)

Services: Print, Fulfillment, Apps



Situation:

Founded in 1928, the American Health Information Management Association (AHIMA) is a professional association for health professionals involved in the management of health information needed to deliver quality health care to the public. AHIMA serves 52 affiliated component state associations, and more than 103,000 health information professionals.

Solution:

AHIMA has used Walsworth since the 1990s as its print, fulfillment and digital app partner for its educational books, marketing literature and educational training materials for numerous reasons:

- **Print and Fulfillment Consolidation:** AHIMA’s publication division was working with myriad vendors and locations to coordinate the printing, storage and fulfillment for 80+ book titles published each year. Selecting Walsworth to print, store, and fulfill from a single geographic location enabled AHIMA to streamline operations and reduce costs.
- **Print:** With Walsworth’s print capabilities spanning from small, saddle stitched booklets, journals and large catalogs to large hard and soft cover books, our suite of services fit all of their needs.
- **Fulfillment:** Walsworth’s customized solution and proactive customer service has given AHIMA the feeling of being a priority customer, as opposed to being just another customer in a large, national fulfillment center.
- **Apps:** Walsworth converted critical curriculum over to a digital first, mobile experience via Adobe Experience Manager (AEM). AEM is the world’s leading app production and distribution platform, and Walsworth is one of only two agency partners to use it. The app has played a key role in allowing members to peruse curriculum content, so they can make a more informed curriculum purchase decision. It also adds convenience for members and non-members to order anything from their bookstore directly from the app.

Interested in learning more about how Walsworth’s team of experts can help you?

- See all [case studies and eBooks](#),
- [Contact us](#) online, or
- Call us at 800-265-6795.

