

Walsworth®

CLIENT: The American Academy of Pediatric Dentistry

SERVICES: Print, Fulfillment, eCommerce, Apps

SITUATION:

Founded in 1947, [The American Academy of Pediatric Dentistry](#) (AAPD) is a not-for-profit professional association with a membership of over 10,400 pediatric dental professionals.



As "THE BIG AUTHORITY on little teeth," AAPD provides continuing education for pediatric dental professionals as well as informing parents, the general public and policy makers about children's oral health.

AAPD publishes a wide variety of educational and informational materials electronically and in print. They continuously evaluate ways to effectively inform the public and to keep their membership engaged with research findings and best-practice insights. To this end, AAPD has recently launched a podcast and provided a mobile app version of their professional reference guide, the 500-page *The Handbook of Pediatric Dentistry*.

SOLUTION:

Print Manufacturing

Walsworth provides the print manufacturing for many of AAPD's publications, including their professional journals, *PDT* magazine, *The Handbook of Pediatric Dentistry*, membership directory, annual conference program book and a variety of brochures and reports.

App Creation

AAPD engaged Walsworth to create a mobile app version of their professional reference guide, *The Handbook of Pediatric Dentistry*. The guide is a vital reference for pediatric dentistry professionals and contains best practices for dental procedures, restorative techniques, pain management, practice management and more.

The 500-page book is an important reference tool for pediatric dentistry professionals. While many professionals find the printed book well suited for study, AAPD wanted to make the content more convenient for professionals to reference during their interactions with patients. This desire led to the development of a mobile version of *The Handbook of Pediatric Dentistry*.

Although apps often contain only a subset of their companion print version, AAPD worked with Walsworth to create a complete and enhanced digital representative of the entire handbook.

The mobile app enables:

- Mobile access to AAPD's professional reference guide
- Search by topic or keyword
- On-the-fly updateable content, enabling availability of corrections and new information as needed

Walsworth also developed a custom entitlement system, integrated with AAPD's eCommerce site, to enable sales of the app outside traditional app stores. This helps protect sales revenue by avoiding the commission fees associated with those stores, which can be as high as 30%.



eCommerce Storefront and Pick-and-Pack Fulfillment Services

Walsworth helped design and implement AAPD's online storefront to support their eCommerce initiatives.

The online storefront is integrated with AAPD's association member management system and Walsworth's fulfillment center so that online orders can be expediently processed, packed and shipped.

This system integration also provides AAPD with activity reporting, visibility to inventory levels and alerts for reorder points, replenishment and obsolescence monitoring.

RESULTS:

AAPD's Walsworth-built online storefront reduced AAPD's out-of-pocket costs via automation and system integration, streamlining AAPD's eCommerce and fulfillment processes.

AAPD has determined that their mobile app has paid for itself many times over. This is likely due to AAPD's pricing model, which offers a discounted bundle price for both the print and mobile versions of their handbook.

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.

LET'S TALK