

Success Story

Great Membership. Wrong Portal. How a Medical Association Finally Got Its Content Into Clinicians' Hands.

Discover how a leading ophthalmology medical association replaced a fragmented, multi-login content experience with a unified, branded member platform — giving clinicians everywhere one-click access to the textbooks, CME resources, and training materials their membership was always supposed to include.



C A D F G
Trusted by 500+ publishers



Critical Barriers

The Challenge

The association's medical textbooks, CME modules, and residency training materials represented years of clinical rigor. But four structural problems were preventing members from actually using that knowledge — and quietly eroding the perceived value of membership itself.

Every Login Was a Wall Members Chose Not to Climb

The association's content lived in a system completely separate from where members already authenticated. Every time an ophthalmologist wanted to open a textbook or check a CME module, they were stopped by a second login screen. A friction point that compounded across thousands of interactions and quietly collapsed engagement. Members weren't opting out of the content. They were giving up before the content ever loaded.

• Impact: A portal full of valuable content that members had effectively stopped trying to reach

A Desk-Only Library for Clinicians Who Are Never at Their Desk

Ophthalmologists don't read medical textbooks in a quiet office. They review residency training materials between procedures. They check CME requirements from their phone during a break. They prep for conferences from a tablet in transit. The existing portal had no responsive mobile experience and no tablet reader. For most of the moments when members needed the content, the portal simply wasn't there.

• Impact: Members bypassed the portal entirely during the professional moments it was built to support

A Publishing Programme Running Blind

The team was producing medical textbooks and CME resources year after year with zero visibility into what members were actually opening, reading, or completing. Which modules were driving engagement? Which titles were abandoned? No answers existed — which meant content investments were made on instinct rather than evidence, and there was nothing meaningful to show the board.

• Impact: No data for leadership, no way to justify the programme, no ability to improve what wasn't landing

A Member Experience That Didn't Look Like It Belonged to Anyone

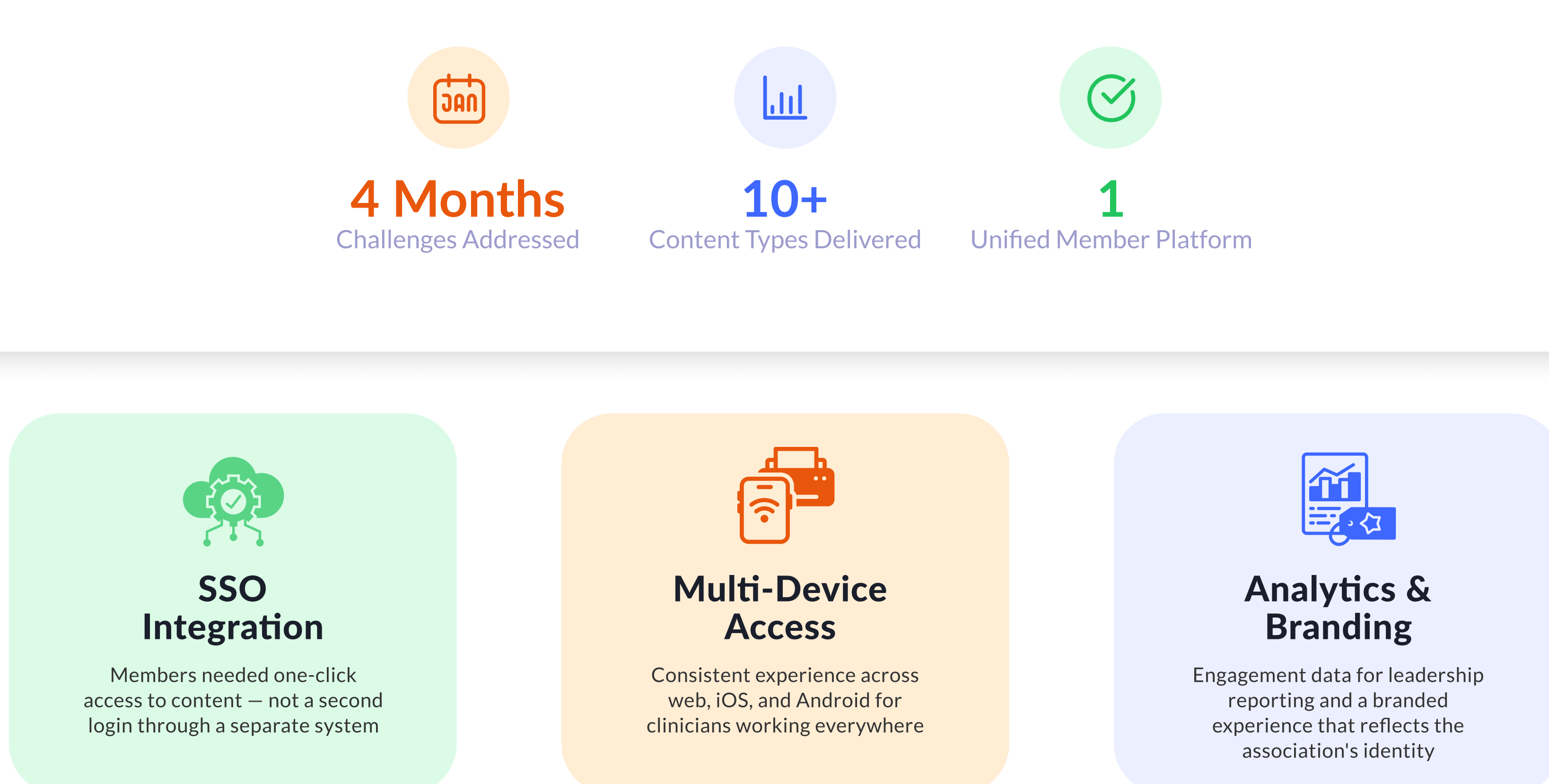
For a professional medical association, the reading experience is a brand signal. When members land on a generic, unbranded reader interface, they notice — and they compare it to what other associations offer. No branded portal, no customised interface. Younger members especially were registering the gap between what they expected and what they found.

• Impact: Every content interaction quietly signalled to members that the portal was an afterthought

Critical Decision Point

The Turning Point

The association recognised the need for a platform that could eliminate login friction at the point of content access, deliver a consistent experience across every device their members work on, put the association's own brand at the centre of the reading experience, and give the publishing team the engagement data they needed to continuously improve — all without rebuilding the workflows and infrastructure their team had spent years building. After evaluating multiple solutions, KITABOO was selected.



Strategic Solution

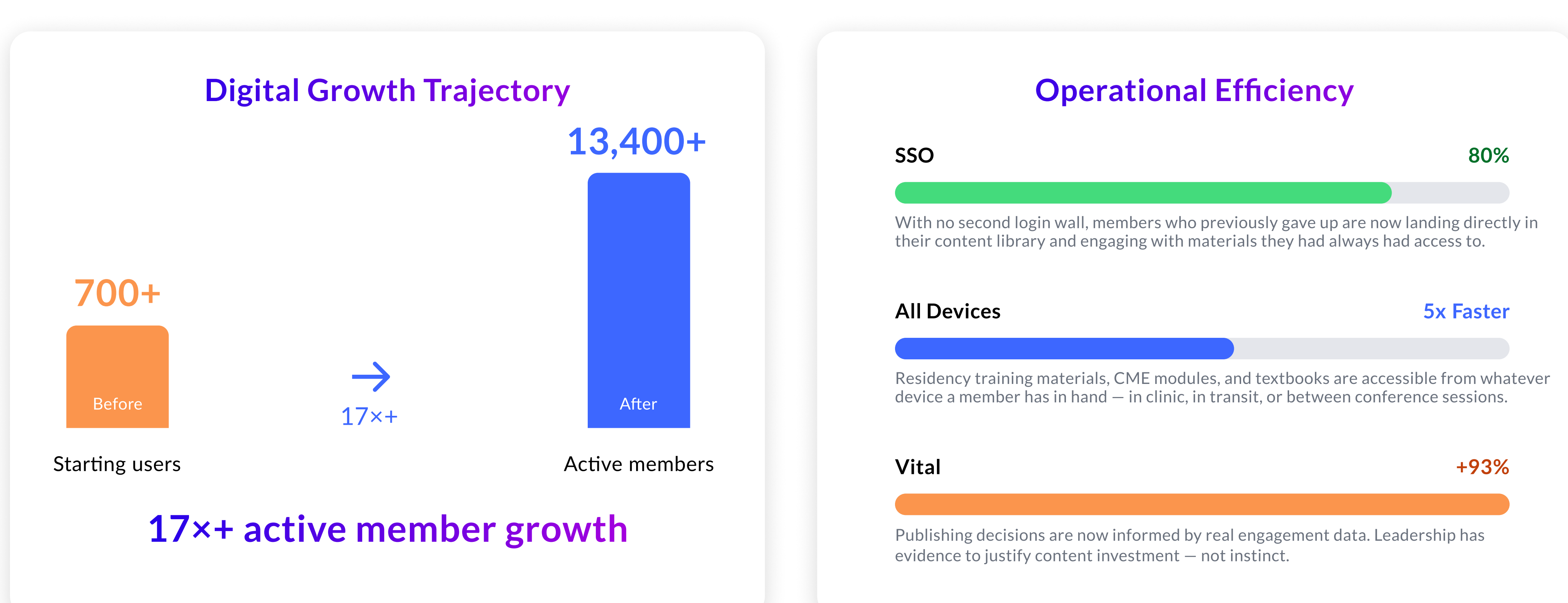
The KITABOO Solution

KITABOO deployed a tailored member content platform that addressed each of the association's four operational barriers — transforming a fragmented, multi-login content system into a branded, analytics-powered digital home for their members' professional education.



Measurable Results

From 700+ starting users to 13,400+ active members — the association's content portal became a genuine membership asset. When accessing materials stopped requiring effort, members started using them. And the publishing team finally had the data to understand how.



“KITABOO has transformed our Digital Library with an intuitive, modern interface that makes browsing and research effortless for our members across all devices. The platform's flexible delivery and robust analytics, backed by a highly collaborative team, have made them a vital partner in our digital growth.”



Ryan Minton
Director of Publications
FNREL

Trusted by Leading Associations Worldwide



Ready To Transform Your Member Publications?

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Ready to achieve similar results?

KITABOO helped the Association boost member engagement, speed up content delivery and grow non-dues revenue. See how our platform can elevate your digital publications.

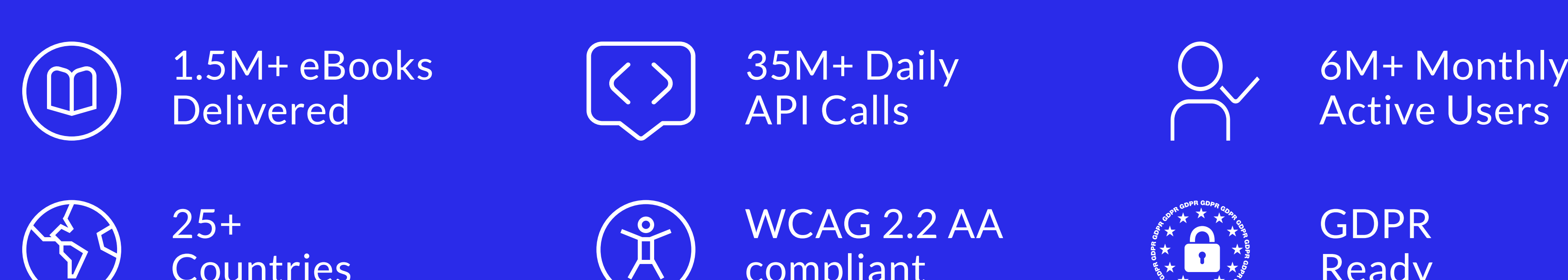


KITABOO

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