



American College of Preventive Medicine  
physicians dedicated to prevention

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*NEWS*

**FOR IMMEDIATE RELEASE**

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**AMERICAN COLLEGE OF PREVENTIVE MEDICINE LAUNCHES NEW WEB SITE,  
MEMBERSHIP MANAGEMENT SYSTEM, AND LOGO**

Washington, DC – The American College of Preventive Medicine today announced the official launch of its new [web site](#), membership management platform, and logo. Following two years of study, ACPM selected YourMembership.com to provide membership management software embedded in a new, fully-integrated website.

The YourMembership platform is Software-as-a-Service (SaaS), an on-demand software delivery model that will allow ACPM staff to manage all membership and web site functions on YourMembership.com's secure servers via the Internet. This arrangement will ensure instantaneous membership data and web content updates through its Association Management Software (AMS) and Content Management System (CMS).

In addition to the myriad membership management functions offered by the new platform, the site will serve as a private social networking platform, enabling ACPM members to engage confidentially with their specialty society and peers or, if desired, connect easily with external social networking sites such as Facebook and Twitter. ACPM members not only will be able to edit their membership data/profiles on the web site, but will be able to create and access file libraries, blogs, photo galleries, wikis, job postings, and much more. Additionally, members will be able to send private messages to, and engage in real-time chat with, other ACPM members and administrative staff.

"This marks the first major overhaul of the ACPM membership support infrastructure in more than 12 years, and signals an exciting new era for ACPM members and the entire association," according to ACPM President, Miriam Alexander, MD, MPH, FACPM. "Associations and societies are founded on the premise of connecting people and sharing knowledge, and this technology overhaul will allow ACPM to take these functions to the next level," said Dr. Alexander.

As part of the site launch, ACPM also unveiled its new logo, pictured at the top of this release and on the new web site. The logo change is the first for ACPM in more than two decades. It was designed with input from ACPM members to bring a fresh, modern face to the College, while putting forth an image preserving trust in ACPM's longstanding brand.

Visit the new web site at <http://www.acpm.org>.

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#### **ABOUT AMERICAN COLLEGE OF PREVENTIVE MEDICINE**

Founded in 1954, ACPM is the pre-eminent physician organization focused on practice, research, publication, and teaching of evidence-based preventive medicine. As the leader for the specialty of Preventive Medicine and physicians dedicated to prevention, ACPM seeks to improve the health of individuals and populations through evidence-based health promotion, disease prevention, and systems-based approaches to improving health and health care. To learn more about the College, visit <http://www.acpm.org/>.