

## Case Study On



### **How Eventify Became an Extra Operating Committee Member for a Global Student-Run Free Clinic Network Case Study**

The Society of Student-Run Free Clinics (SSRFC) Annual Conference is a national interdisciplinary gathering that brings together students, clinicians, faculty advisors, and researchers involved in student-run free clinics (SRFCs) across the United States and internationally.

# Problem Statement

The Society of Student Run Free Clinics (SSRFC) had a mandate that went far beyond a single event: unite a global network of student-led medical, dental, and social work clinics operating across 42 US states and 11 countries. Their annual conference is the heartbeat of that mission — a weekend where 500 to 600 students and faculty gather to share research, best practices, and ideas that get carried back to free clinics around the world.

For conference coordinator Michelle and her team, the challenge wasn't just logistics — it was capacity. SSRFC is run entirely by an "operating committee" of about 10 medical students, spread across different time zones, with roughly half the team rotating out every two years as members graduate into clinical practice. Everyone works on a volunteer basis, on top of full-time medical degrees.

The team needed a single platform that could carry the weight of hundreds of abstract submissions, attendee registration and tracking, on-site networking, and real-time communication — without requiring additional staff they simply didn't have. Eventify became that platform.

## CHALLENGES BEFORE USING EVENTIFY

- A small, fully volunteer team of ~10 medical students with a 50% turnover every two years, all donating time on top of full-time coursework
- Hundreds of abstract submissions each year requiring coordination, grading, and feedback at scale
- Team members collaborating asynchronously across different schedules and time zones
- Tracking registration, payment status, and attendance proof for 500-600 attendees
- Running concurrent oral presentation sessions, with the risk of scheduling slippage and confused attendees
- An audience of medical professionals generally slow to adopt event apps and new technology
- Helping strangers at a large conference exchange contact information without the usual social friction
- Limited prior experience with event technology, having used unnamed platforms before switching

## WHY EVENTIFY

- Centralized abstract submission and grading gave the team one organized, asynchronous workspace despite time zone differences
- Attendee tracking and digital receipts removed manual record-keeping for registration and proof of attendance
- In-app networking made it easy for attendees to exchange contact details without the awkwardness of asking directly
- Live and scheduled messaging let the team communicate with the whole conference in real time
- The interface was intuitive enough that even tech-hesitant medical professionals adopted it quickly once shown how it worked
- The platform covered the full event lifecycle, from pre-event check-in to on-site logistics to post-event follow-up
- Eventify delivered capability the team's small volunteer staff couldn't replicate manually



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## How Eventify Helped

### Abstract Submission and Grading at Scale

With hundreds of abstracts submitted annually, SSRFC needed a single hub where a geographically scattered, asynchronous committee could collaborate without losing track of reviews. Eventify let the team manage submissions, assign grading, upload presentation slides, and give attendees transparent feedback — showing them exactly how their abstract was scored and what reviewers noted.

### Breaking the Ice Between Strangers

At a conference built around connection, getting attendees to actually exchange contact information matters. Michelle's team found that Eventify made this almost effortless: after working together in a poster session, attendees could find each other in the app, message directly, and stay connected long after the weekend ended — without the social hesitation of asking a stranger for their details.

### Real-Time Messaging When Plans Changed

During AEBF-25-style live moments, things don't always go to plan — and SSRFC had its own version. When one oral presentation room fell behind schedule due to technical issues, the team used Eventify's messaging to immediately notify attendees, reassure them that elections would still happen as scheduled, and suggest they grab a snack while they waited. Attendees responded positively to the transparency and constant communication, calling the live and scheduled messaging "a gamechanger."

### Reducing the Manual Workload of a Volunteer Team

Reminders sent through the app helped attendees pre-check in before the event even started, and kept people on schedule during back-to-back or concurrent sessions — nudging them to wrap up conversations and head to their next session without missing it. For a team with zero paid staff, this automation directly translated into smoother on-site execution.

### Fast, Confident Post-Event Support

When attendees later needed proof of attendance or lost their registration receipts, the committee could pull records directly from Eventify and respond quickly — turning what used to be an administrative headache into a quick lookup.



## KEY FEATURES USED

- **Abstract Management** — Centralized submission, asynchronous grading, reviewer comments, and slide uploads for hundreds of abstracts
- **Attendee Networking** — In-app contact exchange and messaging between delegates post-session
- **Registration & Attendee Tracking** — Payment status, check-in, and digital receipts for proof of attendance
- **Live & Scheduled Messaging** — Real-time updates and reminders sent to the full attendee body
- **Event Guide / Local Info** — City-specific recommendations shared with attendees each year as the conference moves locations
- **Check-In** — Pre-event check-in to streamline on-site arrival for hundreds of attendees

## RESULTS

- An annual conference of 500-600 attendees run entirely by a 10-person volunteer student committee, supported end-to-end by Eventify
- Hundreds of abstract submissions managed and graded through one centralized, asynchronous platform
- Attendee feedback shifted from initial unfamiliarity to enthusiastic adoption, with comments like "I wish more conferences used this"
- A live scheduling disruption during oral presentations was managed transparently through real-time messaging, preserving attendee trust and professionalism
- Faster post-event support for attendees needing receipts or proof of attendance, pulled directly from the platform
- The team describes Eventify as "almost like our 11th or 12th operating committee member"
- SSRFC plans to continue the partnership indefinitely, with interest in exploring virtual/hybrid components for future conferences



It can really help a small team with a lot of passion move mountains... I really think of it almost as our 11th or 12th operating committee member. It doesn't really matter how big or small your event is — if you have a passion for this and just need a little bit of extra help, Eventify is an amazing partner and tool.

## About the Company

The Society of Student-Run Free Clinics (SSRFC) Annual Conference is a national interdisciplinary gathering that brings together students, clinicians, faculty advisors, and researchers involved in student-run free clinics (SRFCs) across the United States and internationally.

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