

ACEP Regains Control Over Member Engagement with Microsoft Dynamics Solutions from DCG



DCG realigned ACEP's Dynamics implementation, transforming fragmented systems and failed integrations into a unified, scalable member platform that restored visibility, confidence, and growth.

About Company

Founded in 1968, the American College of Emergency Physicians (ACEP) is a US-based professional association dedicated to advancing the quality of emergency care. ACEP has played a pivotal role in shaping emergency medicine as a recognized medical specialty. Through evidence-based clinical policies, research funding, advocacy, public education, and industry-leading continuing medical education, ACEP serves as the leading voice for emergency physicians and their patients nationwide.

[Business Overview](#)

Business Overview

ACEP required a 360-degree view of its members within the Microsoft Dynamics Power Platform to better serve its large base of 38000+ physicians, students, and members. With growing demands for seamless subscriptions, certifications, and conference management across the United States, the association's existing systems were fragmented and complex to scale. ACEP turned to DCG for a solution.

Business Challenge

ACEP had previously partnered with an implementation vendor, but the provider struggled to manage the complex integrations and applications needed. This left ACEP with:

- **Fragmented Member Systems:** Disconnected tools for subscriptions, bookstore ecommerce, and certifications.
- **Integration Failures:** No reliable connection with Dynamics GP, HubSpot, and custom-built portals.
- **Poor User Experience:** Renewals, dues, benefits, and registrations lacked seamless access.
- **Member Visibility Gaps:** Service, billing, and marketing lacked a unified customer view.
- **Vendor Misalignment:** Internal IT lost confidence as projects stalled and timelines slipped.

To avoid sunk costs and extended delays, ACEP turned to DCG to rescue and realign the project.



Technology & Approach



DCG's SPEAR-Powered Recovery

DCG applied its **SPEAR Framework** to deliver clarity, prioritize initiatives, and align leadership with operators. By addressing core inefficiencies in phases, DCG enabled LES to modernize without disruption.



Critical Implementation Milestones

- Dynamics 365 & Power Platform → Unified member management, subscriptions, certifications, and benefits.
- System Integrations → Linked Dynamics GP, HubSpot, and custom .NET applications.
- Portal Applications → Delivered seamless access for renewals, payments, benefits, and conference registration.
- Cross-Functional Insight → Enabled service, billing, and marketing teams to run from a sole source of truth.



Strategic Wins

- 30+ Legacy Applications Migrated → Consolidated into Microsoft Dynamics within a year.
- Revenue Growth → Increased conference attendance thanks to scalable Dynamics solutions.
- Intuitive Portals → Roadmap to roll out new member applications for years to come.
- Enhanced IT Expertise → Internal teams grew capabilities on Microsoft platforms.

Key Benefits

Unified Member Management

AVD was deployed for 200 users with no disruption and highly automated provisioning.

Operational Confidence

Seamless integrations across finance, service, and marketing.

Scalable System Architecture

Built a platform ready for future expansion.

Revenue & Engagement

Stronger member experiences translated into measurable growth.

Restored Trust

Clear governance, reliable integrations, and predictable delivery rebuilt trust across internal stakeholders.