

EMPOWERING MEMBERS AND SCALING FOR SUCCESS:

## How APNA's Approach to Technology Fuels Its Mission



Misinformation is all around us, and filtering through the noise is an essential skill for anyone in the digital age. The ability to find and legitimize reliable, trustworthy sources, particularly in the medical and healthcare field, is crucial for continuing education and becoming a lifelong learner amongst an onslaught of information.

The mission of the American Psychiatric Nurses Association ([APNA](#)) is to be the go-to resource for psychiatric-mental health nursing in the information age. This member-driven community is focused on advancing the science and education of psychiatric-mental health (PMH) nursing by providing education, news, networking, and community insights. APNA also serves to further the profession by “ensuring that the public understands who psych nurses are and what they do,” according to Executive Director Lisa Nguyen.



The [healthcare industry](#) is undergoing rapid and drastic changes due to its heavy reliance on implementing the latest tech ecosystems (e.g., electronic health records). As a modern organization functioning in the digital age, APNA relies on its robust technology infrastructure to adapt to the fast-paced healthcare industry:






“Our technologies have been this steady foundation in the background, enabling us to focus on providing the quality products and services to our members that have enabled [our] growth.”

—Lisa Nguyen, Executive Director, APNA

Without a dedicated internal IT team, APNA recruited third-party IT provider Ntiva to aid in its company-wide [digital transformation](#) efforts. As a top-rated managed service provider (MSP), Ntiva's IT experts guide the APNA team through necessary technology infrastructure changes, providing actionable advice and technical support throughout the process.

The impact that the right technology and systems have on the continued success of APNA's mission cannot be overstated:

-  Ntiva's expertise proved instrumental in proactively preparing APNA's staff for remote connectivity in the face of the global COVID-19 pandemic, as their [proactive IT planning](#) helped to future-proof APNA's IT infrastructure.
-  APNA communicates with a database consisting of over 30,000 PMH nurses; maintaining updated SSL certificates helps to establish the organization as credible, backing up its objective of being considered the expert source of knowledge for the [psychiatric-mental health nursing field](#).
-  APNA has been recognized by government organizations, universities, and other external associations as the expert, go-to voice for PMH nursing, an achievement largely attributed to the association's clear strategic direction, which is illustrated in its [Annual Activity Reports](#).

Proactive IT efforts implemented by Ntiva boosted revenue, member retention, acquisition, and cost efficiencies for APNA. [Outsourcing](#) IT meant APNA didn't need to hire an in-house IT team, instead partnering up with specialists who had the association's best interests in mind. As a result, Ntiva helped save roughly 45 percent on what it would have cost for APNA to bring all of the provided capabilities in-house.

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## About Ntiva

At Ntiva, our mission is to be a proactive IT partner that is dedicated to helping your business stay ahead of the technology curve. Since 2004, we've worked in partnership with clients of all sizes and industries, helping them to reach their business goals using the power of technology. Today, Ntiva ranks in the top 30 MSPs nationwide, operating out of strategic locations across the United States.



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