



# Grow and retain members with Mikan Insights





# Presentation Contents

## Table of Contents

Who we are	03
Our services	04
Partners	08
Results	09
Clients	10
Plans	11
Get in Touch	12






# Who We Are

## We are your member insights team

Founded in 2020, Mikan Insights is a branch company of Mikan Partners with the sole purpose of providing associations with in-depth and actionable insights on their members.

We created our Member IaaS (insights as a service) offering to provide three main objectives to our customers:

-  Boost member engagement
-  Increase member retention
-  Gain deep marketing insights





# Our Services

## Rich data at your fingertips



### One-click insights

All it takes is one click to load and turn all your member data into analysis-ready insights.



### Scales as you grow

Our IaaS platform is designed to grow with you, based on the rate of enablement.



### Get started faster

Hosting, licensing, data preparation and analytics development prepared for you.



### Enriched insights

Enriched insights by integrating AMS data, non-AMS data and benchmark data.





## Our Services (Continued)

**Member IaaS opens the door to accurate and member-focused planning, strategies and programs.**







# Our Services (Continued)

## Key features of Member IaaS

Mikan Insights delivers cost-effective, hassle-free membership analytics and frees you up to understand your members, increase enrollment and improve member retention.



### Strategy & Advisory

Assess needs and develop Member IaaS implementation roadmap.



### Data Preparation

Data modeling, data architecture, and data integration.



### Data Governance

Catalog and glossary, policies and procedures, stewardship.



### AI & Analytics

ML models designed to boost member analytics value.



### Cloud Migration

Data migration onto the cloud platform of your choosing.



### Enablement

Guided adoption, governance and enablement procedures.



# Our Services (Continued)

## Why partner with Mikan Insights?

- We take care of everything, so your focus is on the value-adds of your business – servicing your members.
- Via mobile or web portal, ask insightful questions using a rich set of hind-sight and predictive visual insights.
- Turn Membership, non-AMS data, and external data into analysis-ready insights in minutes.
- Creating new and unique data pipelines or analytics is taken care of by our team, allowing you to focus on your members.





# Our Strategic Partners

## Member Insights combined with the platform of your choosing

With a wide range of strategic data partners, our Member IaaS solution is designed to integrate seamlessly with your current workflow.







# Our Results

## Member Insights in action

We solve mission-critical retention, join and engagement issues associations face often.

### American Medical Association

#### The Problem

Membership retention.

#### The Solution

Predictive models based on retention data, added predictive analytics via Tableau.

#### The Result

Marketing cost containment and increased physician join and retention rates.

mikaninsights.com



“

Our marketing campaigns were expensive. We had no way of segmenting our lists so we were sending mail and marketing material regardless of fit. Not because we wanted to, but because we had no other options. Through discovery and visual analysis, the marketing team was able to create their own logical groupings of physicians to generate more targeted and segmented direct mailings.

experts@mikaninsights.com



# Our Clients

## Member insights, purposefully built for Associations

Our solutions are designed specifically to aid associations in their member join, retention and engagement efforts. Here are a few of our clients:





# Our Pricing

## Simplified subscription models for easy implementation

We designed our pricing model to make it easier than ever for associations to access rich member insights.

### Professional

PHI & PII secure

End-to-end encryption

Batch & realtime load

Insights on past activity

Data sharing with partners

Web & mobile app

**\$35/Month**

### Growth

Everything in Professional plus:

Deep member insights on  
active data from current  
member activity

**\$40/Month**

### Premium

Everything in Growth plus:

Deep member insights  
on potential activity from  
your users based on  
ML prediction models

**\$50/Month**

### My Plan, My Terms

Custom Plan, Tailored to You

Host For Me

Prepare My Data

Design & Develop my Analytics

Setup cost to accommodate  
unique requirements depends  
on your unique needs

**Get in Touch**



# Get in Touch

## Contact Us

Get in touch with our team to get started with a free demo or a free 14-day test drive of our Member IaaS platform.

[Get a Demo](#)

[Take a Test Drive](#)



[mikaninsights.com](https://mikaninsights.com)



[experts@mikaninsights.com](mailto:experts@mikaninsights.com)



[\(888\) 315-1790](tel:(888)315-1790)



1 Overlook Point, STE 252  
Lincolnshire, IL 60069.