

SALESFORCE CASE STUDY

WMIS × Modeverse

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OneMemberHomeforaGlobalScientific Community

ABOUT WMIS

The World Molecular Imaging Society (WMIS) is a global professional society advancing the field of molecular imaging through research, education, and collaboration. Beyond its annual conference and the Journal of Molecular Imaging and Biology, WMIS supports its members through career development resources, specialized community groups, and funding initiatives like the Sam and Aruna Gambhir "What If" Fund for early-stage research.

THE CHALLENGE

As WMIS's membership grew across career stages and specialties, from early-career researchers to established investigators, membership renewals, annual meeting registration, journal access, community group participation, and grant fund applications were managed across separate systems. Staff had no single view of a member's engagement across these programs, which made renewals harder to track, community groups harder to coordinate, and the fund review process more manual than it needed to be.

THE SOLUTION

Modeverse partnered with WMIS to bring membership, events, and community programs together on a single Salesforce foundation. The engagement included:

- A unified member profile in Salesforce tracking membership status, renewal dates, annual meeting registration, journal access, and community group participation in one place.
- Automated renewal reminders and workflows, so lapsing memberships are flagged and followed up on before they lapse, rather than after.
- A structured application and review workflow for the "What If" Fund, replacing manual application tracking with a clear, auditable process from submission to funding decision.
- Community group management tools that make it easier for staff to coordinate WMIS Communities and keep members engaged between annual meetings.
- Dashboards giving WMIS leadership a real-time view of membership growth, renewal rates, and engagement across career stages and specialties.

THE RESULTS

With Salesforce connecting membership, events, and funding programs, WMIS staff now see each member's full engagement with the society in one place. Renewals are tracked proactively, the "What

If" Fund review process runs on a clear, structured workflow instead of manual tracking, and leadership has real-time visibility into membership health. The result is a stronger foundation for WMIS to keep supporting its global community of researchers as it grows.

Unified	*Proactive*	*Structured*
MemberProfiles	Renewal Tracking	Fund Review Process

> ***“Our members are scientists advancing how disease is discovered, visualized, and treated. The systems behind our society needed to be just as connected.”***

The idea behind WMIS's Salesforce-powered member experience

ABOUT MODEVERSE

Modeverse is a Salesforce consulting agency helping companies and organizations design, build, and optimize Salesforce environments that fit the way they actually work, from Sales Cloud and Service Cloud to Experience Cloud and custom integrations. We partner with our clients from strategy through implementation and ongoing support.

Want to see what Salesforce could do for your organization? Get in touch with Modeverse to start the conversation.