



LEADING LUNG CANCER ASSOCIATION

# Revitalizing Member Communications with TriStar

**3X** AUDIENCE GROWTH | **DOUBLE-DIGIT** GAINS YOY



# The Opportunity

As digital engagement expectations evolved, a leading lung cancer association sought to modernize its flagship news platform and strengthen connections with members before, during, and beyond their annual conference.



## BARRIERS TO GROWTH

Originally launched as a monthly print publication, the association's official news source later transitioned to a bi-monthly digital flipbook—which expanded accessibility but limited discoverability and hampered sustained audience engagement. The content was static, difficult to measure, and disconnected from a broader digital strategy.

To better serve its growing global audience, the association needed to reimagine how its news platform was produced, distributed, and optimized, evolving it into a dynamic and data-driven digital resource capable of extending annual meeting impact year-round.



## STRATEGIC PRIORITIES

- Increase readership and engagement while improving the overall user experience
- Create and disseminate annual meeting news coverage through a streamlined digital solution
- Build a digital platform that supports real-time updates and delivers measurable engagement insights.

# Our Approach

TriStar partnered with the lung cancer association to modernize communications through a strategy built on accessibility, engagement, and a technology infrastructure designed to measure and optimize results.

## DEDICATED NEWS WEBSITE

Launch a news website serving as a central hub connecting members, HCPs, and industry supporters with timely, relevant updates.

## DATA-DRIVEN INSIGHTS

Leverage TriStar's data warehouse to guide editorial direction, content structure, and format—ensuring relevance for members and annual meeting attendees.

## TRAFFIC ACQUISITION PLAN

Implement a comprehensive traffic acquisition plan across association communications and social channels to increase readership and engagement.

## INCREASE EMAIL CADENCE

Increase member email cadence to twice-monthly using TriStar's integrated content and delivery systems to maintain consistent, measurable touchpoints.

## CUSTOM CLINICAL CONTENT

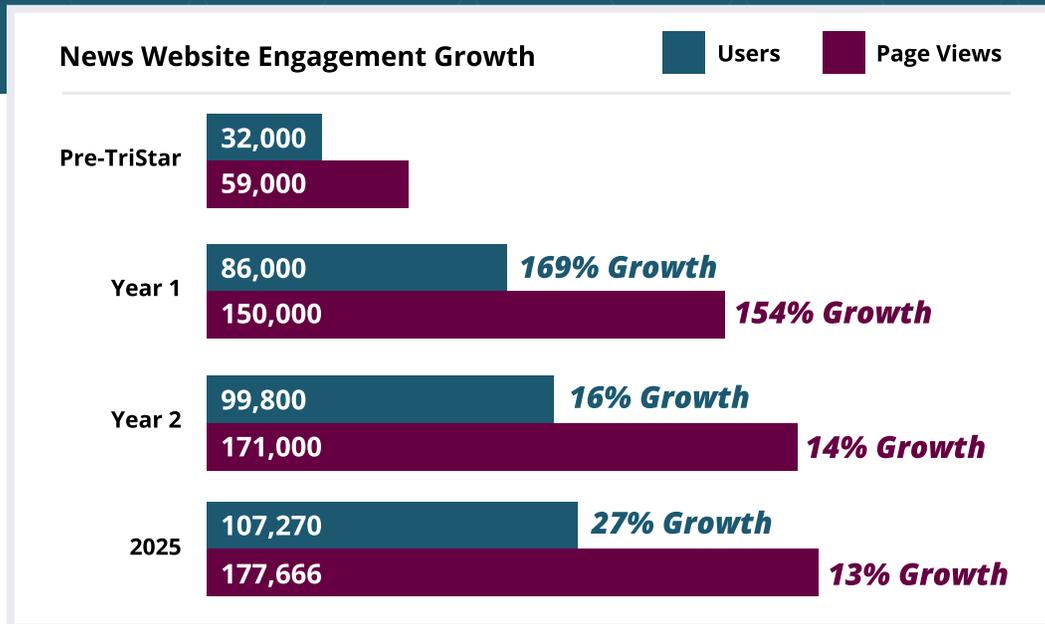
Create and distribute custom clinical content that addresses educational gaps and adds value to the reader experience.

## DAILY SUPPORT

Provide editorial and digital support through tech-enabled workflows that combine professional journalism with reader-focused content.

# Demonstrated Impact

This revitalized strategy drove measurable, sustained engagement for the lung cancer association:



## FOUNDATION FOR CONTINUED GROWTH

What began as a reduced-frequency flipbook was transformed into a high-impact, multichannel communications ecosystem.

Through its partnership with TriStar, the leading lung cancer association modernized its digital infrastructure, expanded global reach, and implemented a data-driven content strategy that has driven nearly 3x audience growth since launch, with continued double-digit gains year over year.



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# ABOUT TRISTAR

TriStar is the proven agency partner for associations—  
delivering measurable results through year-round  
engagement strategies and event marketing excellence.

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