

Press Release
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Georgia Hospital Association to Adopt Altai Systems' AMS Solution

Washington, DC – Altai Systems, one of the nation's fastest growing Association Management Software (AMS) companies, based on the Microsoft Dynamics® CRM platform, is proud to announce that the Georgia Hospital Association (GHA) will be adopting Altai's AMS as its new information management solution.



After recently completing a comprehensive assessment of GHA's needs and processes, Altai finalized its agreement with the association which serves approximately 170 hospitals in Georgia. Altai is committed to supporting GHA in its mission, "To advance the health of individuals and communities by serving as the leading advocate for all Georgia hospitals and health care systems." The Altai AMS will help GHA increase the automation of event registration, membership data entry and billing while making the system more efficient and easier for operators to use.

Mike Frye, Co-Founder of Altai Systems, expressed his enthusiasm for the project stating, "We are so excited about Georgia Hospital Association. Hospital associations are the best clients for a CRM because their business is changing constantly, they are progressive in their IT expectations, and they are looking for solutions that are staying a few steps ahead of their dreams and wants. Hospital associations are starting to look at the other aspects of social member engagement that go far beyond a simple event registration."

Likewise, GHA CIO Brandon Hargrett added, "Microsoft Dynamics® CRM has proven itself to be a very robust platform, built to meet the needs of organizations like ours that manage a large amount of customer relationship data. Pairing this platform with Altai's association management solution to manage our membership, event, communications and financial data became the clear decision after assessing Altai's solution capabilities and its successful implementations at other state hospital associations."

GHA's goals will serve as the benchmark for the design and implementation of the system. Altai's objective is to solidify a relationship where it will work with GHA on a long-term basis to meet future goals and extend the system. Altai specializes in building

long lasting relationships where they serve as their client's partner helping them expand their business.

[About Georgia Hospital Association:](#)
www.gha.org/

The Georgia Hospital Association is a nonprofit trade association made up of member health systems, hospitals and individuals in administrative and decision-making positions within those institutions. Founded in 1929, GHA serves 170 hospitals in Georgia. Its purpose is to promote the health and welfare of the public through the development of better hospital care for all of Georgia's citizens.

[About Altai Systems:](#)
www.altaisystems.com

Altai Systems has a long heritage in providing Association Management Software (AMS) solutions for associations and nonprofits. Based in the Washington, DC Metropolitan area with team members located across the country, Altai's AMS is backed by Microsoft Dynamics® CRM. Founded by two seasoned Microsoft CRM professionals with over 20 years' nonprofit/association technology management experience, Altai's mission is to provide solutions that bring members closer - closer to our clients, their organizations, and closer to each other.