



# Empowering Care with AI

Ivy brings instant expertise to 5,500+ members

**The Goal:** Provide support to nurses at the point of care by improving access to INS Standards of Practice

The Infusion Nurses Society (INS), a professional organization with 5,500 members, faced a critical challenge: how to provide immediate, accurate clinical information to nurses at the point of care. With the complexity of infusion therapy and the evolution of best practices, nurses needed a reliable way to access standards quickly, especially when at a patient's bedside.

In early 2024, INS partnered with Betty to launch Ivy, an AI-powered knowledge assistant tailored to the needs of infusion nurses.

## Use Case: Clinical Support

- Scenario:** An infusion nurse needs to confirm a specific protocol while preparing for a procedure.
- Action:** The nurse asks Ivy a clinical question using natural language, just as they would ask a colleague.
- Result:** Ivy instantly provides an accurate answer based on INS Standards of Practice.

## Impact on Membership

- Improved Access to Information:** Members now have 24/7 access to standards and practice recommendations.
- Enhanced Confidence:** Nurses can quickly verify practice and protocols, increasing their confidence in delivering care.
- Time Savings:** Instead of searching through documents, members get instant answers to their questions.



## Early Successes

**400+**  
UNIQUE USERS

**3,500+**  
CLINICAL  
QUESTIONS  
ANSWERED



"This is something that our Members have been looking for for a long time... the ability to research and have answers at their fingertips when they're bedside."



-Maria Connors, MBA, CAE  
INS, Chief Operating Officer

# Impact on the Organization

- ✓ **Efficient Resource Allocation:** Ivy handles a high volume of inquiries that would typically require significant staff time.
- ✓ **Data-Driven Insights:** User queries provide valuable information about member needs and interests.
- ✓ **Targeted Content Development:** INS can now tailor its educational offerings based on the most frequent and pressing member questions.
- ✓ **Competitive Advantage:** By offering cutting-edge AI support, INS differentiates itself in the professional association landscape.
- ✓ **Non-Member Outreach:** The limited-access version of Ivy for non-members serves as a powerful marketing tool, showcasing the value of INS membership.

## Looking Ahead

Building on the success of Ivy, INS is focusing on:

1. Expanding user adoption through continued marketing efforts
2. Developing user education materials to maximize Ivy's utility
3. Refining content based on user query analysis
4. Implementing real-time data analytics for ongoing improvement
5. Exploring strategies to convert non-member users into full members

The Ivy implementation demonstrates how AI can significantly enhance an association's ability to support its members, provide value, and gain insights. By addressing the critical need for instant, accurate clinical information, INS has not only improved member service but also positioned itself at the forefront of technology adoption in the nursing field.



"Through the way they're asking questions, we are finding out what their issues are...

We send so many surveys to try to figure out what members are interested in, but there's survey fatigue... And this is a different way of getting that information."



-Maria Connors, MBA, CAE  
INS, Chief Operating Officer

## Don't make your members wait for critical information!

Contact Betty at [rob@meetbetty.ai](mailto:rob@meetbetty.ai) or book a demo to learn how we can create a custom AI assistant tailored to your organization.

[Book a demo](#)

[rob@meetbetty.ai](mailto:rob@meetbetty.ai)

