



## Snapshot

**Customer:**

Kidney Cancer Association

**Industry:**

Non-Profit Organization

**Challenge:**

The 30,000-member non-profit organization was paying exorbitant amounts on monthly conference calls and needed a more cost-effective solution.

**Benefits:**

In the two years it has used FreeConferenceCall, KCA has saved thousands annually that can be applied to its core mission of education outreach and funding of research related to kidney cancer.

## Kidney Cancer Association

### Kidney Cancer Association Uses FreeConferenceCall.com as a Critical Communications Conduit for Dissemination of Information to Patients, Doctors and Board Members

**The Challenge**

The Kidney Cancer Association (KCA) is a charitable organization made up of patients, family members, physicians, researchers and other health professionals. The non-profit organization funds, promotes and collaborates with the National Cancer Institute (NCI), American Society for Clinical Oncology (ASCO), American Urologic Association (AUA) and other institutions on research projects. KCA educates families and physicians, and serves as an advocate on behalf of patients at the state and federal levels. KCA is comprised of more than 30,000 people in North America, the European Union and 100 nations. This group includes patients, survivors, family members and anyone interested in the global eradication of kidney cancer.

According to William P. Bro, Chief Executive Officer, Kidney Cancer Association, conference calling plays a pivotal role as an invaluable forum for patients, doctors and advisory members to share information related to this debilitating disease. "We hold conference calls with groups of patients seeking medical information in a highly collaborative environment," said Bro. "In addition, we hold similar calls with medical advisory board members and our own board of directors, which tend to be lengthier conference calls. Plus, these collaborative groups can be calling in from anywhere in the world."

With a high volume of calls consuming approximately 2,000 to 8,000 minutes per month, Bro was using an array of paid conferencing services that were causing a monetary drain on this nonprofit organization. "We are a small charity and the cost of conference calls can be very expensive depending on which service you choose."

**SimpleTollFree™**

**SimpleFlatRate™**

**SimpleVoiceBox™**

**SimpleVoiceCenter™**

**SimpleEvent™**

**SimpleBlast™**



**FreeConferenceCall.com**

## Kidney Cancer Association

---

### The Solution

Realizing the need to implement a new conferencing solution, Bro conducted a keyword search on the Internet and was led to FreeConferenceCall.com. "I instantly signed up for a free account and tested it internally before rolling the service out to our groups," stated Bro. "We found the quality was not only good, but was actually superior to our previous paid providers."

KCA was one of the first organizations to use FreeConferenceCall.com in 2005 and the company has been extremely satisfied with the level of service and multiple benefits.

Up until late 2006/early 2007, the conferencing service was operating flawlessly for KCA. Over the course of six months, Bro and his staff fielded complaints from its members dialing into KCA's FreeConferenceCall.com conference bridges from their AT&T cell phones. Members were experiencing unexplained call drops and messages that the calls could not go through. When those same members dialed in from landline phones, there were no problems – that set off a red flag that this was a carrier issue and calls were being purposely blocked.

"Since our charity uses this free service to reach physicians and desperately ill people who are fighting cancer, we treated this willful obstruction by AT&T as an urgent medical issue that needed prompt attention by the Federal Communications Commission as it affected public access to medical information," cited Bro. "One of our biggest concerns was that our patients were unable to connect to virtual support meetings. These desperately ill people rely upon our calls for information related to their disease. People's lives were lying in the balance."

KCA outreached to FreeConferenceCall.com and the response was immediate as the company set up new conference bridges quickly.

Bro and his staff immediately went on a campaign to rally other health-related businesses and charities to use the FCC's online complaint system to send a letter to intercede. After a few weeks the matter was resolved with the FCC and AT&T agreed to stop blocking calls.



**FreeConferenceCall.com**

## Kidney Cancer Association

---

### The Results

“The cost savings have been innumerable as we have gone from spending thousands of dollars to zero,” stated Bro. “This service has been a terrific boon to KCA as we have moved those previous monetary resources into education outreach, direct mail and funding of research to drive the critical components of our mission and help the people we serve.”

In addition, Bro has realized significant productivity gains by eliminating all the tedium associated with booking conference calls in advance. “FreeConferenceCall.com allows us to easily arrange conference calls on the fly – no reservations needed.”

### The Future

Bro has started using other FreeConferenceCall.com services, especially the free conference recording. “We are taking conference recordings, converting them to podcasts and making them available on our website for members unable to attend a call,” he added.

“We wholeheartedly recommend that all non-profits go to FreeConferenceCall.com, sign up for an account and take the service for a test drive. The service represents itself on its own merits, works as advertised and is absolutely FREE,” concluded Bro.