



# 2016 Member Needs Survey Results

June 11, 2016

# Priority Areas of Focus

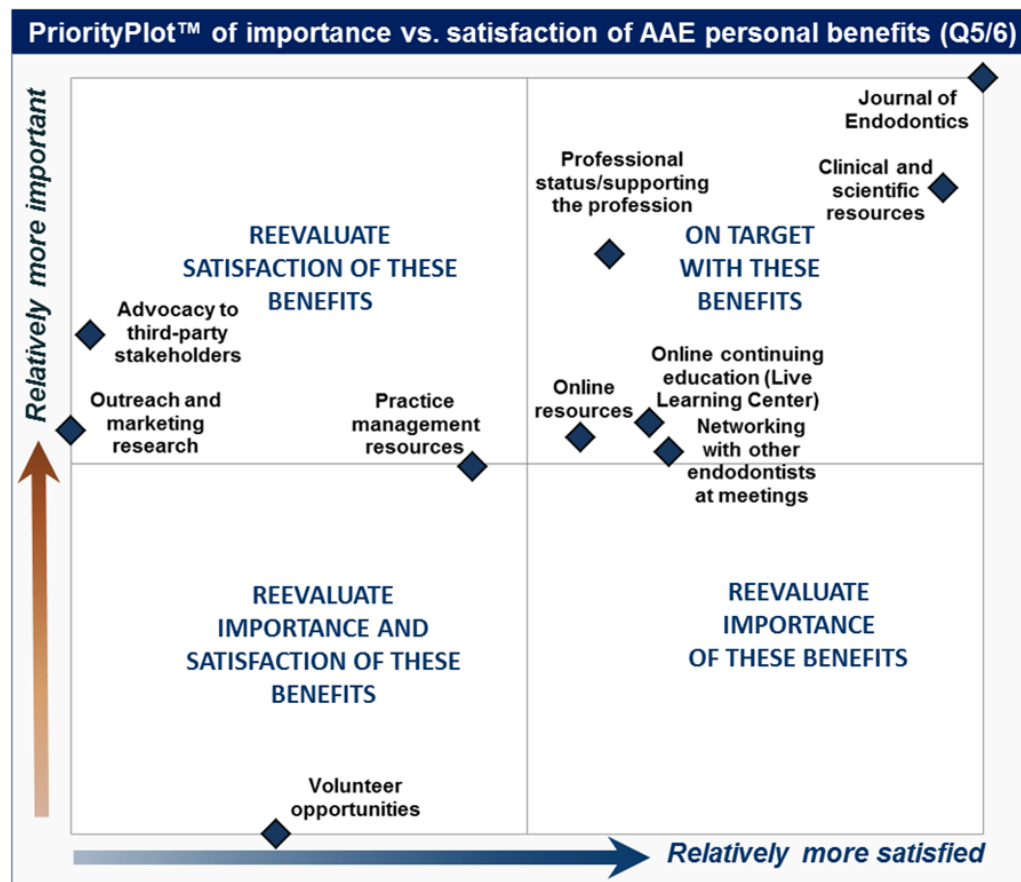
Based on the 2013 Member Needs Survey results and the AAE Strategic Plan, three priority areas of focus were identified.

## AREAS OF FOCUS:

- Practice Management
  - Advocacy
- Outreach and Marketing Research

The topics of practice management, advocacy and outreach remained the focus of the 2015 and 2016 Member Needs Surveys.

# Priority areas were selected based on the PriorityPlot findings in 2013



The benefits in the upper left quadrant were rated as important to members but registered lower satisfaction ratings than the benefits listed in the upper right quadrant.

It was decided that focusing on these three benefits would allow the AAE to improve satisfaction in these important areas.

# 2016 Survey Results

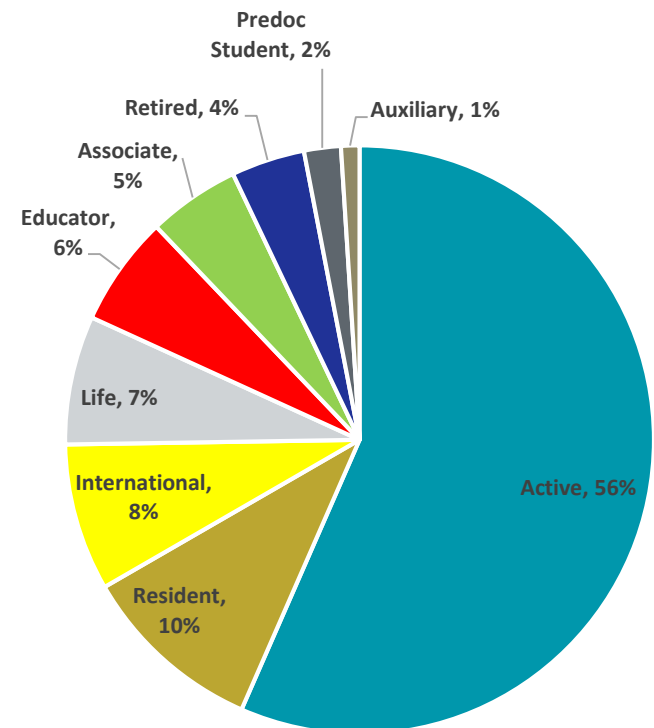
- ❖ The member needs survey was conducted March 30 – April 18.
- ❖ Members of the AAE represent different positions, career stages, age groups and work settings.
- ❖ With this diversity, it is imperative for the AAE to gather input from members.
- ❖ A total of 1,175 members completed the online survey for a 17% response rate (up from 16% in 2013 and down from 20% in 2015). This level of participation provides a 95% confidence level.
- ❖ This is slightly above average for online member surveys.



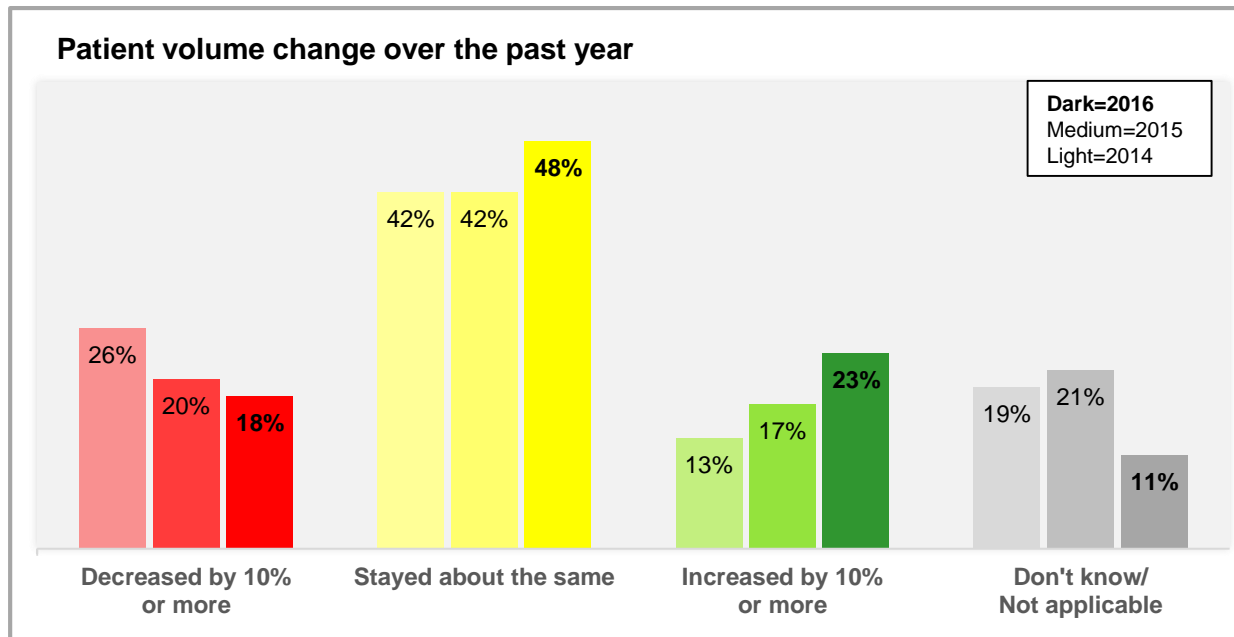
# Survey respondent demographics

The demographic information collected from survey respondents has been fairly consistent since the 2013 survey with a few notable exceptions.

- ❖ The number of male respondents has been increasing (74% in 2013, 77% in 2015 and 78% in 2016) while the number of female respondents has been decreasing (26% in 2013, 23% in 2015 and 22% in 2016).
- ❖ There has been a gradual change in practice setting of respondents. As of 2016, only 34% are in private practice compared to 37% in 2013. The number of respondents in group endodontic practice has shifted from 20% in 2015 to 22% in 2016.
- ❖ Members that have been in practice for more than 20 years remain our largest group of respondents, with members in practice 1-4 years being the second largest representation.

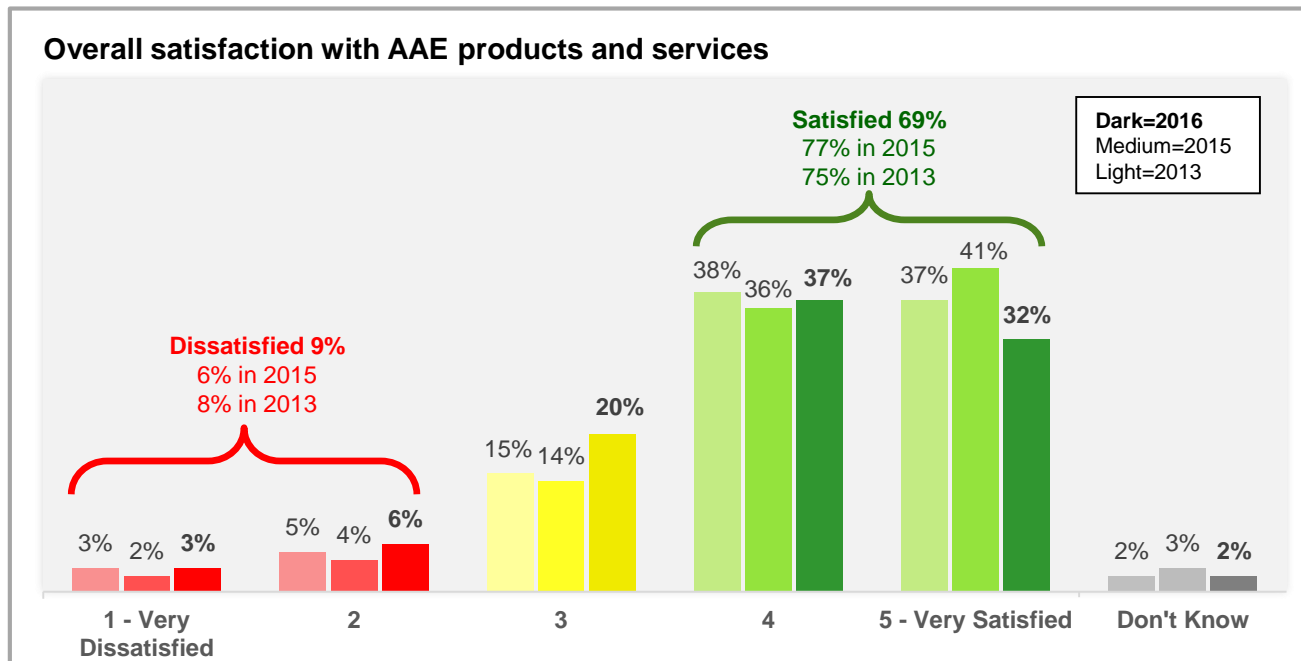


# Patient volume continues to improve!



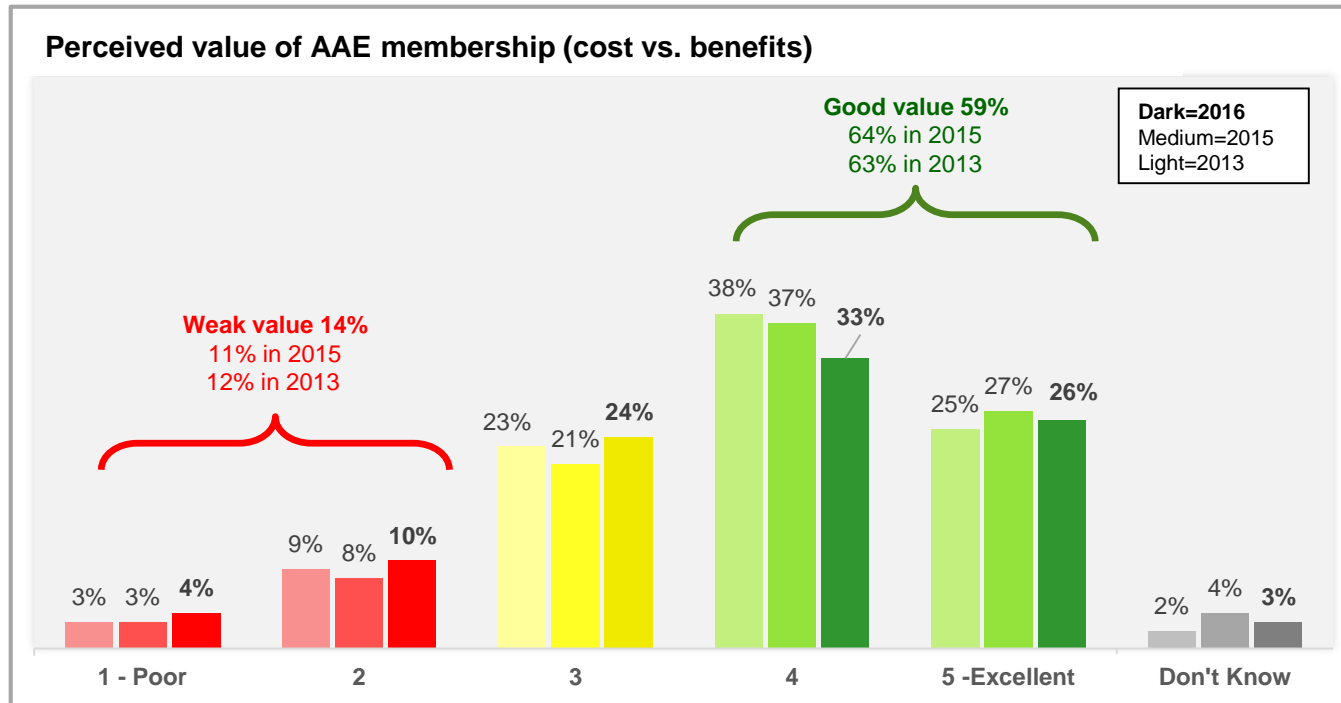
- ❖ This is an important metric! When patient volume is declining, the specialty could be in trouble.
- ❖ Active, Associate and International members are more likely to report an increase in patient volume than other categories.

# Overall satisfaction with AAE products and services



- ❖ Members are less satisfied now than when we started surveying in 2013.
- ❖ Mid-career endodontists (35-44 and 45-54 years old) are more likely to be dissatisfied than other age groups. Members in these age ranges make up almost half of AAE membership (25% at 35-44 and 22% at 45-54).

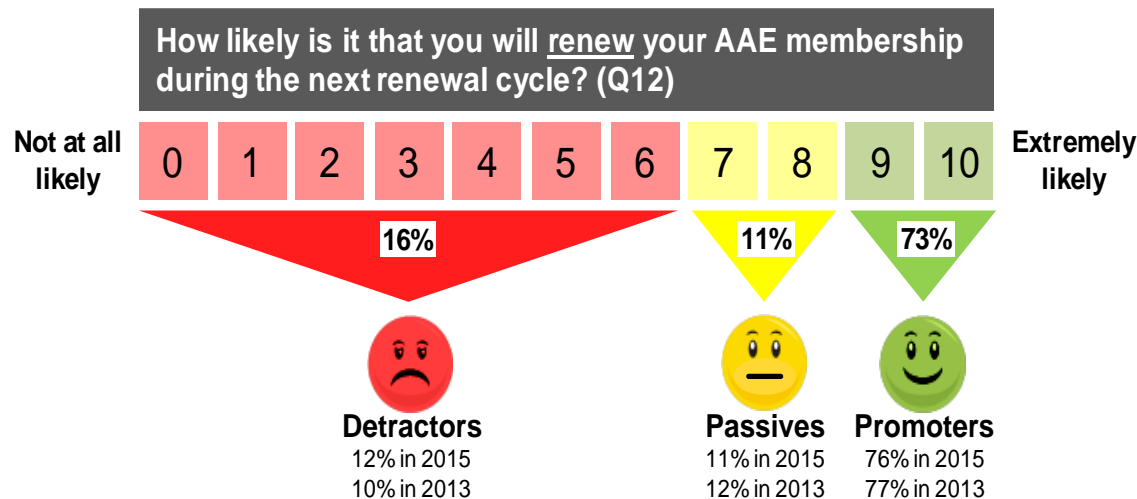
# Value of AAE membership



- ❖ Less members are perceiving good value in their membership than in 2013 and 2015.
- ❖ Associate, Life, Retired, Educator and Resident members are more likely to perceive a good value than Active and International members.

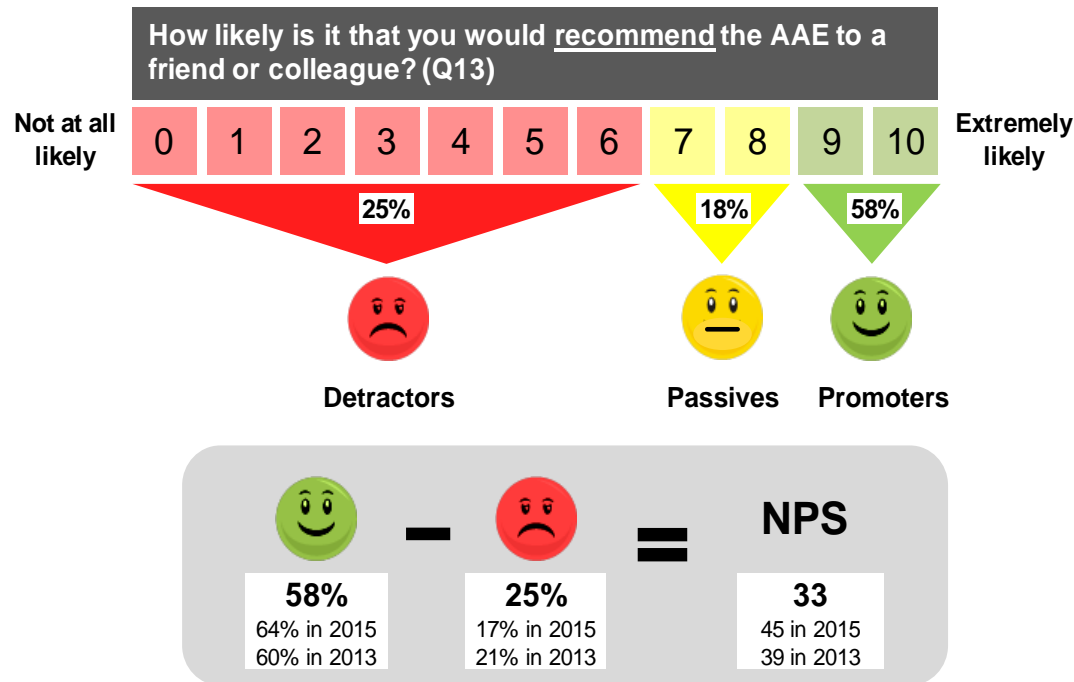


# Loyalty metrics – Likelihood of members to renew



- ❖ While the vast majority of members are still “Promoters”, the number is lower than in 2013 and 2015.
- ❖ The number of “Detractors” is higher than in 2013 and 2015.

# Net Promoter Score (NPS) – Likelihood of members to recommend the AAE

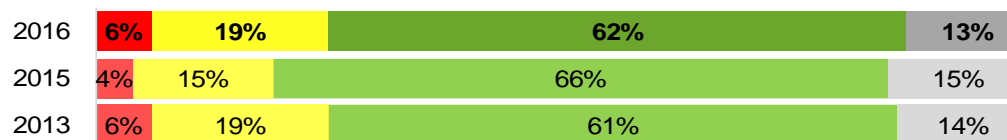


- ❖ The NPS score has had significant fluctuation (39 in 2013, 45 in 2015 and 33 in 2016).
- ❖ The 12-point NPS drop since 2015 suggests an undesirable change in the loyalty of AAE members.

# Satisfaction in priority areas of focus

## Satisfaction with various AAE personal benefits (Q14a-c)

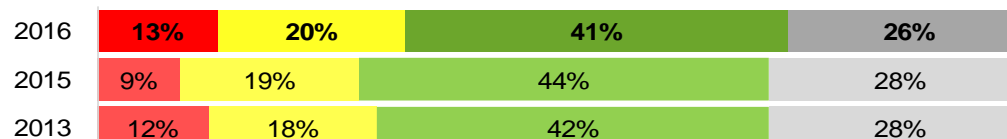
### Practice management resources (Q14b)



### Outreach and marketing research (Q14c)



### Advocacy to third-party stakeholders (Q14a)



■ Dissatisfied ■ Neutral ■ Satisfied ■ Don't know

- ❖ Satisfaction ratings with outreach and advocacy are lower now than in 2013 and 2015.
- ❖ Practice management has the highest satisfaction rankings of the three at 62%. This is up from 61% in 2013 but down from 66% in 2015.

## Other findings...Awareness and use of benefits

Top Rated Resources	Resources Gaining Awareness
Updated AAE Recommended Guidelines for the Treatment of Traumatic Dental Injuries	Patient Education Videos
Root Canal Awareness Week	Personalized AAE specialist member logo
Live Learning Center	2016 Endodontists' Guide to CDT
Treatment Options for the Compromised Tooth	Paper Point e-newsletter
Practice Management articles in the Communique	Eye on Education e-newsletter

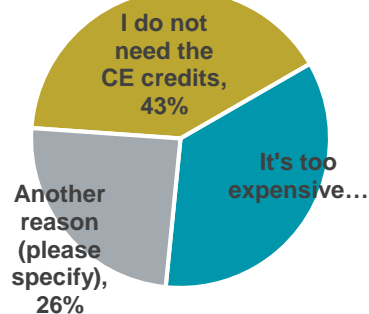
- ❖ AAE's social media channels ranked the lowest in awareness and usage among members. A new communications strategy that will be implemented in the coming year will highlight the value of AAE social media activity.

# Live Learning Center

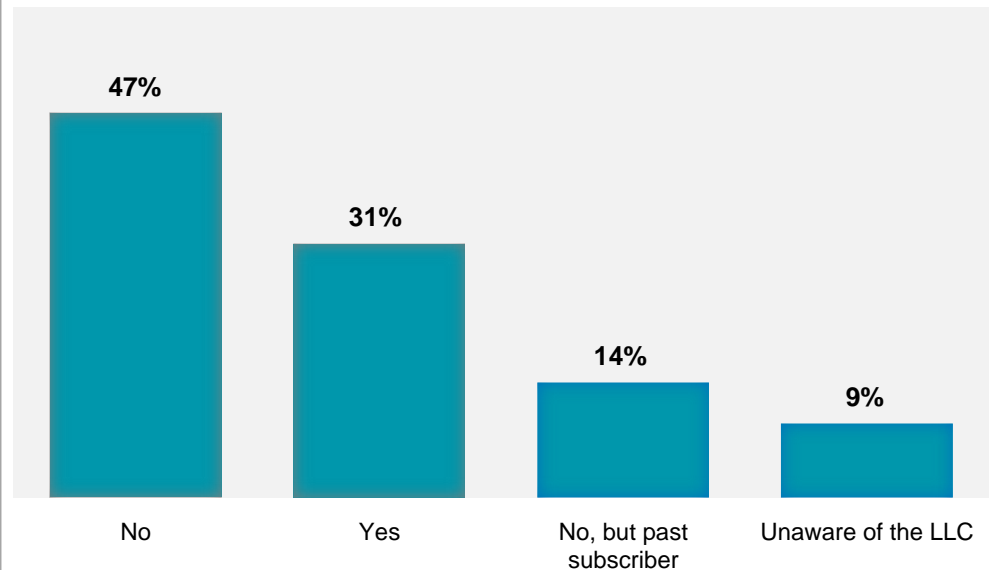
Of the 31% of members that subscribe to the LLC, the vast majority (75%) purchase with their membership renewal.

Of the 47% that don't subscribe, 43% don't need CE credits while 37% think it's too expensive.

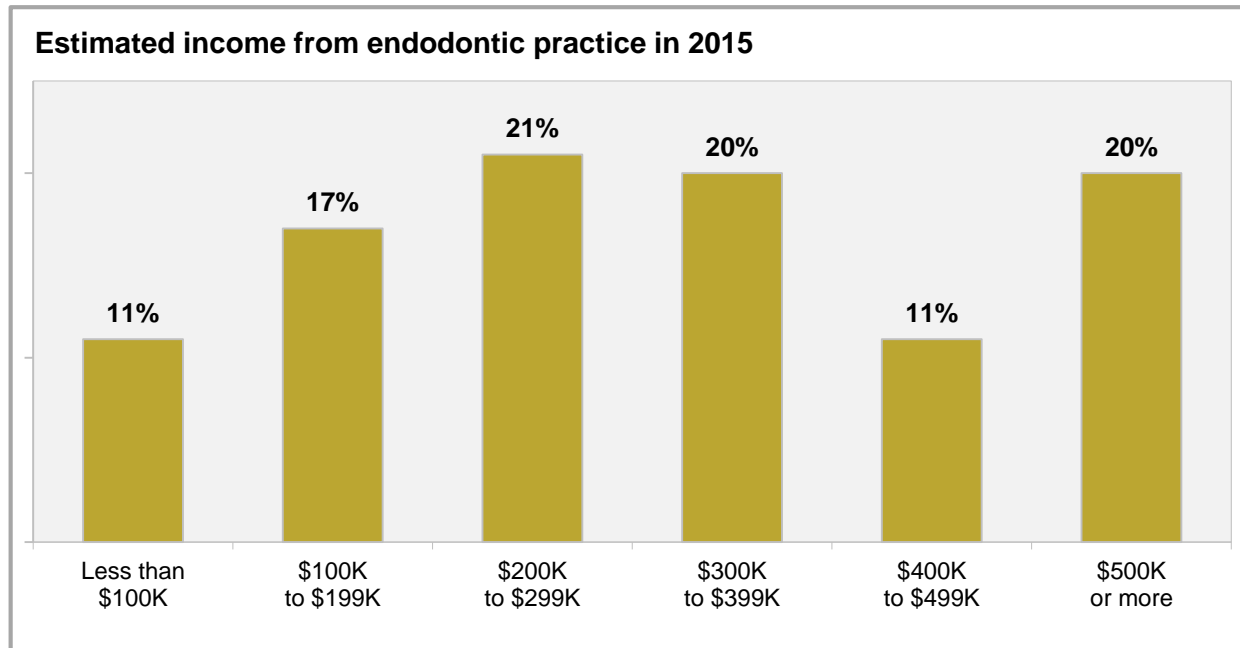
**[If no] Why don't you subscribe to the LLC?**



**Currently subscribe to the AAE Live Learning Center**

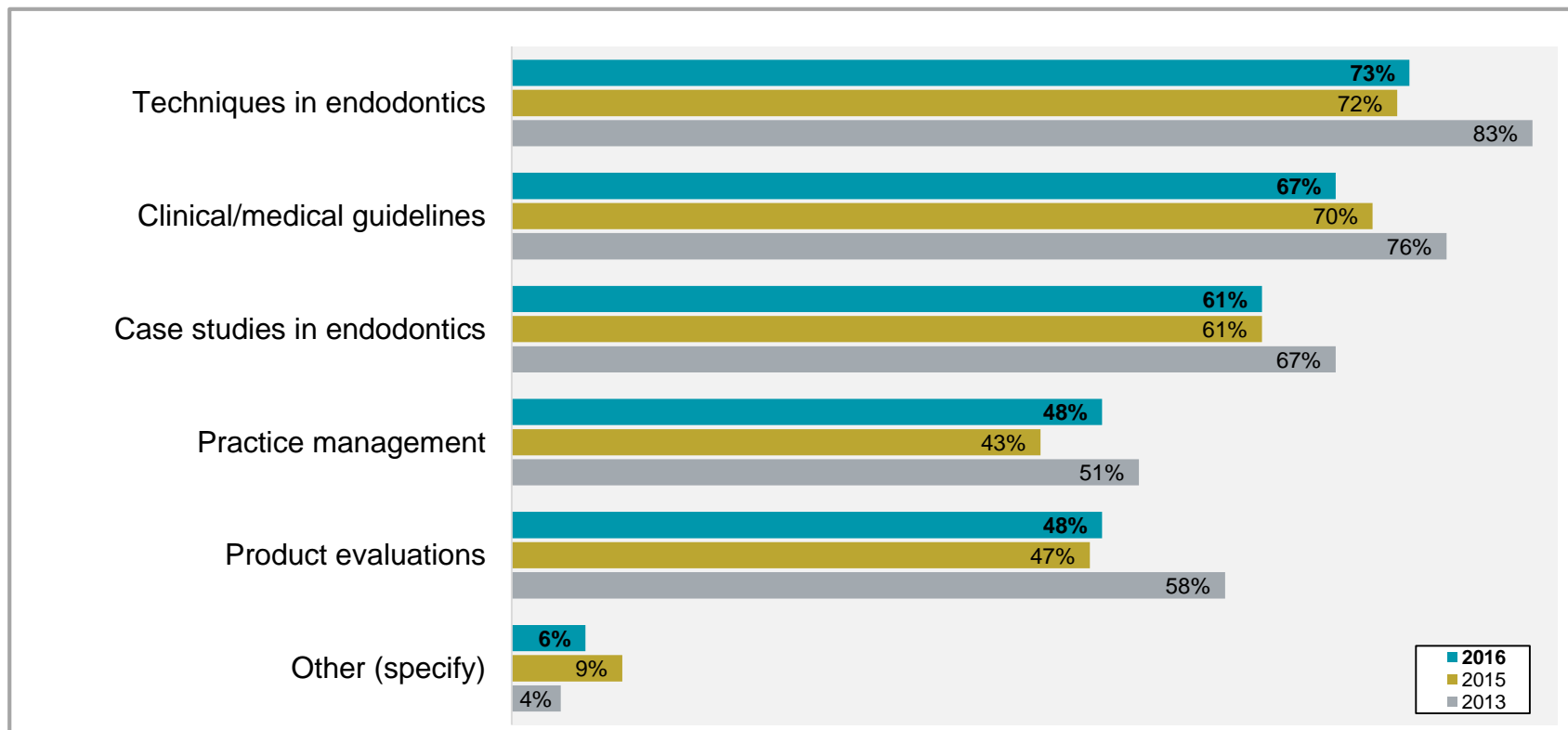


# Estimated income from endodontic practice



- ❖ More than half of practicing members estimated their 2015 endodontic practice income at \$300,000 or more.

# Topics of greatest interest to members



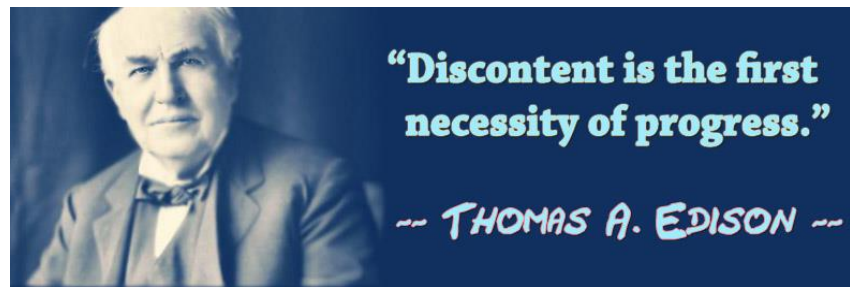
- ❖ The rankings of topics of greatest interest to members has remained the same since 2013.

# Thank you to all who participated in the member needs survey!



Your feedback gives the Association valuable direction on where to focus our efforts to continuously add value to your membership.

While membership satisfaction ratings were lower than in previous years, the AAE conducts annual surveys to identify problems as they are occurring. This allows the Association to make timely adjustments based on the current needs of members and to address dissatisfaction before it spreads.





# There are plenty of reasons to be positive!

- ❖ AAE16 was the most successful meeting to-date.
- ❖ Membership for 2015-16 grew in all dues-paying categories with record high revenue. 2016-17 renewal is off to a very promising start!
- ❖ APICES sold out in record time for 2016.
- ❖ Patient volume continues to increase for members.

