



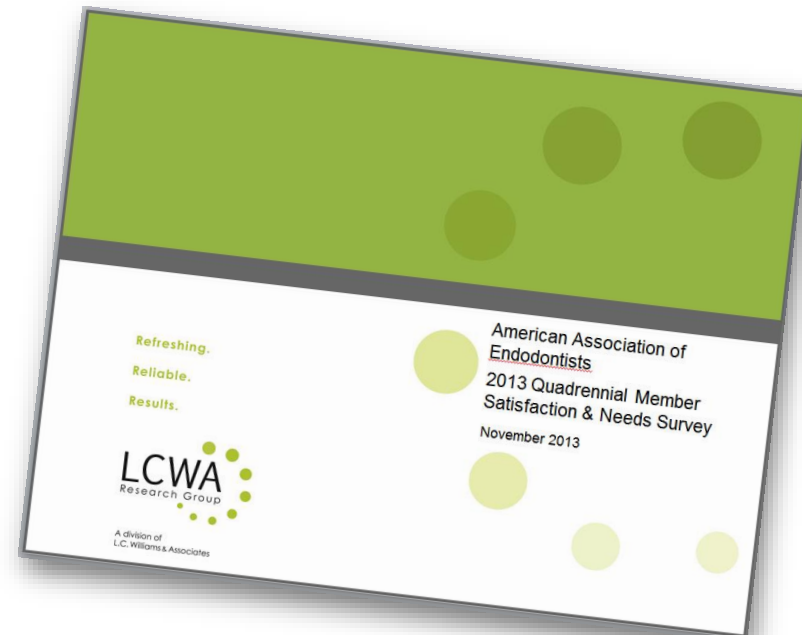
**WE ASKED. YOU ANSWERED.
WE LISTENED!**



**AAE 2015 Quadrennial
Member Satisfaction & Needs Survey**

STEERING RESOURCES TO SERVICES THAT MATTER MOST TO MEMBERS

- 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.
- More than 1,300 members completed the online survey in February 2015, for a 20% response rate (up from 16% in 2013).
- This is above average for online member surveys.



PRIORITY AREAS OF FOCUS

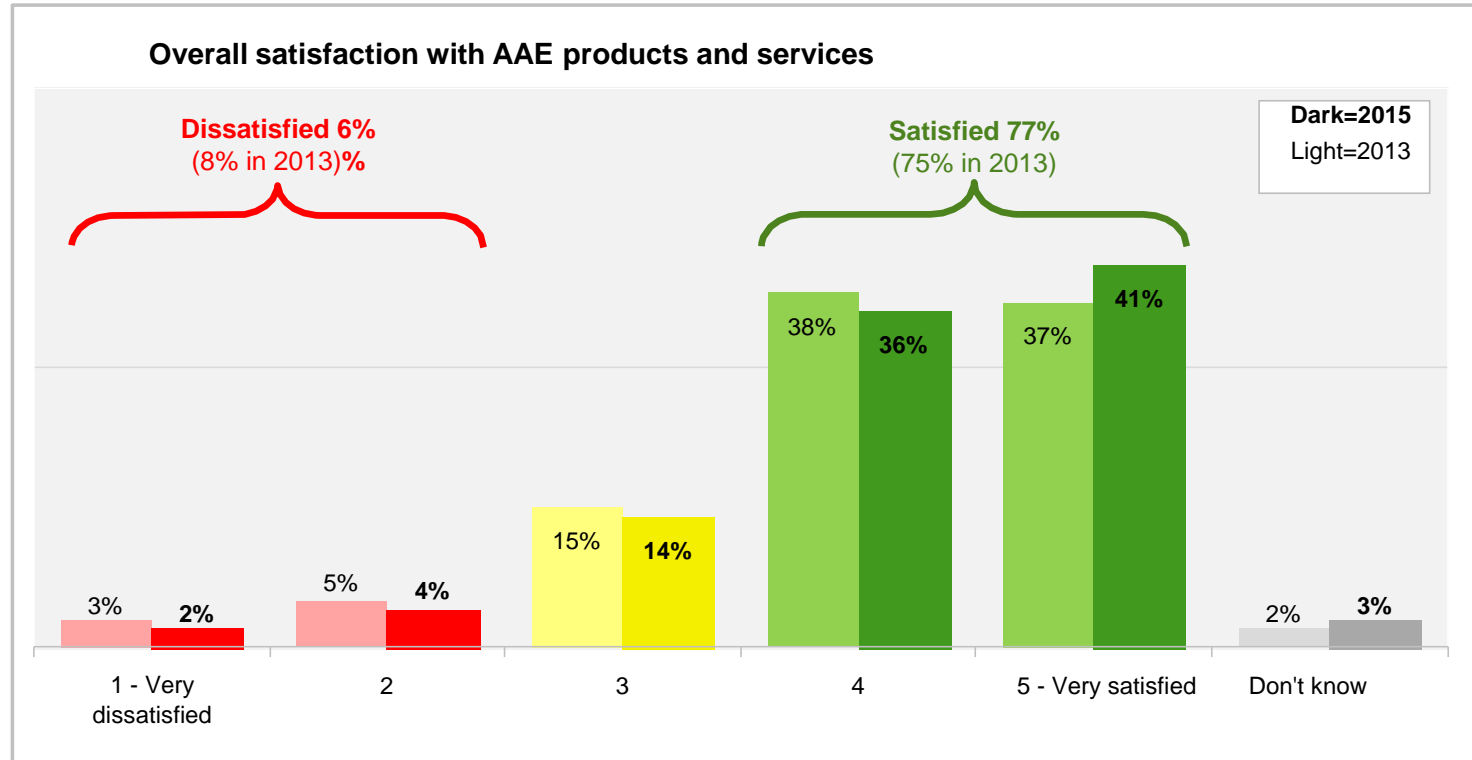
Based on the 2013 Member Needs Survey results, three member benefit topics were identified as needing improvement. We have been working hard since to improve your satisfaction in these three areas!

1. PRACTICE MANAGEMENT
2. ADVOCACY
3. OUTREACH

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

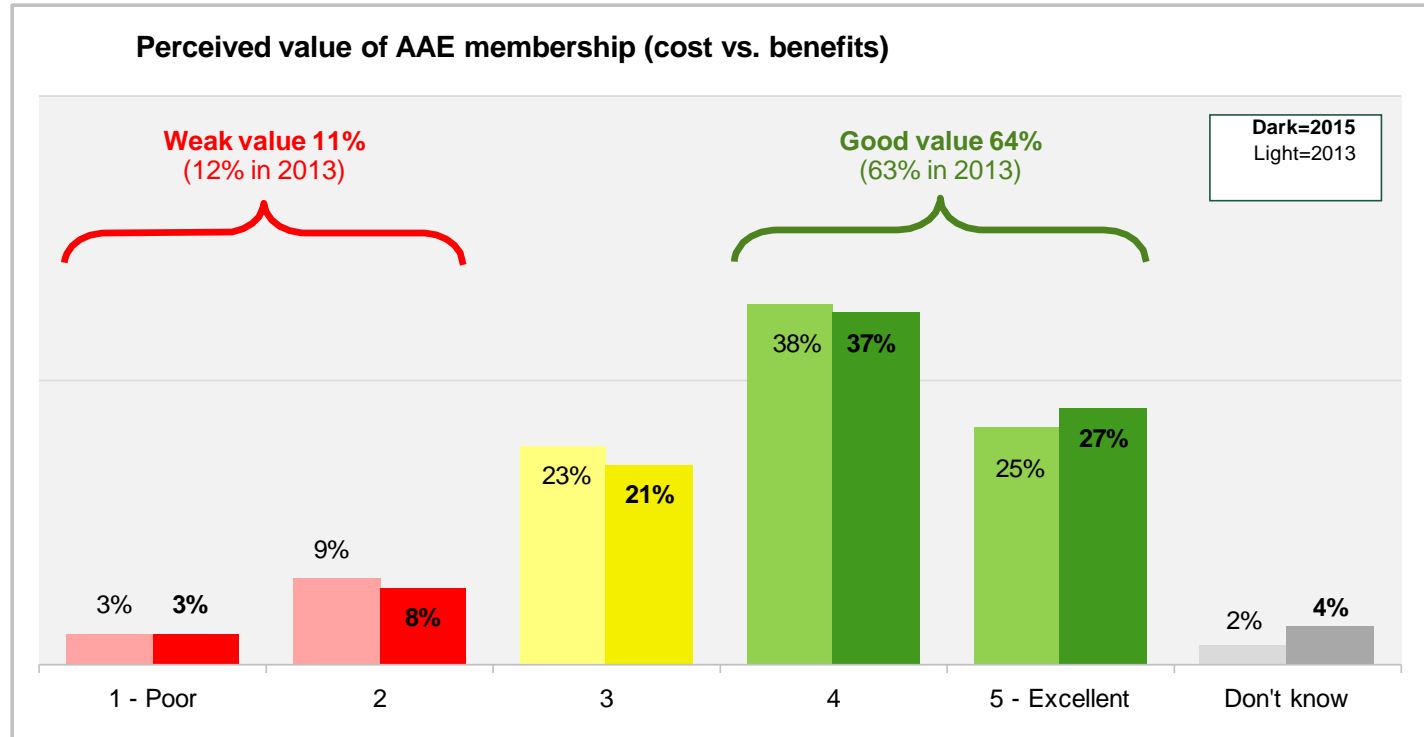


OVERALL SATISFACTION



The vast majority of members are satisfied with AAE products and services.

PERCEIVED VALUE OF AAE MEMBERSHIP



Most members perceive value in their AAE membership, are loyal to the Association and plan to renew their membership.

THE NPS: A LOYALTY METRIC TRACKED OVER TIME

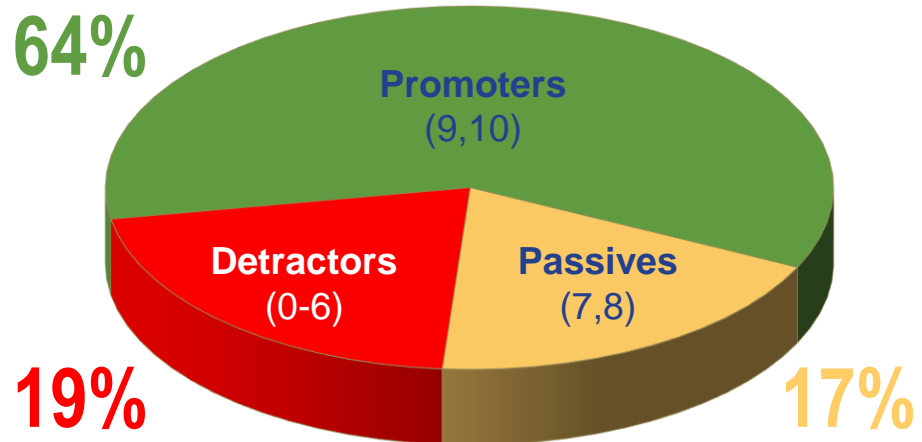
- ❖ The Net Promoter Score® (NPS) is used in customer satisfaction research and recently by associations.
- ❖ Responses to a “likely to recommend” question are categorized into Promoters, Passives and Detractors.
- ❖ AAE has a high percentage of “Promoters”.
- ❖ A high NPS may indicate favorable outcomes like loyalty and growth.
- ❖ *There is a lack of published association data for NPS, but for comparison, the range for three non-health associations and one nonprofit organization is +28 to +44.

NPS = Promoters (64%) – Detractors (19%)

AAE NPS = +45

(Comparable range +28 to +44)*

**Likelihood to recommend the AAE
to a friend or colleague**



Respondents selected from a 0-10 scale
"0" = Not at all likely, "10" = Extremely likely

THE NPS: A LOYALTY METRIC TRACKED OVER TIME

We are happy to report that our NPS has increased from 39 in 2013 to 45 in 2015!

We are contributing the increase to our improved:

- ❖ Consistency in all communications
- ❖ Ability to share resources and content
- ❖ Technology leveraged at events
- ❖ Presence of content in online search results
- ❖ Connections to the public via social media
- ❖ Release of new educational resources

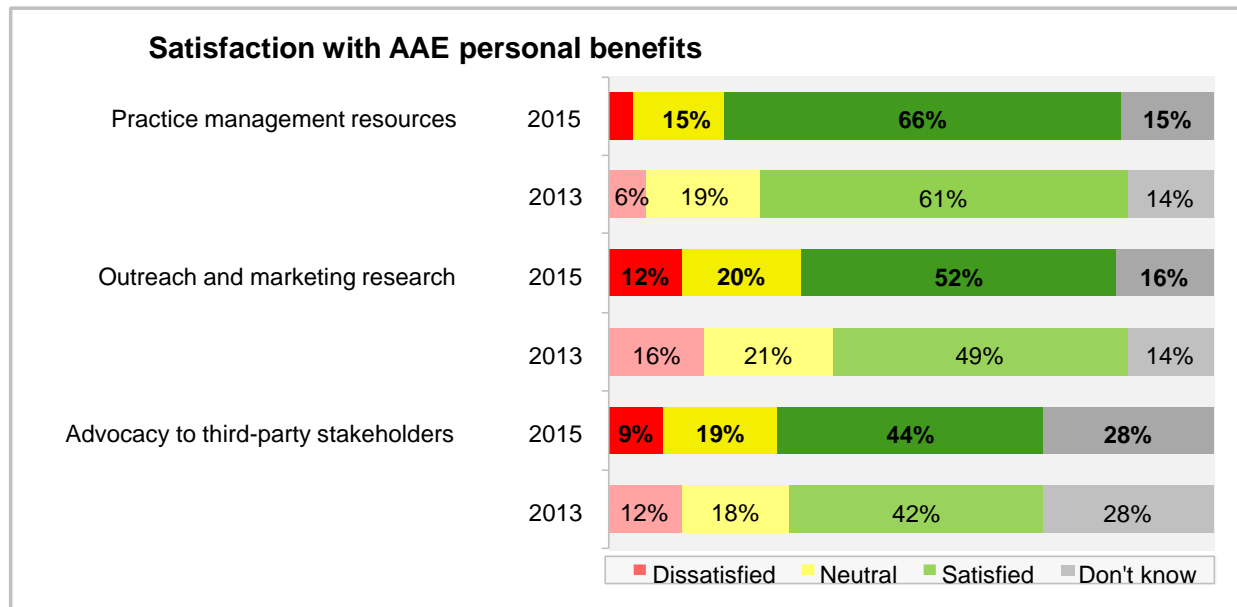
The NPS score
jumped 6 points!!

This score is not easily shifted and cooperation throughout the association is necessary to make an impact. We will reference the score to ensure we are appropriately focusing and directing resources that are relevant to members' needs.



SATISFACTION IN AAE PRIORITY AREAS

Of the three priority member benefit topics listed in the survey, practice management resources received the highest percentage of positive satisfaction ratings by members (66%), followed by outreach and marketing research (52%) and advocacy to third-party stakeholders (44%).



Each of these benefits was rated more positively than in 2013.

NEW AAE MEMBER BENEFITS & INITIATIVES

Top Rated Resources	Resources Gaining Awareness
Updated AAE Recommended Guidelines for the Treatment of Traumatic Dental Injuries	Patient Education Videos
Treatment Options for the Compromised Tooth: A Decision Guide	Personalized AAE specialist member logo
2015 Endodontists Guide to CDT	Paper Point e-newsletter
Regulatory and compliance articles in the Communique	Root canal safety webpage

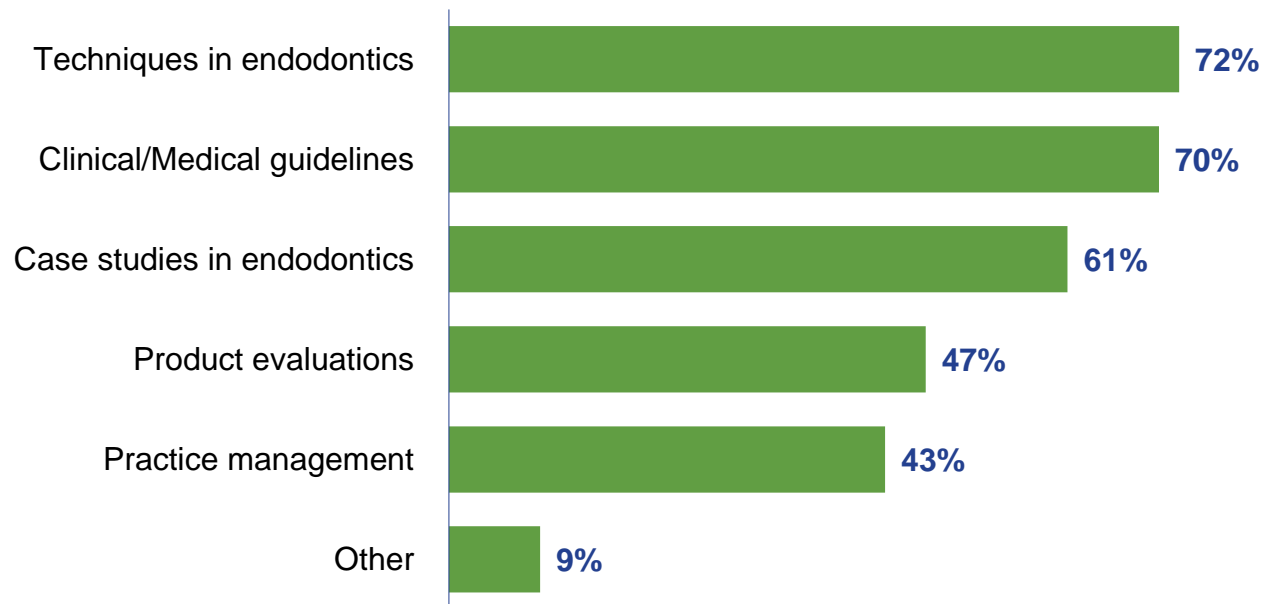


TOPICS OF GREATEST INTEREST TO MEMBERS

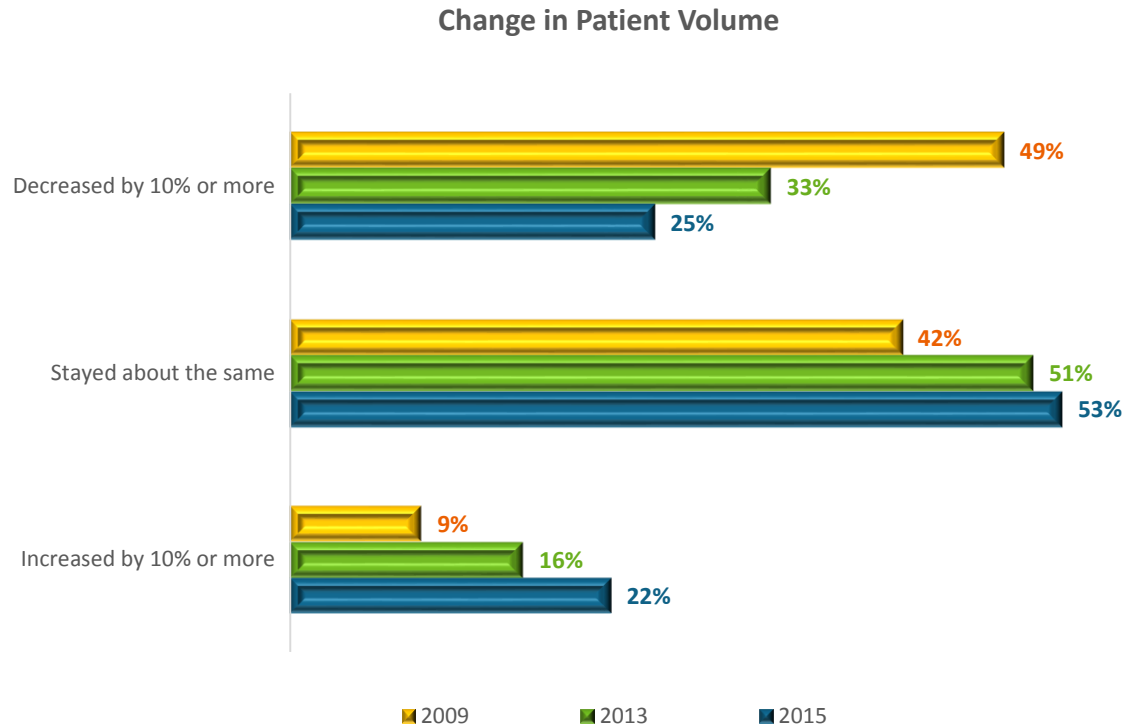
The highest percentage of members report that the topics of greatest interest to them are techniques in endodontics, clinical/medical guidelines and case studies in endodontics.

The rankings are the same as indicated in the 2013 survey.

Topics members are most interested in learning about



PATIENT VOLUME IS INCREASING



Overall, we are hearing positive things about our members' busyness. Based on responses, the trend is shifting towards patient volume staying the same or increasing.

WE ASKED. YOU ANSWERED. WE LISTENED!



THANK YOU to all who participated in the 2015 Member Needs Survey.

The results provided insightful and encouraging information about our members, the AAE and the endodontic specialty as a whole.

MEMBERSHIP SATISFACTION

We are proud to say that 77% of members are satisfied or very satisfied with products and services, an increase of 2% from our previous survey. We are encouraged by the results as it shows the AAE is moving in the right direction in addressing the top challenges facing the endodontic community.

How have you benefited from your membership in the AAE?

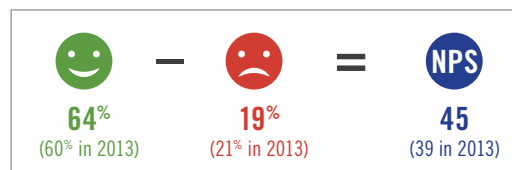
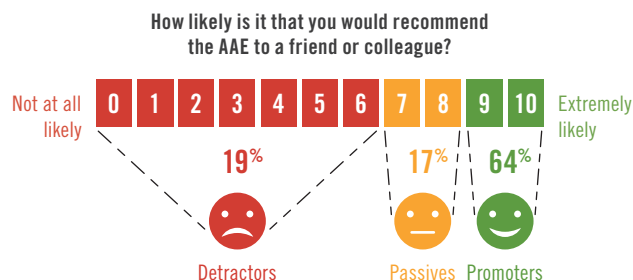
NET PROMOTER SCORE

Used by companies big and small, the NPS system divides members into three categories based on their likelihood of recommending the AAE to a friend or colleague. We are happy to report that our NPS has increased 6 points to 45. We are contributing the increase to our improved:

- Consistency in all communications
- Ability to share resources and content
- Technology leveraged at events
- Presence of content in online search results
- Connections to the public via social media
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This score is not easily shifted and cooperation throughout the Association is necessary to make an impact. We will continue to reference the score to ensure we are appropriately focusing on and directing resources to the areas that are relevant to members' needs.

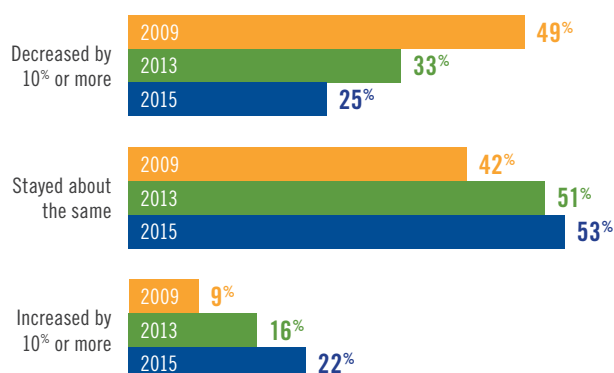
In what ways have you seen the AAE change to better serve the specialty?



CHANGES IN THE SPECIALTY

Overall, we are hearing positive things about our members' busyness. Based on responses, the trend is shifting towards patient volume staying the same or increasing. **How are you preparing for this change?**

CHANGE IN PATIENT VOLUME



Overall, we are pleased with the 2015 Member Needs survey results and look forward to strengthening our efforts over the current membership year!

For more on these results and to explore past survey results, visit www.aae.org/surveys.



**WE ASKED. YOU ANSWERED.
WE LISTENED!**

For more information,
please contact:

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Member Satisfaction & Needs Survey**