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 1,100 members participated in an online survey in September 2013.
FAVORABLE PERCEPTIONS OF THE AAE

• Overall, most members are satisfied with the AAE – an increase from 2009 (Q1).

• Most perceive value in membership (Q2) and are loyal to the organization.

• A large majority plan to renew their membership.

“As a member I am completely satisfied. Thank you. You make AAE have an exciting and loving soul.”

— Member open-end response

Overall satisfaction with the AAE’s products and services (Q1)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Very Dissatisfied</th>
<th>Dissatisfied</th>
<th>Neutral</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3%</td>
<td>5%</td>
<td>15%</td>
<td>39%</td>
<td>37%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Satisfied 76% (65%, 2009)

Perceived value of AAE membership (cost vs. benefits) (Q2)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Poor</th>
<th>Neutral</th>
<th>Good</th>
<th>Excellent</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3%</td>
<td>9%</td>
<td>23%</td>
<td>38%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Good value 63%

AAE 2013 Quadrennial Member Satisfaction & Needs Survey

www.aae.org
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” (Q5).

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 (60%) – Detractors (21%)

AAE NPS = +39
(Comparable range +28 to +44)*

Respondents selected from a 0-10 scale
"0" = Not at all likely, "10" = Extremely likely
Nearly three-quarters of members say the primary function of the AAE is representing the specialty within the dental profession (Q10).

"The general dentist needs to be taught when to refer. They need to be taught what should be sent to a specialist."

— Member open-end response
Lack of public awareness/recognition, impact of implants and the economy are identified as top challenges facing the community (Q16).

Top challenges facing the endodontic community (Q16)

- Lack of public awareness/inadequate recognition of the value of the specialty: 49%
- Impact of implants on referral patterns and treatment planning: 44%
- Economy/busyness: 44%
- Increasing competition (domestic or international): 34%
- Keeping up with new information in the field/expanding body of knowledge: 18%
- Student debt: 18%
- Changing practice models: 18%
- Achieving high quality outcomes: 16%
- Rapidly changing, difficult to predict market conditions or trends: 16%
- Keeping pace with technology: 10%
- Cost containment pressures: 9%
- Liability exposure, risk management: 7%
- Other: 5%

AAE 2013 Quadrennial Member Satisfaction & Needs Survey

www.aae.org
Advanced analysis identifies drivers of member satisfaction.

**Members who are satisfied with:**
- The status of being an AAE member and supporting the profession
- Outreach/marketing research to general dentists, consumers and other dental professionals

**Will be satisfied with the AAE’s products and services, find value in membership and are likely to renew and recommend membership.**
Members were asked to prioritize the AAE efforts by assigning dollar amounts to activities. The highest average dollar amounts:

- Journal of Endodontics
- Continuing education
- Outreach/marketing research to general dentists, consumers and other dental professionals

How members allocate a $100 budget among various AAE activities (Q9)
THE VALUE OF BENEFITS AND SERVICES

- Members rate these benefits relatively higher in importance and satisfaction:
  - *Journal of Endodontics*
  - Clinical/scientific resources
  - The professional status of membership
  - Online resources
  - Online CE
  - Networking
A majority of members express an interest in techniques and case studies in endodontics and clinical/medical guidelines (Q15).

Other questions reveal that two-thirds of members currently use free resources from the AAE, such as guidelines and toolkits.

And two-thirds would use a resource that expands their clinical skills to facilitate a wider array of services/treatment options for patients.

**Topics members are most interested in learning about (Q15)**

- Techniques in endodontics: 84%
- Clinical/medical guidelines: 76%
- Case studies in endodontics: 67%
- Product evaluations: 58%
- Practice management: 51%
- Other: 4%
Nearly one in five members reports an increase in patient volume—a higher percentage compared to 2009.

One-third of members say their patient volume decreased—a much lower percentage compared to 2009.

Members in private practice and members in the Northeast region are more likely to say volume decreased.

Members in a multidisciplinary group practice are more likely to say volume increased.
### PRACTICE SETTING

Most member respondents represent those in private practice, endodontic group practice and dental school faculty.

#### Practice setting (Q20)

<table>
<thead>
<tr>
<th>Practice Setting</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private practice (solo)</td>
<td>38%</td>
</tr>
<tr>
<td>Endodontic group practice</td>
<td>27%</td>
</tr>
<tr>
<td>Dental school faculty</td>
<td>12%</td>
</tr>
<tr>
<td>Independent contractor (one or more practices)</td>
<td>5%</td>
</tr>
<tr>
<td>Military/government practice</td>
<td>4%</td>
</tr>
<tr>
<td>Multi-discipline group practice (specialists and generalists)</td>
<td>4%</td>
</tr>
<tr>
<td>Other setting</td>
<td>10%</td>
</tr>
</tbody>
</table>
A large majority of members say they are satisfied with their practice settings.

Members who are more satisfied:

- Are in private or endodontic group practice
- Practice in the North Central region, compared to those in the West
- Are 55-64, compared to those 25-34 years
- Have been practicing endodontics 5-10 years or more than 20 years, compared to those practicing 16-20 years

Satisfaction with practice setting (Q21)

- Satisfied: 80%
- 46%
- Dissatisfied: 6%
- 2%
- 4%
- 11%
- 2%
WE’VE LISTENED TO YOUR FEEDBACK AND ARE TAKING ACTION!

Next steps

<table>
<thead>
<tr>
<th>NOW AVAILABLE</th>
<th>New Advocacy web page at <a href="http://www.aae.org/advocacy">www.aae.org/advocacy</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>NOW AVAILABLE</td>
<td>New JOE mobile app for iPad</td>
</tr>
<tr>
<td>NOW UNDERWAY</td>
<td>Leaders from key standing committees collaborating on innovative ways to improve the value of membership</td>
</tr>
<tr>
<td>COMING WINTER 2014</td>
<td>New practice management resources on the AAE website</td>
</tr>
<tr>
<td>COMING 2015</td>
<td>Improved career planning resources for residents and new practitioners</td>
</tr>
<tr>
<td>COMING 2015</td>
<td>New PR strategy to promote endodontics/endodontists through social media and digital channels</td>
</tr>
</tbody>
</table>

“I have been impressed with the creativity of those of us willing to volunteer for AAE missions. I can’t think of an area that the AAE hasn’t addressed.”

— Member open-end response

AAE 2013 Quadrennial Member Satisfaction & Needs Survey

www.aae.org
L.C. Williams & Associates (LCWA) Research Group conducted the online survey.

The AAE sent a survey link via email to 7,449 members (including active, life, retired and international members).

1,189 members completed the survey between September 18 and October 2, 2013, for a 16% response rate (typical for this type of survey).

Overall results can be generalized to all members with email, with a margin of error of +/- 2.7 percentage points, at the 95% confidence level.

Members can look forward to a new survey cycle—a series of coordinated and consistent opportunities to provide:

- Feedback on the membership experience
- Input on timely issues
- Opinions on services and benefits

AAE takes action based on the results.
WE ASKED. YOU ANSWERED.
WE LISTENED!

For more information, please contact:

Kelly McNamara
AAE Membership Manager
800/872-3636 or
312/266-7255, ext. 3012
kmcnamara@aae.org

AAE 2013 Quadrennial Member Satisfaction & Needs Survey