



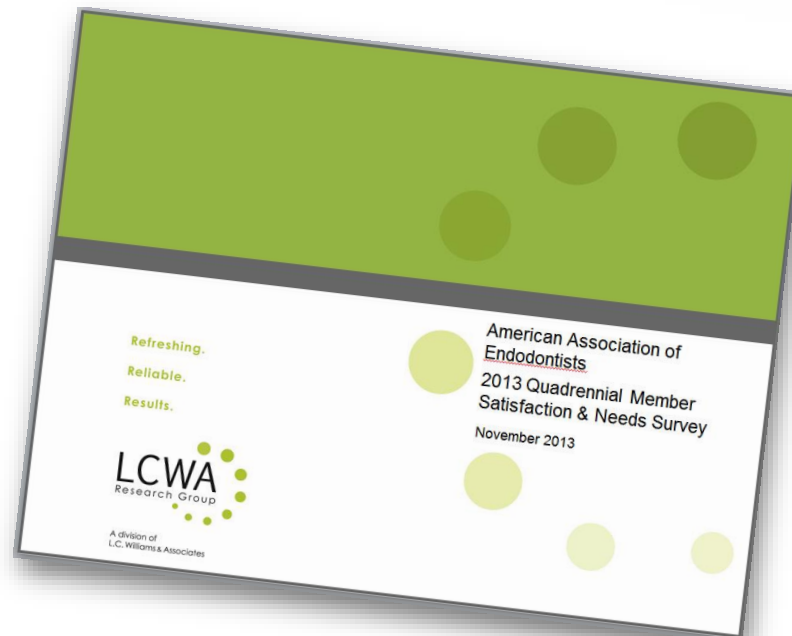
**WE ASKED. YOU ANSWERED.
WE LISTENED!**



**AAE 2013 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 1,100 members participated in an online survey in September 2013.



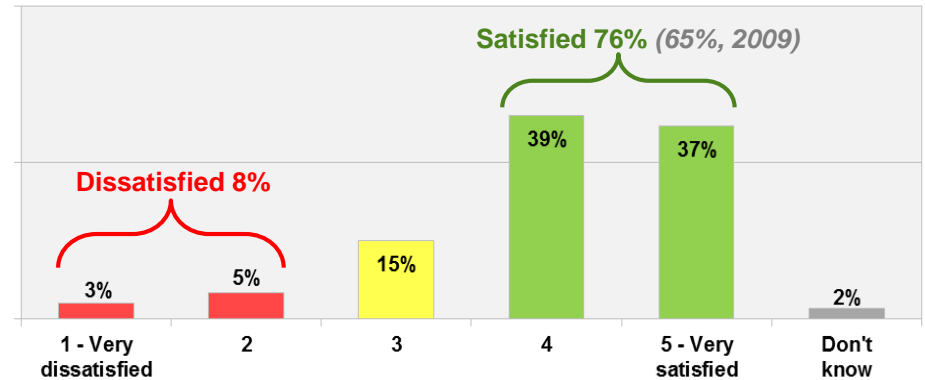
FAVORABLE PERCEPTIONS OF THE AAE

- 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.

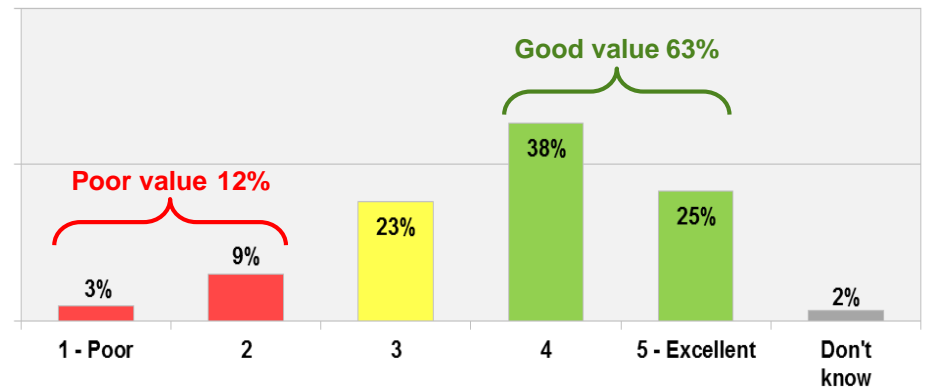
“As a member I am completely satisfied. Thank you. You make AAE have an exciting and loving soul.”

— Member open-end response

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



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



THE NPS: A LOYALTY METRIC TRACKED OVER TIME

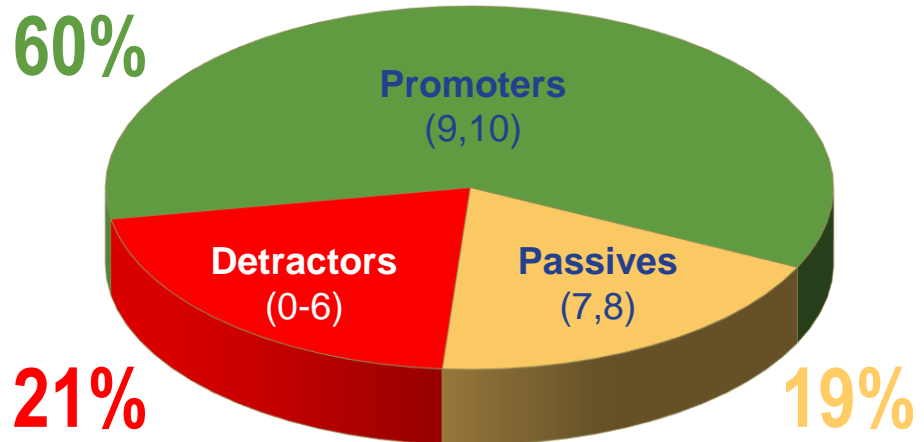
- The Net Promoter Score® (NPS) is used in customer satisfaction research and recently by associations.
- Responses to a “likely to recommend” question are categorized into Promoters, Passives and Detractors.
- AAE has a high percentage of “Promoters” (Q5).
- A high NPS may indicate favorable outcomes 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)*

**Likelihood to recommend the AAE
to a friend or colleague (Q5)**



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

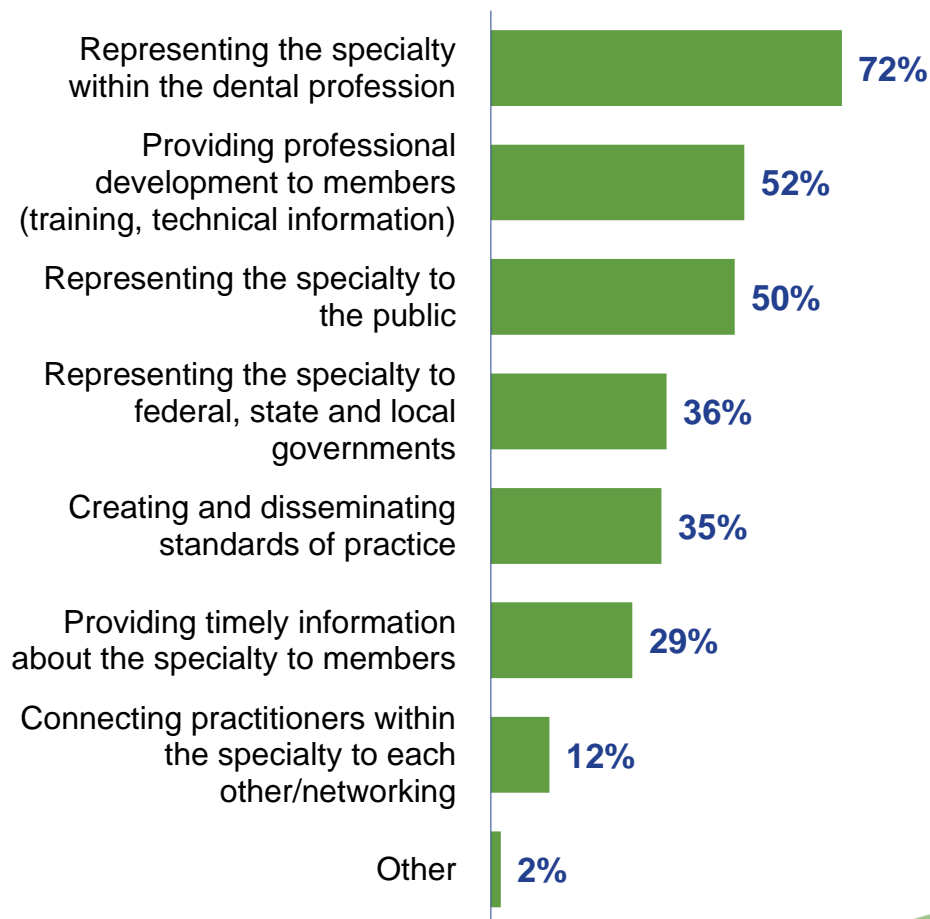
REPRESENTING THE SPECIALTY

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

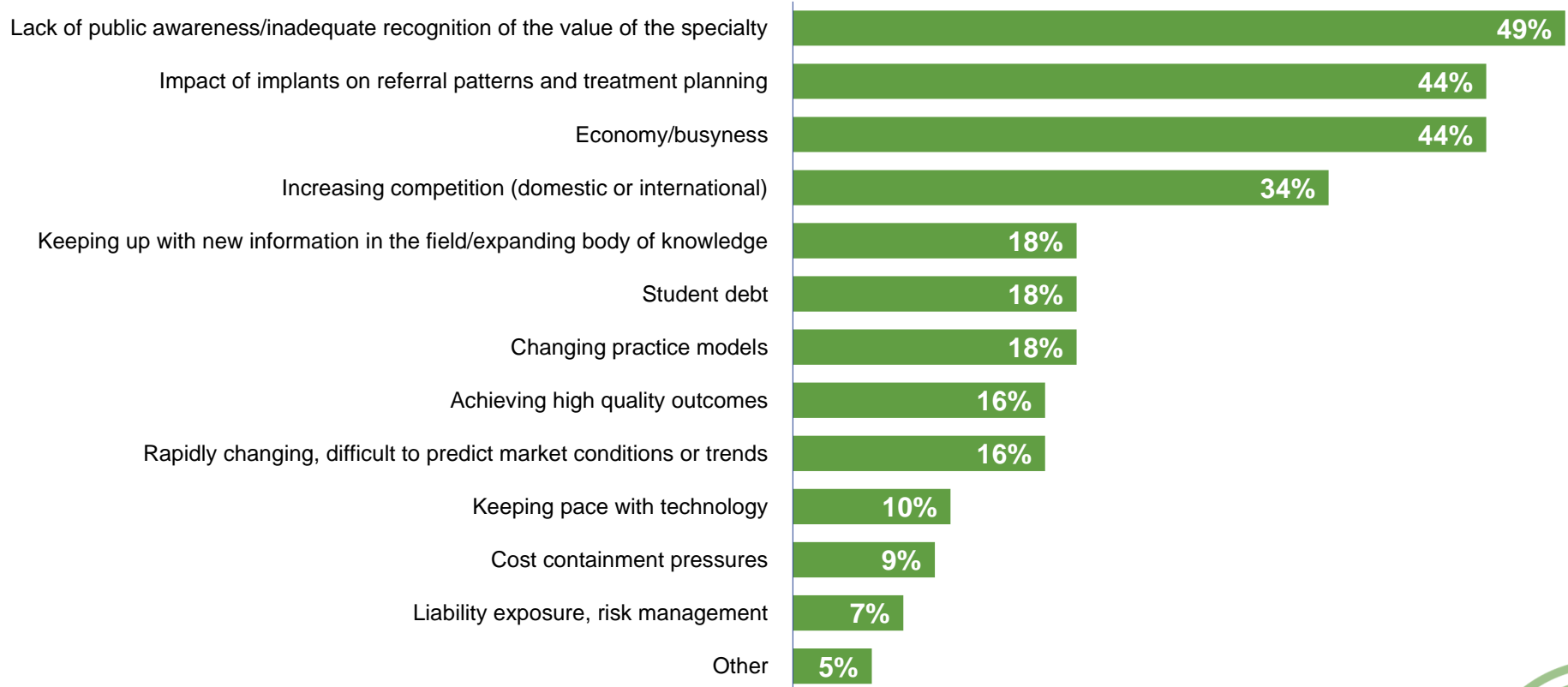
Most important functions of the AAE (Q10)



CHALLENGES FACING THE ENDODONTIC COMMUNITY

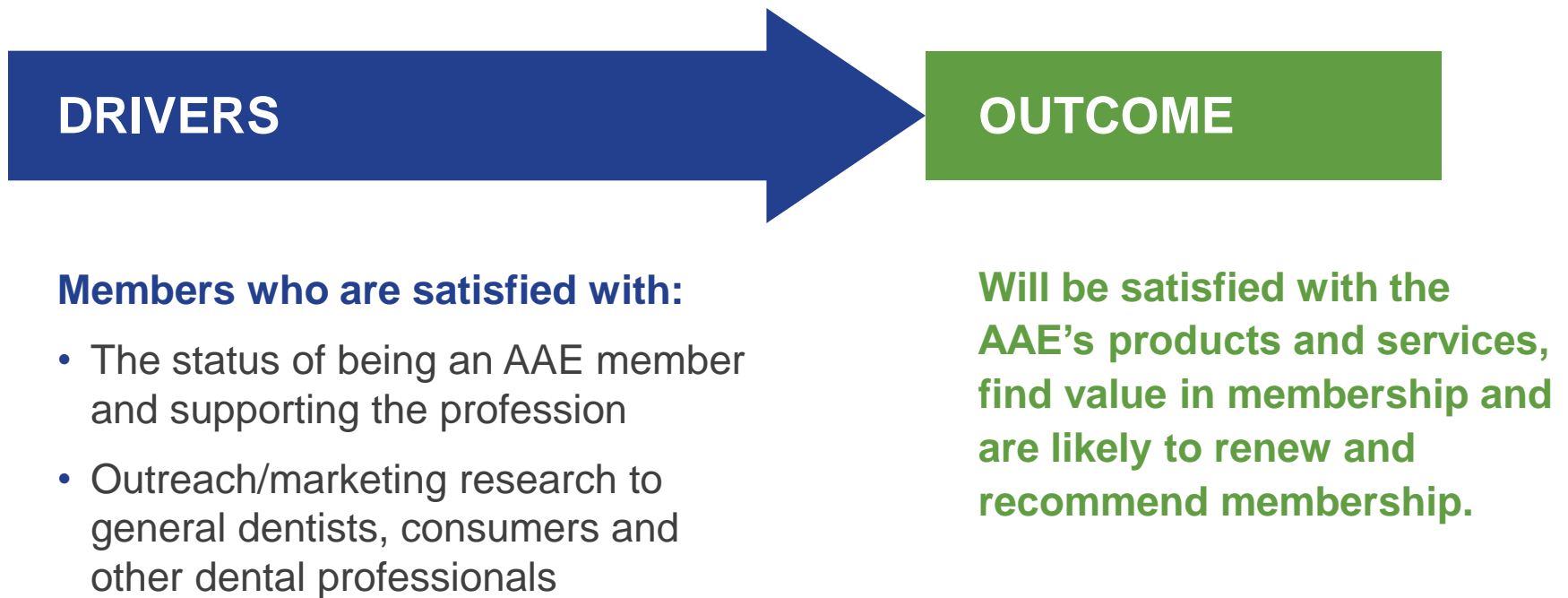
Lack of public awareness/recognition, impact of implants and the economy are identified as top challenges facing the community (Q16).

Top challenges facing the endodontic community (Q16)



DRIVERS OF MEMBER SATISFACTION

Advanced analysis identifies drivers of member satisfaction.



JOE IS THE CORNERSTONE OF 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

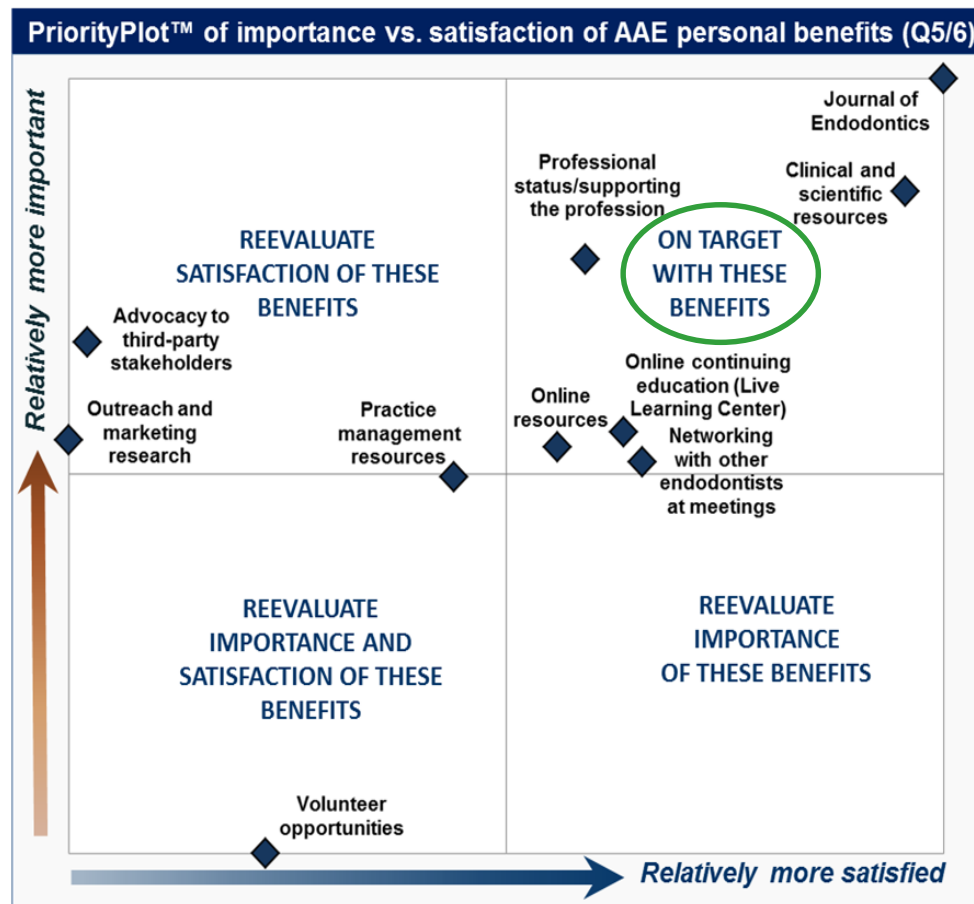
How members allocate a \$100 budget among various AAE activities (Q9)



THE VALUE OF BENEFITS AND SERVICES

- Members rate these benefits relatively higher in importance and satisfaction:

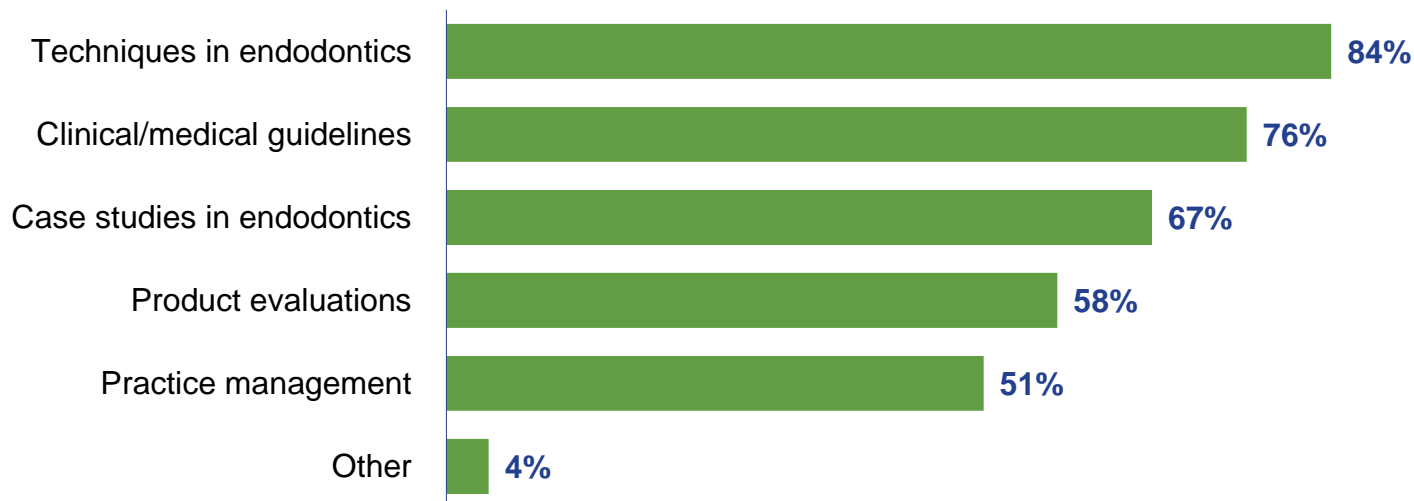
- *Journal of Endodontics*
- Clinical/scientific resources
- The professional status of membership
- Online resources
- Online CE
- Networking



MEMBERS VALUE CLINICAL RESOURCES

- 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.

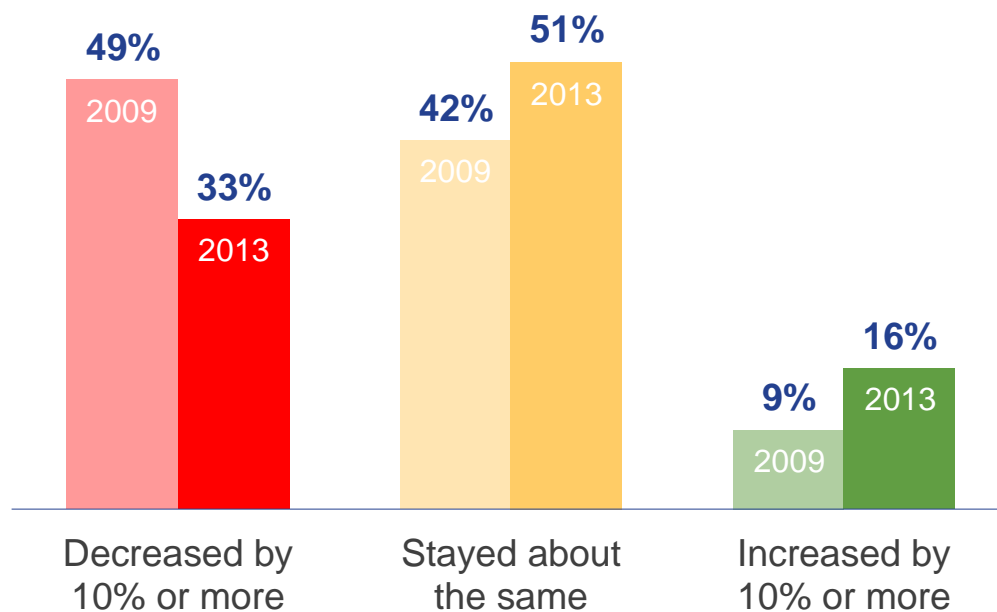
Topics members are most interested in learning about (Q15)



PATIENT VOLUME IS INCREASING

- 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.

Change in patient volume over past year (Q22)



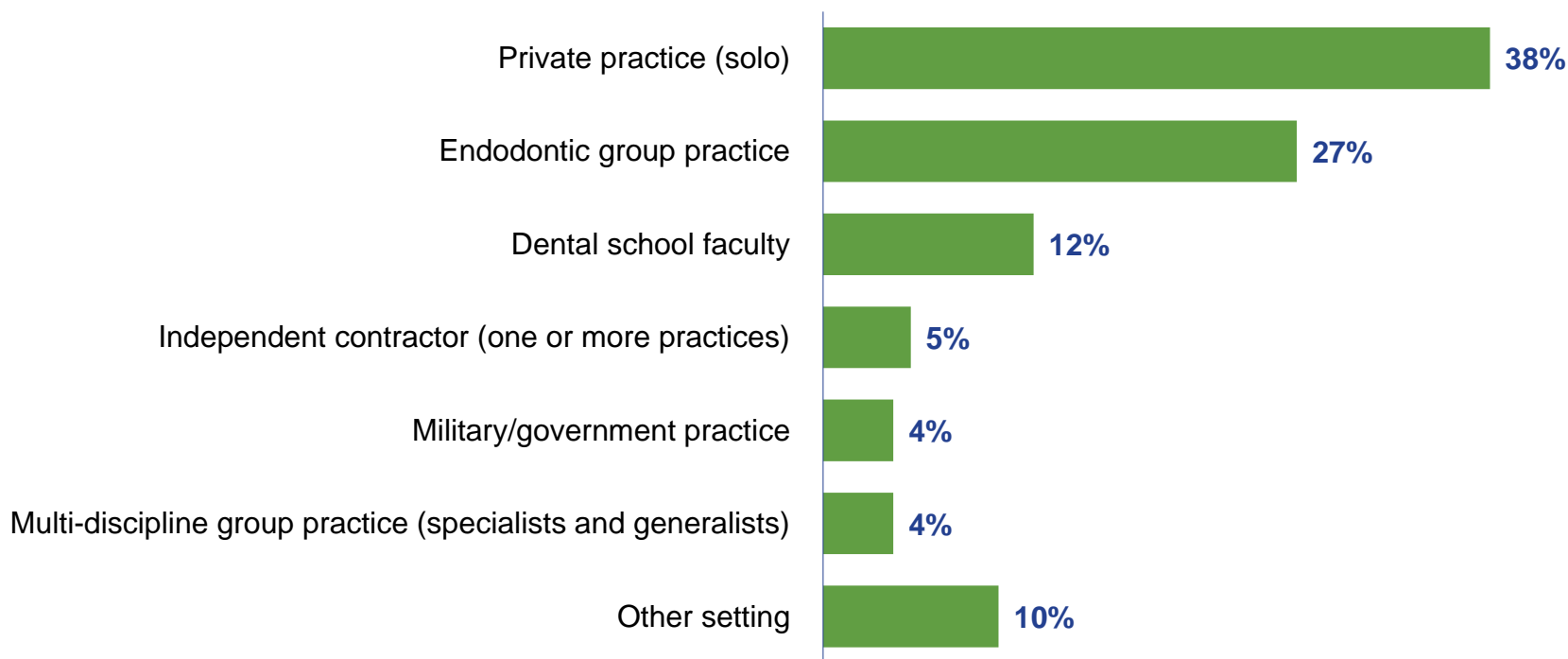
Members in private practice and members in the Northeast region are more likely to say volume decreased.

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)



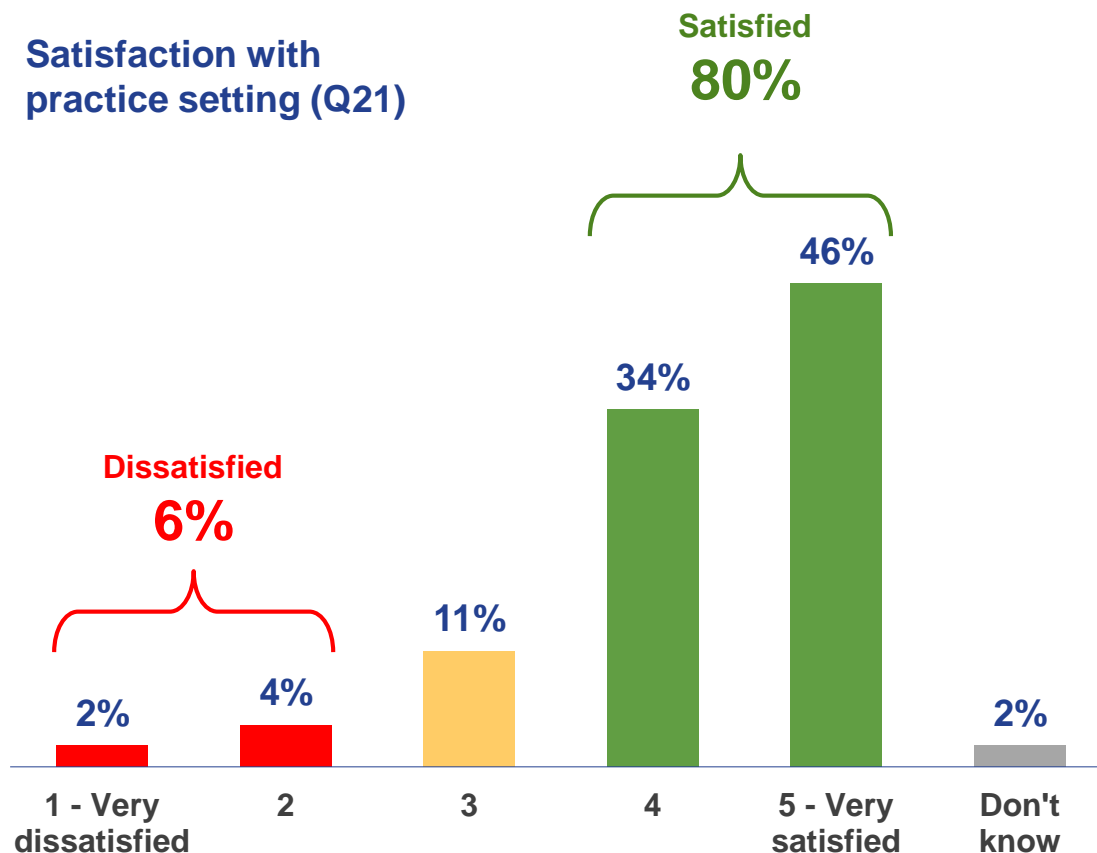
PRACTICE SETTING SATISFACTION

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)



WE'VE LISTENED TO YOUR FEEDBACK AND ARE TAKING ACTION!

Next steps

NOW AVAILABLE

New Advocacy web page at
www.aae.org/advocacy

NOW AVAILABLE

New JOE mobile app for iPad

NOW UNDERWAY

Leaders from key standing committees
collaborating on innovative ways to
improve the value of membership

COMING WINTER 2014

New practice management
resources on the AAE website

COMING 2015

Improved career planning resources for
residents and new practitioners

COMING 2015

New PR strategy to promote
endodontics/endodontists through social
media and digital channels



**“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



METHODOLOGY

- 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.





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WE LISTENED!**

For more information,
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