



2017 Member Needs Survey Results

July 1, 2017

Priority Areas of Focus and Priority Audiences

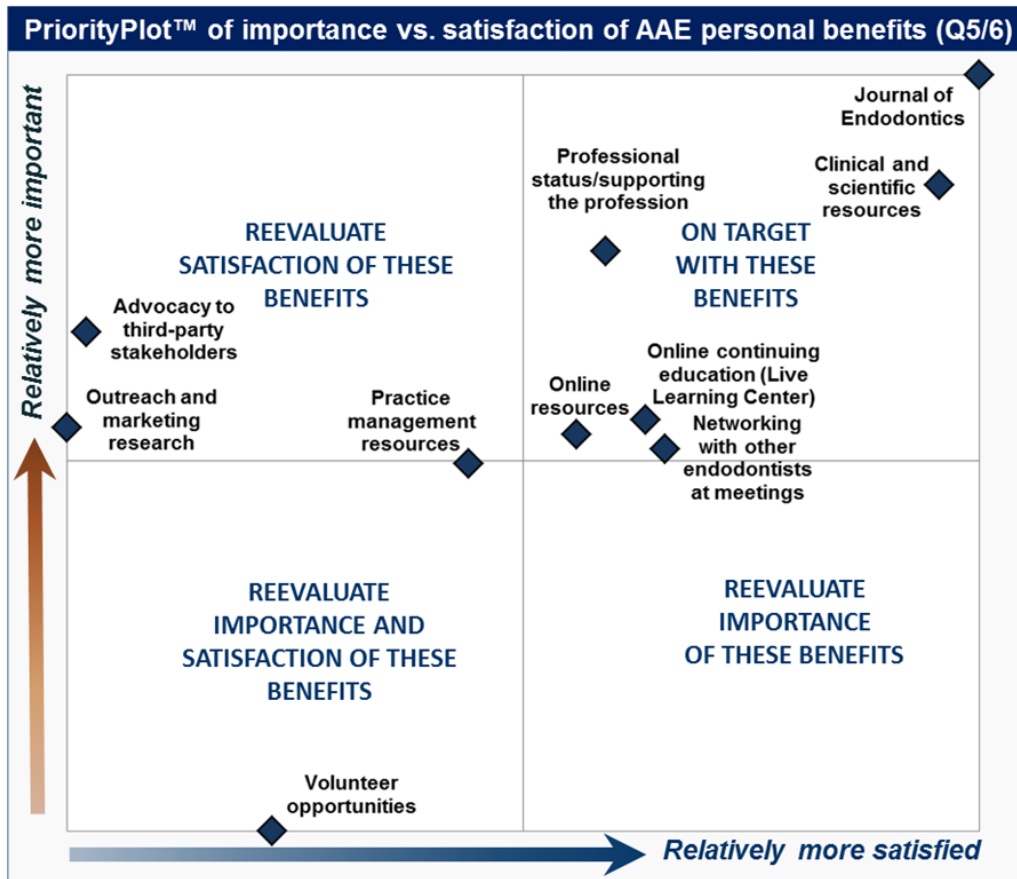
Based on the 2013 Member Needs Survey results and the AAE Strategic Plan, three priority areas of focus were identified.

AREAS OF FOCUS:

- Practice Management
- Advocacy
- Outreach and Marketing Research

The topics of practice management, advocacy and outreach remained the focus of the 2015-2017 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.

2017 Survey Results

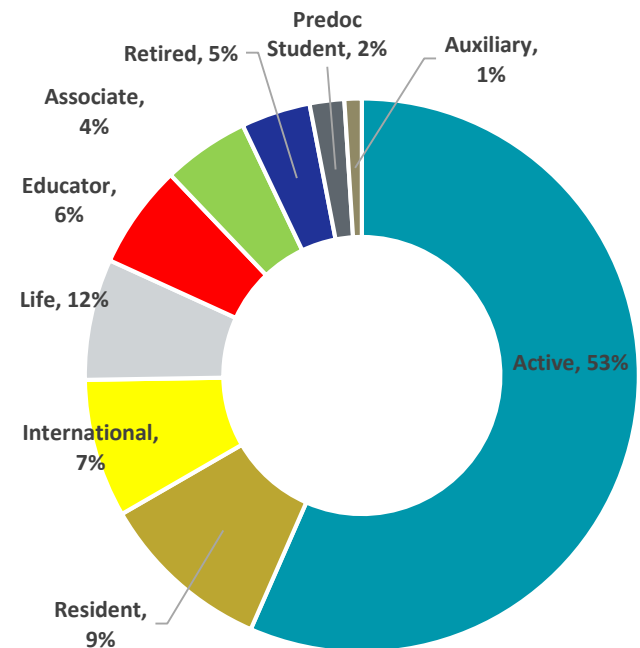
- ❖ The member needs survey was conducted February 2– 19, 2017.
- ❖ Members of the AAE represent different positions, career stages, age groups and work settings.
- ❖ With this diversity, it is imperative for the AAE to gather input from members.
- ❖ A total of 1,471 members completed the online survey for a 19% response rate. This level of participation provides a 95% confidence level.
- ❖ This is slightly above average for online member surveys.



Survey respondent demographics

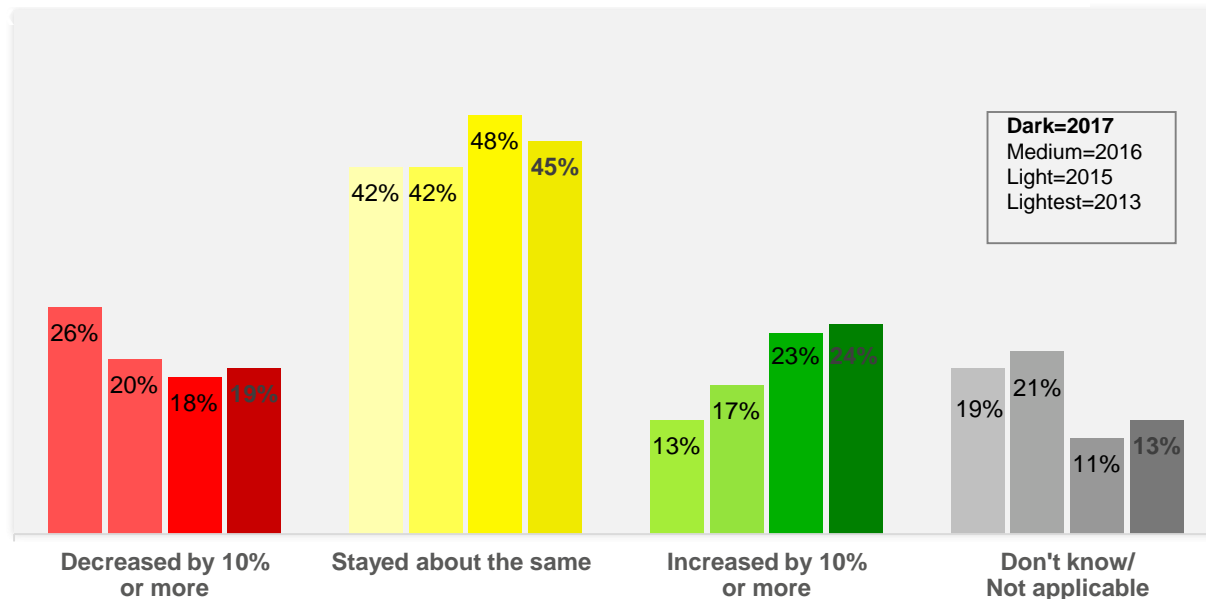
The demographic information collected from survey respondents has been fairly consistent since the 2013 survey with a few notable exceptions.

- ❖ There has been a gradual change in practice setting of respondents. As of 2017, only 32% are in private practice compared to 37% in 2013. The number of respondents in group endodontic practice has shifted from 20% in 2015 to 23% in 2017.
- ❖ 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!

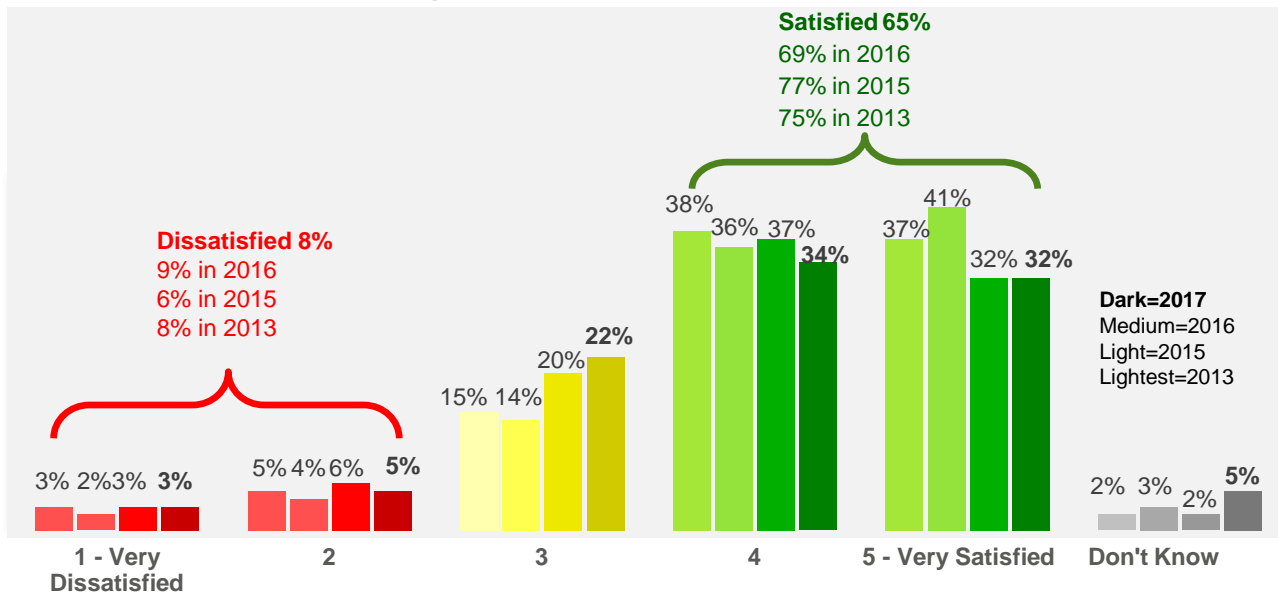
Patient volume change over the past year



- ❖ This is an important metric! When patient volume is declining, the specialty could be in trouble. It is great to see that this has increased by 10% from 2016, and has continually increased since 2009!
- ❖ 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

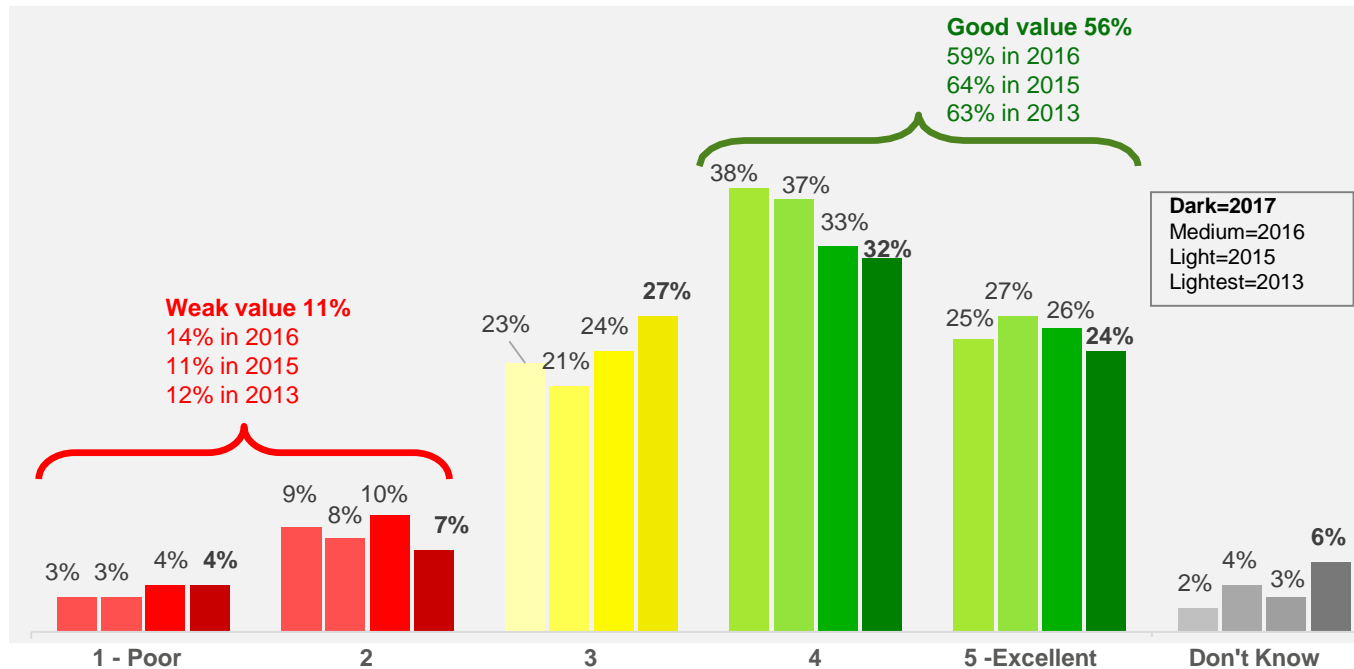
Overall satisfaction with AAE products and services



- ❖ 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 our membership (25% at 35-44 and 22% at 45-54).

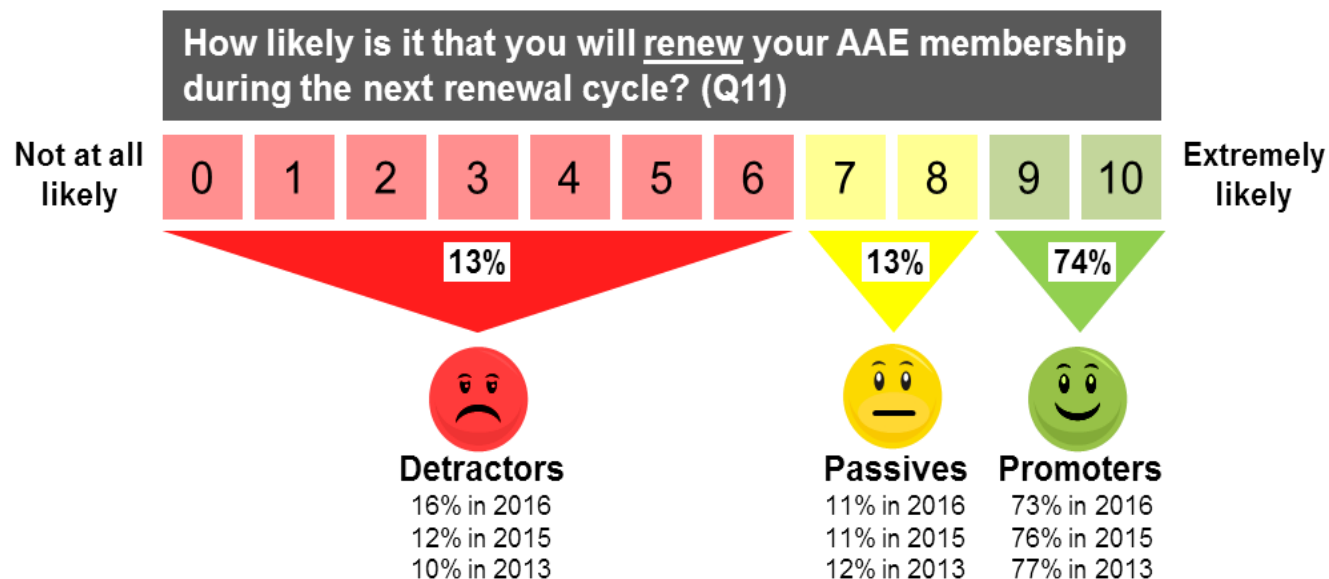
Value of AAE membership

Perceived value of AAE membership (cost vs. benefits)



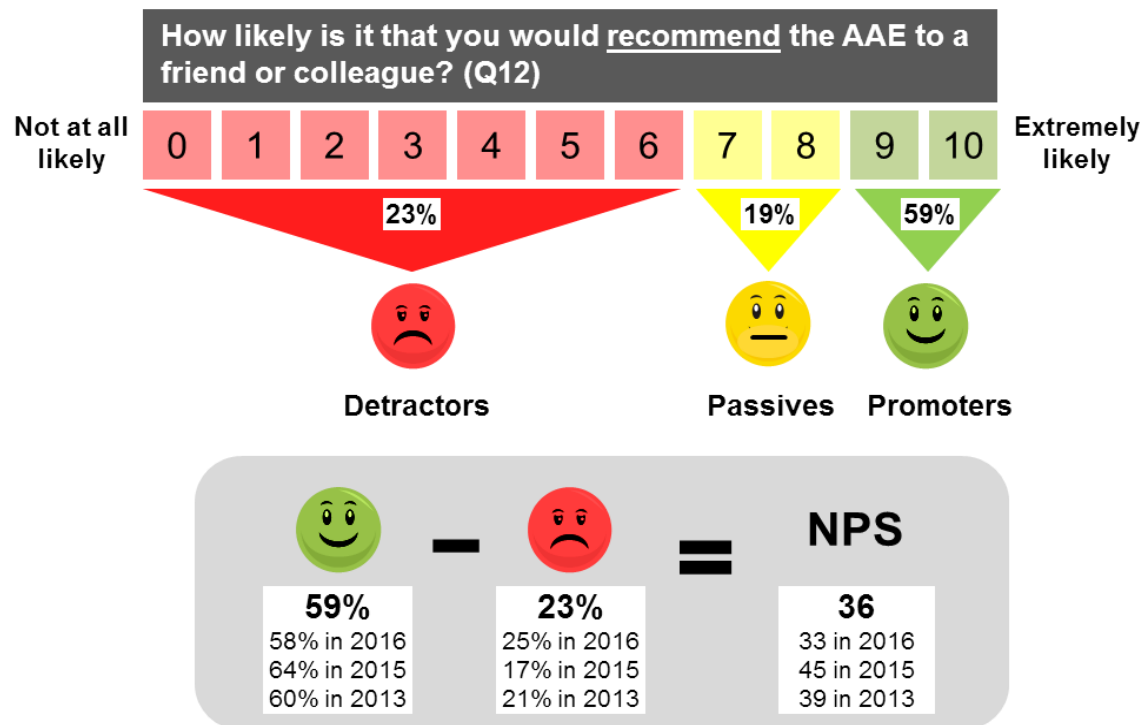
- ❖ Less members are perceiving good value in their membership than in 2013 and 2015.
- ❖ Associate, Life, Retired, Educator and Resident members are more likely to perceive a good value than Active and International members.

Loyalty metrics – Likelihood of members to renew



- ❖ The number of “Promoters” has increased slightly since 2016. Loyalty is assessed by evaluating the likelihood of members to renew membership and to recommend the association to others.
- ❖ The number of “Detractors” has decreased from 16% to 13% in 2017.

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

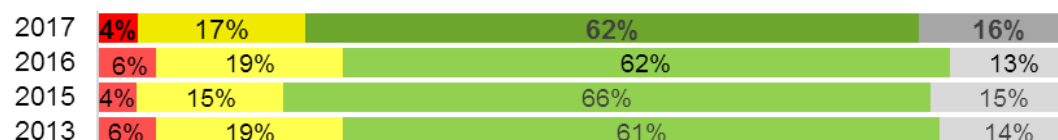


- ❖ The number of promoters has increased since 2016, while the number of detractors has decreased.

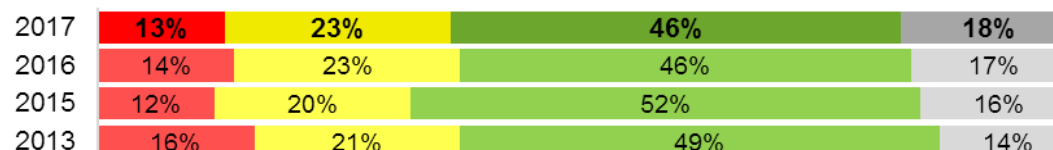
Satisfaction in priority areas of focus

Satisfaction with various AAE personal benefits (Q13a-c)

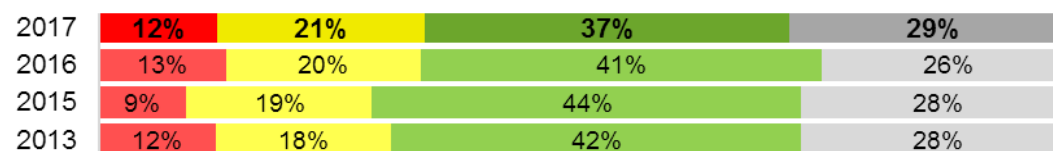
Practice management resources (Q13b)



Outreach and marketing research (Q13c)



Advocacy to third-party stakeholders (Q13a)

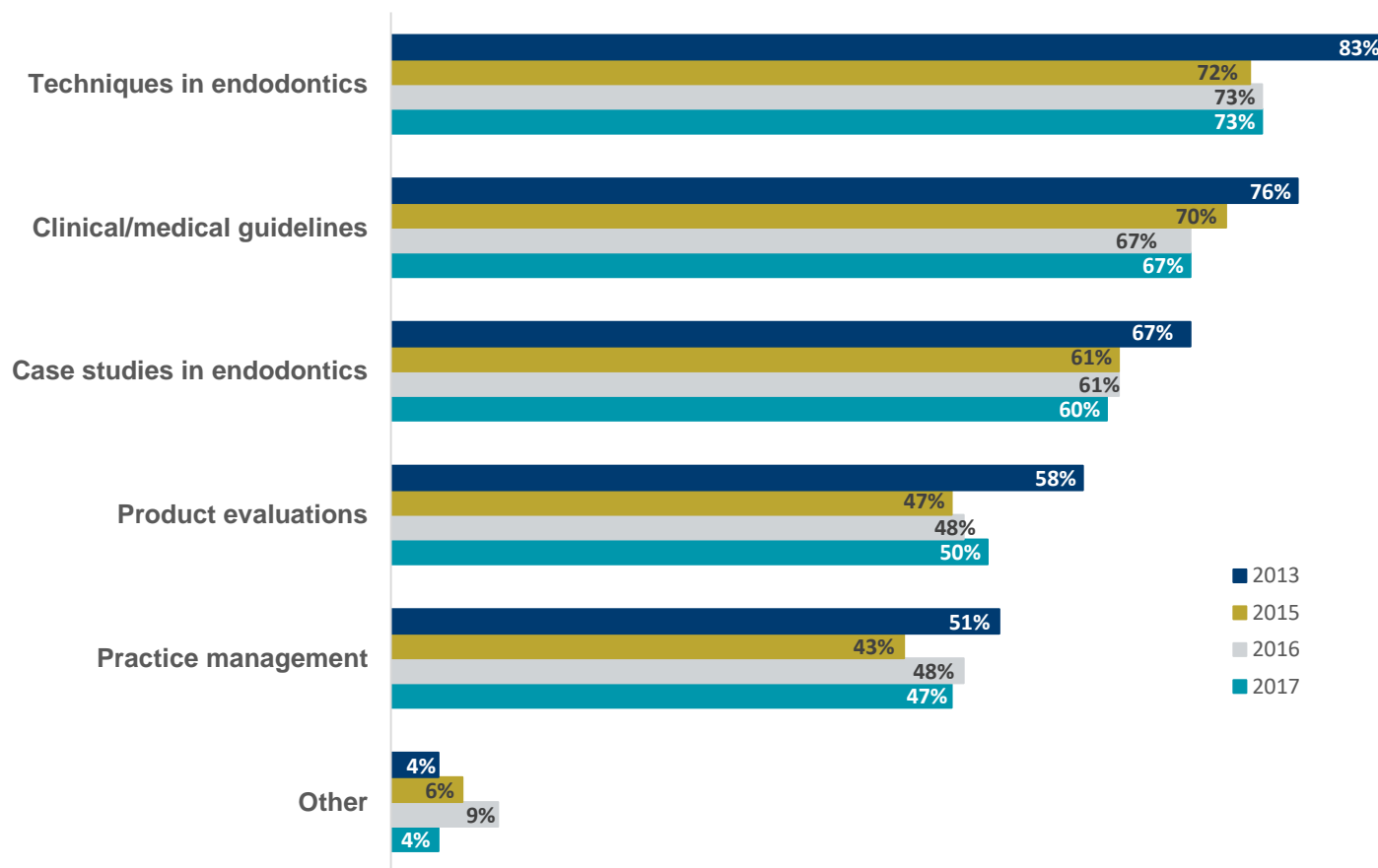


- ❖ Satisfaction ratings with outreach and advocacy have stayed consistent since 2016.
- ❖ Practice management has the highest satisfaction rankings of the three at 62%. This is up from 61% in 2013 but down from 66% in 2015.

Other findings...Awareness and use of benefits

Top Rated Resources	Resources Gaining Awareness
AAE Guidelines and Position Statements	2017 Endodontists' Guide to CDT
Communiqué	Patient Education Videos
Live Learning Center	AAE Career Center and Resources
Personalized AAE Specialist Member Logo	Insight Track Meeting on Retreatment
Root Canal Awareness Week	Eye on Education e-newsletter

Topics of greatest interest to members



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

What would you change about AAE Membership?

Feedback from members allowed us to identify six themes where members would like to see improvement from the AAE.

Theme 1 – The high cost to join the AAE, attend meetings and complete continuing education coursework is a burden for members in some segments of the endodontic community.

Theme 2 – The AAE should make a more proactive effort to educate the public, general practitioners, residents and students about the benefits of utilizing expert endodontic care when root canal therapy is required.

Theme 3 – More aggressive advocacy is needed to combat some of the issues endodontists face.

Theme 4 – Increase the value of joining the AAE by adding more member benefits and services.

Theme 5 – Change up the content, frequency, duration and location of meetings to improve member interest and access to events.

Theme 6 – Members prefer more variety in continuing education coursework and easier, less-expensive access to classes.

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 member satisfaction rankings have not been as high as 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.

We will continue to focus on your needs and create new products and services that will add value to your AAE membership!



There are plenty of reasons to be positive!

- ❖ AAE17 was the most successful meeting to-date.
- ❖ Membership for 2016-2017 reached record numbers at 8,055 members.
- ❖ APICES sold out in record time for 2017.
- ❖ Patient volume continues to increase for members.

