

2019 Member Needs Survey Results

September 30, 2019



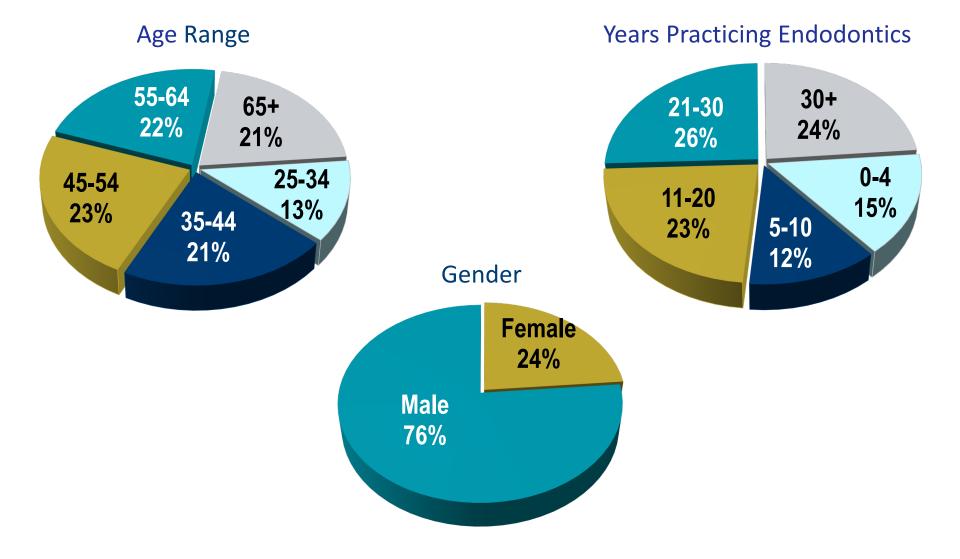
2019 Survey Results

- The member needs survey was conducted September 4-27, 2019.
- 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.

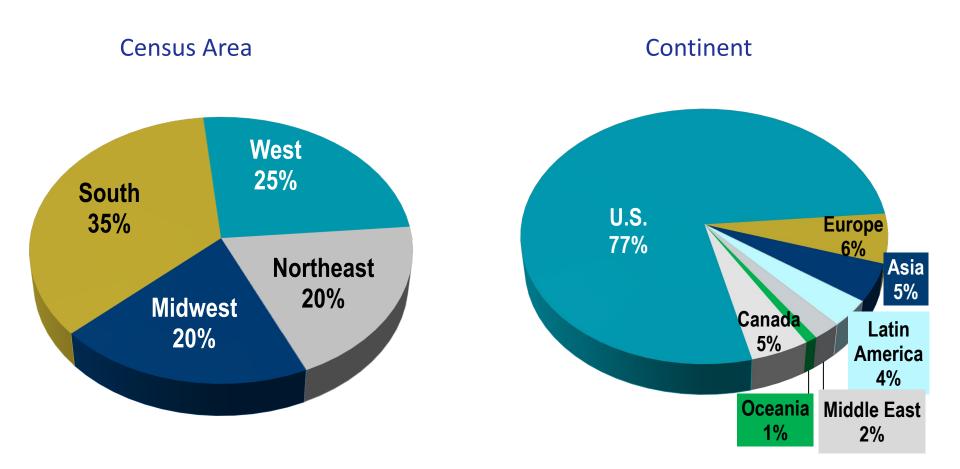


- A total of 1,477 members out of the 7,992 contacted completed the online survey for a 18.5% response rate.
- This is slightly above average for online member surveys.

Survey respondent demographics

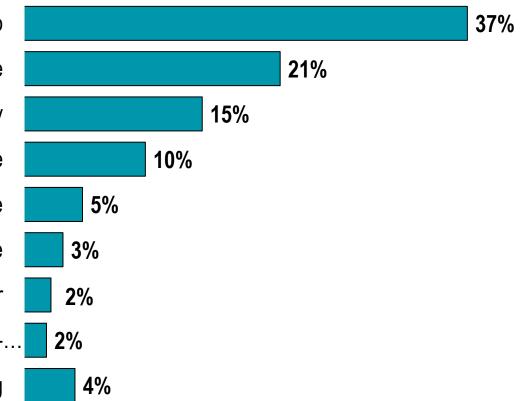


Survey respondent geography



Practice Setting

Private practice/solo Endodontic group practice Dental school faculty Not active in current practice Multi-specialty group practice-private Military/government practice Independent contractor Multi-specialty group practice-... Other setting



7%

10%

12%

12%

3%

5%

8%

9%

10%

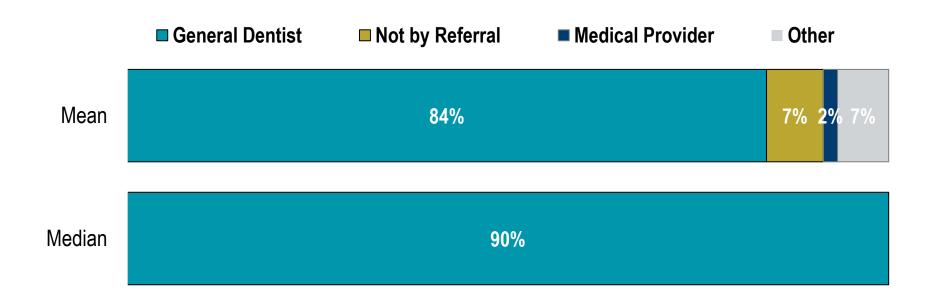
11%

13%

Importance of challenges facing the endodontic community

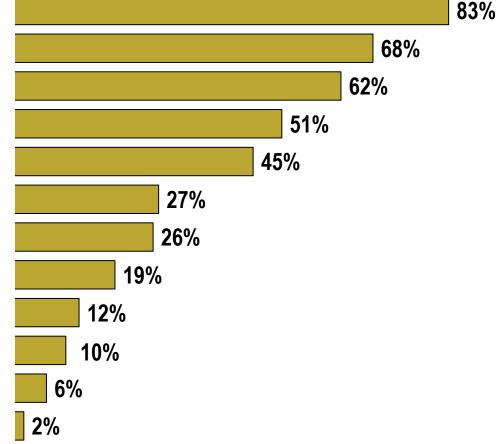
Extremely Important ■ Very Important □ Somewhat Important Referrals from general dentists 59% 30% Keeping pace with technology/expanding body... 49% 38% Public awareness of endodontics 50% 33% Patient volume 46% 37% 44% Reimbursement 35% 35% 25% Changing practice models in endodontics 33% Pressures of cost containment 21% 38% 31% 34% Liability exposure, risk management 20% 33% 22% 30% 32% Impact of implants on referral patterns and... Student debt loads affecting you or other... 27% 21% 23%

Percentage of cases referred by the following:

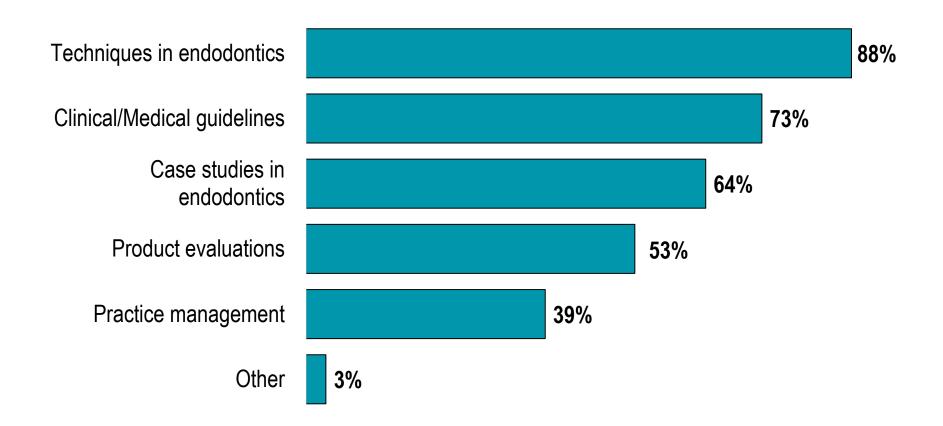


Prefer to receive information about Endodontics

At conferences or meetings Online journals/magazines Print journals/magazines Electronic newsletters Association websites Internet searches Word of mouth/my network of peers Social media Communities of practice Blogs or podcasts Other websites Other

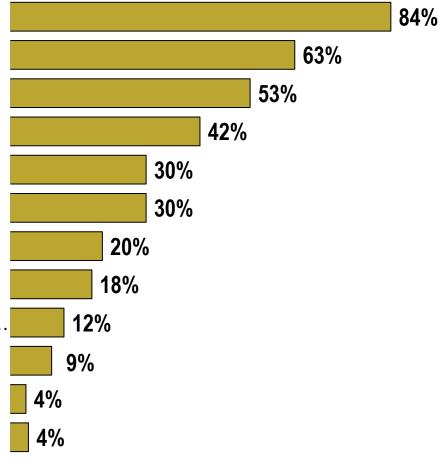


Topics of interest to members

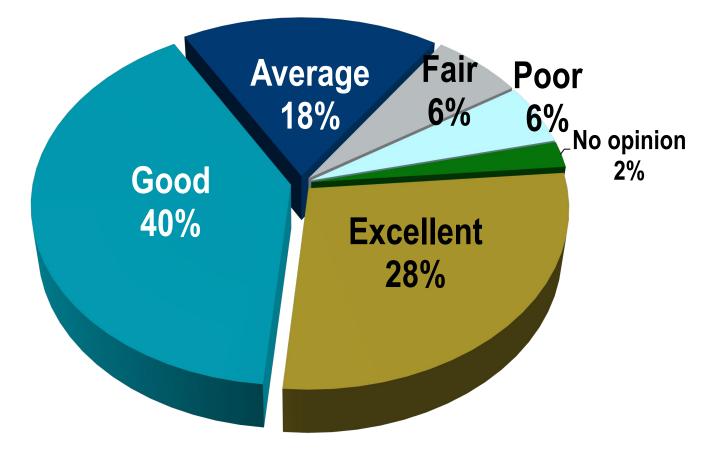


Ways members engaged with AAE over the past two years

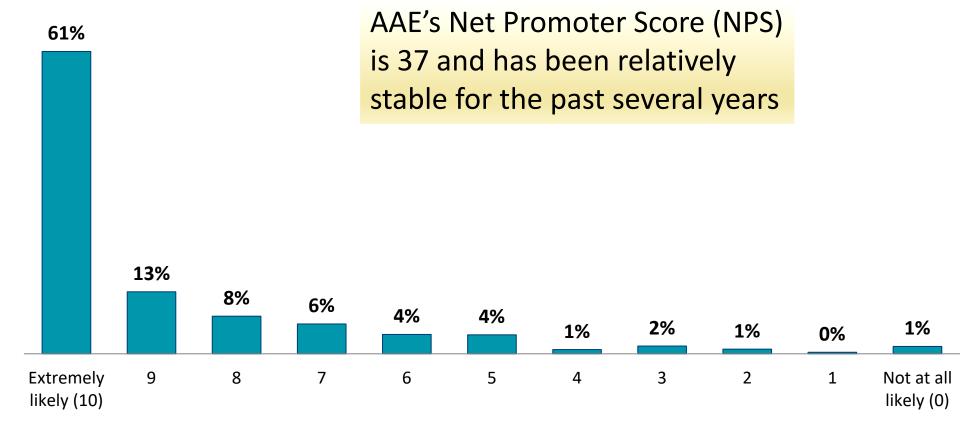
Read JOE in print or online Attended at least one AAE meeting/conference Regularly read AAE newsletters Regularly visited the AAE website for content Used CE/content from the Endo on Demand Used free resources (e.g., guidelines, toolkits) Follow AAE on social media Donated to the Foundation for Endodontics Spoke/presented at AAE meetings or... Served on a committee or Board of Directors Other None



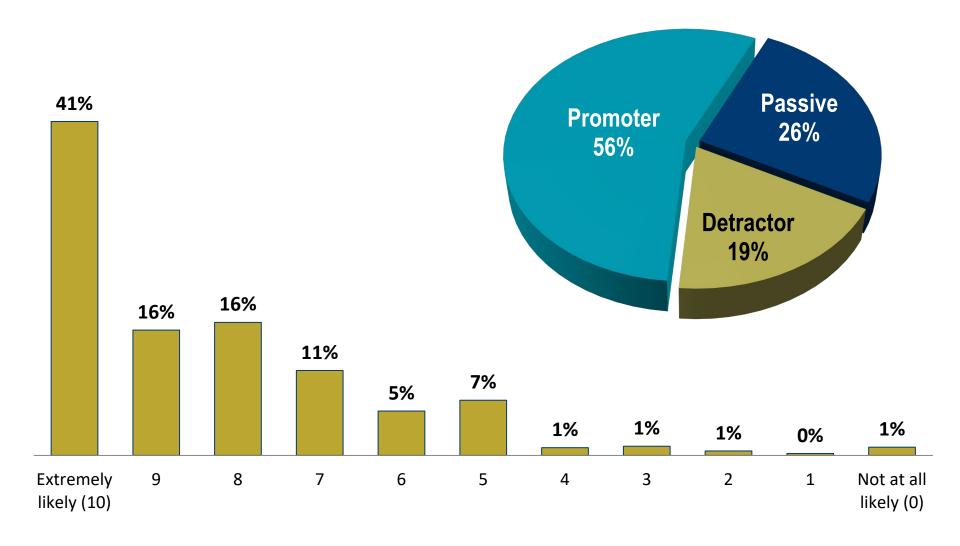
Overall value from the AAE considering cost



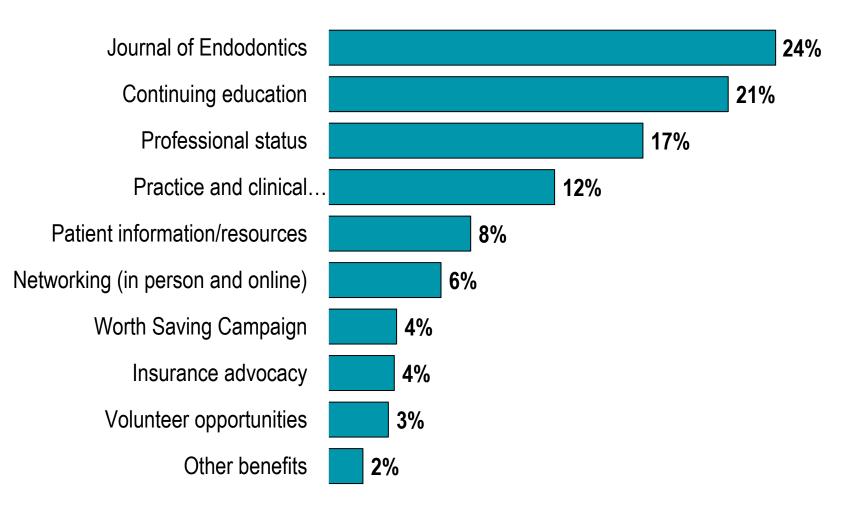
Likely to renew membership in next 3 to 5 years



Likely to recommend AAE membership



How respondents allocate the total value of AAE membership



Importance of AAE Functions

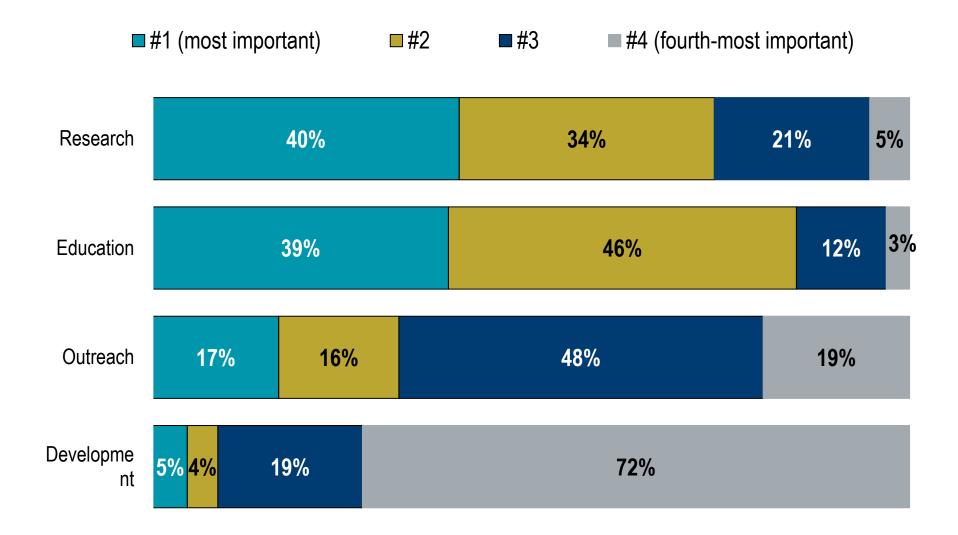
Extremely Important	Very Impo	ortant	□ Somew	hat Importan	t
Representing the endodontics specialty within the pro	e dental ofession		75%		<mark>20% 4</mark> %
Representing the endodontics specialty to th	ie public		68%	24	<mark>%</mark> 6%
Providing timely professional information to m	nembers	54	4%	36%	8%
Creating and disseminating standards of practice		6%	32%	10%	
Representing the specialty to the insurance	industry		60%	23%	10%
Representing the specialty to gove	ernment	56%		27%	12%
Providing professional development opportu members via training and technical info		44%		36%	15%
Helping practitioners connect and network with eac	ch other	24%	31%	34%	<mark>3</mark> %

Top rated AAE services by use, satisfaction and importance

Most Used	Highest Satisfaction	Most Important	
Journal of Endodontics	Journal of Endodontics	Journal of Endodontics	
AAE Meetings	Colleagues for Excellence Newsletters	AAE Guidelines and Position Statements	
Website Resources	AAE Meetings	AAE Meetings	
Communique	AAE Guidelines and Position Statements	Website Resources	
AAE Guidelines and Position Statements	Patient Education Brochures	Professional Status	



Importance of focus areas of Foundation for Endodontics



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.

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!

