

Shannon Scott

SVP, Marketing & Membership

January 2017



AMERICAN ACADEMY OF
FAMILY PHYSICIANS



AMERICAN ACADEMY OF
FAMILY PHYSICIANS
FOUNDATION

Engaging Our Members

- Our engagement objectives
- How we're evolving
- Big events in 2017

Engagement Objectives

- Make members lives easier
 - In all the ways we possibly can!
- Meet them where they are
 - expanding to more communication channels
- Personalization
 - getting more strategic & targeted in our efforts

Member Profile

	Active	Female	Employed	New FP
Female	42%	--	49%	57%
Employed	66%	72%	--	90%
New FP	25%	33%	35%	--
DO	12%	13%	12%	19%
IMG	20%	22%	18%	35%

Drivers of Satisfaction

Regression model to see which attitude measures on the survey predicted satisfaction.

Strongest predictors:

Believe the AAFP is representing family medicine well.

Find that leadership is responsive.

Would recommend membership.

Find value in MIGs.



SATISFACTION

Member Interest Groups

- Adolescent Health
- Direct Primary Care
- Emergency Medicine/Urgent Care
- Global Health
- Hospital Medicine
- Ind. Solo/Small Group Practice
- Lifestyle Medicine
- Oral Health
- Community Health (pending)
- Point-of-Care Ultrasound
- Reproductive Health Care
- Rural Health
- School Health
- Single Payer Health Care
- Telehealth
- Transforming Clinical Practice Initiative

So what's changing in
how we engage?

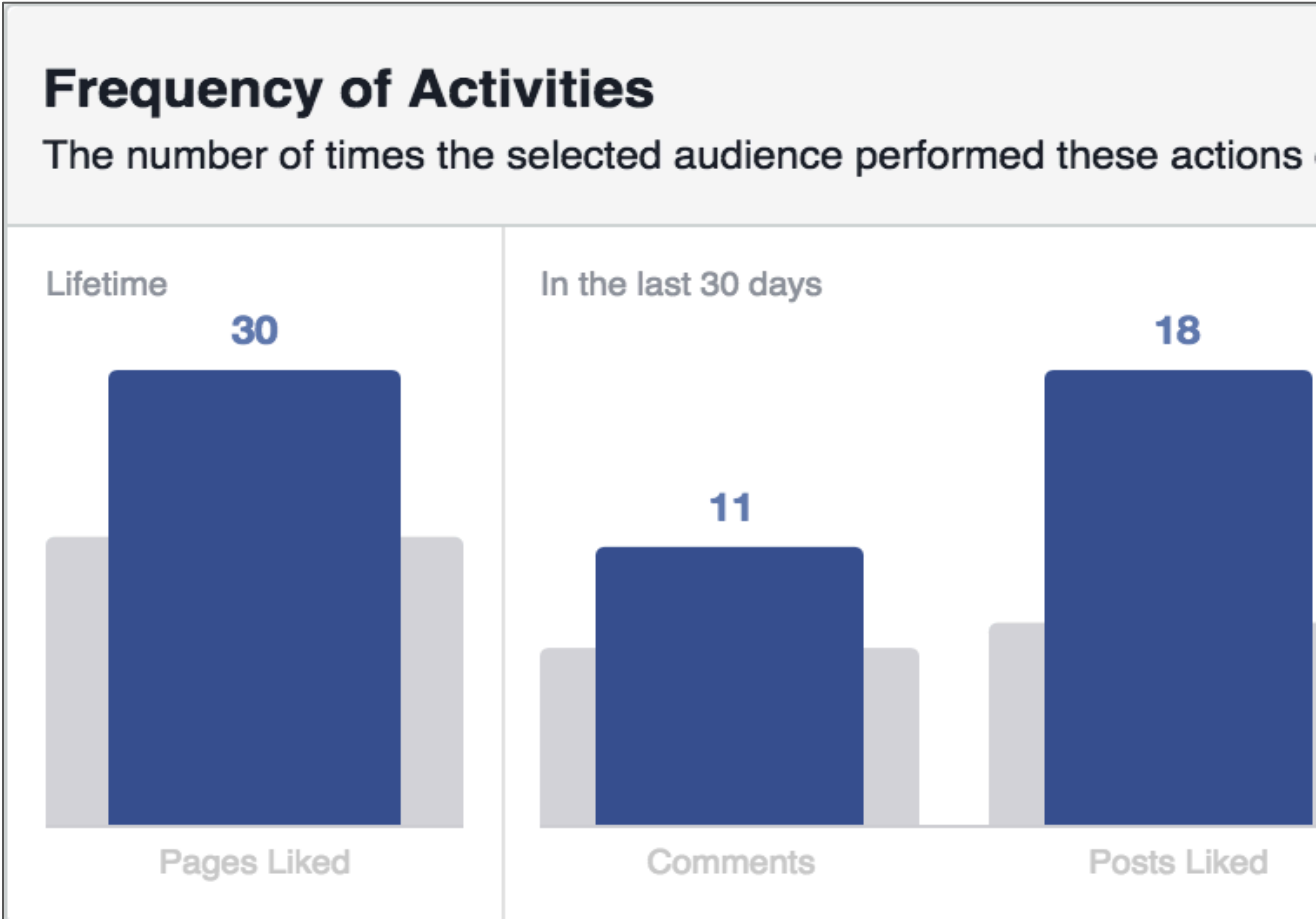
“Our Members Aren’t on
Social Media”

The Opportunity

Don't have way to engage with most members beyond dues

Top 25% of our web visitors were tracked

They have an above average propensity to engage with brands & content on Facebook



Role of Social Media in Marketing Mix

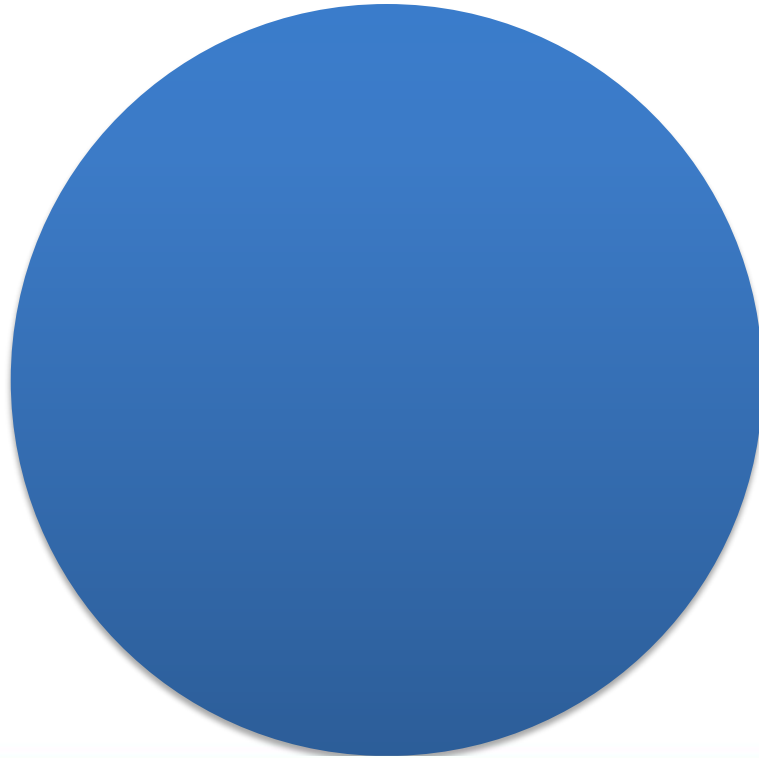
- Reinforce our mission & brand identity to a broad audience
- Give us a voice and get our messages out in a more personal way
- Amplify good news and our member's stories
- Elevate the perceived value of membership while supporting our strategic objectives
- Promote products & services cost effectively
- Make personal connections & create brand loyalty through engagement

New Social Media Strategy



- News Stories
- Member Recruitment
- Member Feedback
- FP Stories
- Event Promotion
- E Commerce
- Journal Content
- Cross Promotion
- Promote Member Benefits
- Customer Care

New Social Media Strategy



■ News Stories

New Social Media Strategy

Deliver our target audience personalized value by surfacing relevant content and conversations customized to their preferences and consumable in the time they have.

1

CONSOLIDATION



2

COORDINATION



3

CUSTOMIZATION

New Social Media Strategy



- Fewer, better
- Streamlined presence
- Integration with other digital channels

More of what to expect in 2017

- Website enhancements
 - more personalized experience
 - easier to find the information & tools members need
 - social integration
- New AAFP App enhancements rolling out
- SMS Text

2017 Big Events

AAFP NATIONAL CONFERENCE

Family Medicine Residents
+ Medical Students

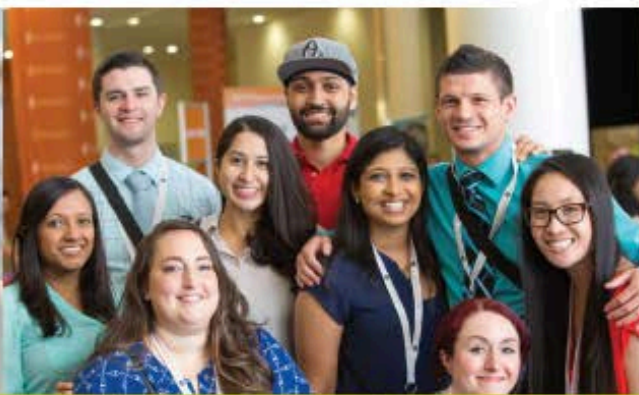
July 27-29, 2017 • KC, MO



- High energy, fun event to connect & network with more than 4,700 peers and Family Medicine leaders
 - Strong attendee growth each year
 - Exhibits consistently sell out
- Expo Hall provides access to more than 450+ residency programs
- Education allows medical students to prepare for applying to residency; opportunity to partake in procedural skills courses.
 - Resident track focused on career planning, practice management, leadership development, and more
 - Option to participate in poster competition
- Offers chance to begin building name in advocacy efforts through the Student and Resident Congresses

BELIEF STATEMENT

“National Conference is **THE** must-attend event that will help build my medical career.”



PHOTOS



FMX

FAMILY MEDICINE

■ X P E R I E N C E ■

SAN ANTONIO

SEPTEMBER 12-16, 2017 | aafp.org/fmx

What They Think: FMX Attendees



Importance of membership

FMX Attendees

89%

Non-attendees

78%

Believe the AAFP is doing a good job representing family medicine

FMX Attendees

86%

Non-attendees

55%

Would recommend membership

FMX Attendees

85%

Non-attendees

75%

What They Think: FMX Attendees



Feel the AAFP takes their input into consideration

FMX Attendees

Non-attendees

63%

52%

Believe dues are reasonable

FMX Attendees

Non-attendees

53%

43%

More likely to find value in many products & services

FMX Attendees

Non-attendees

FamMed Pac

61%

51%

MIGs

50%

41%

AAFP FOUNDATION

FMX 2017

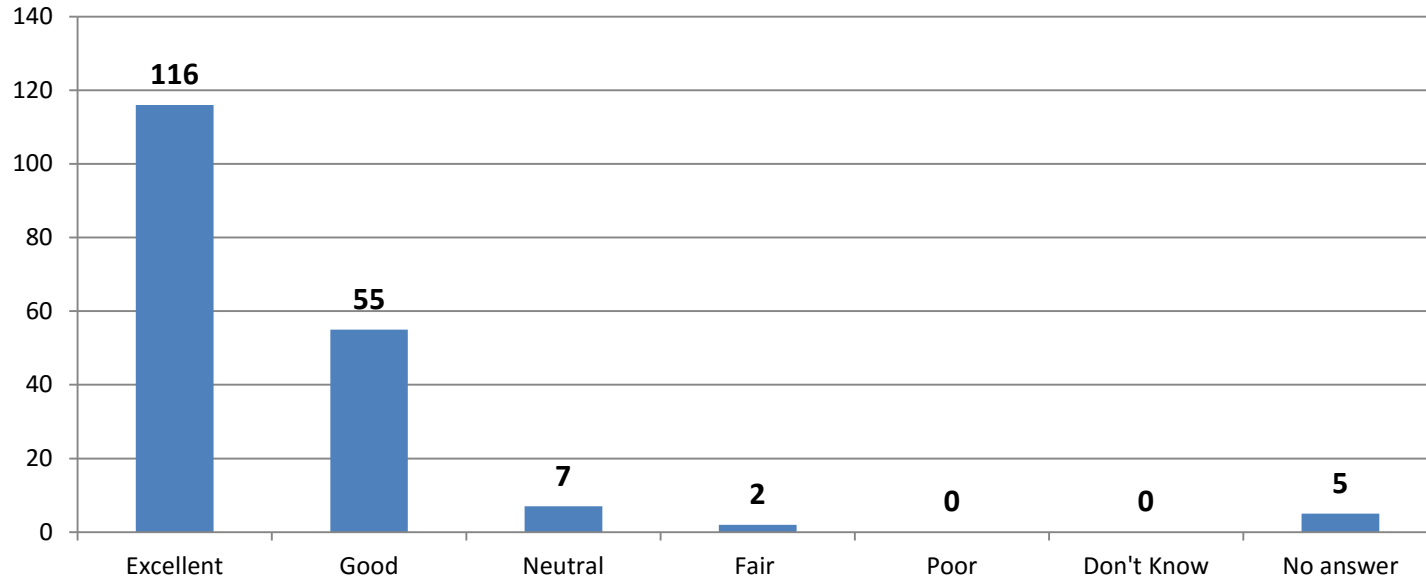
- Streamlined registration process
- Expanded exhibitor hours
- More experiential
- Evolving CME offerings
- Expanding new features from 2016

Office of the Future

Hands on
demonstration of
new practice designs
& technologies for
primary care
transformation



Overall how would you rate your tour of the Office of the Future?

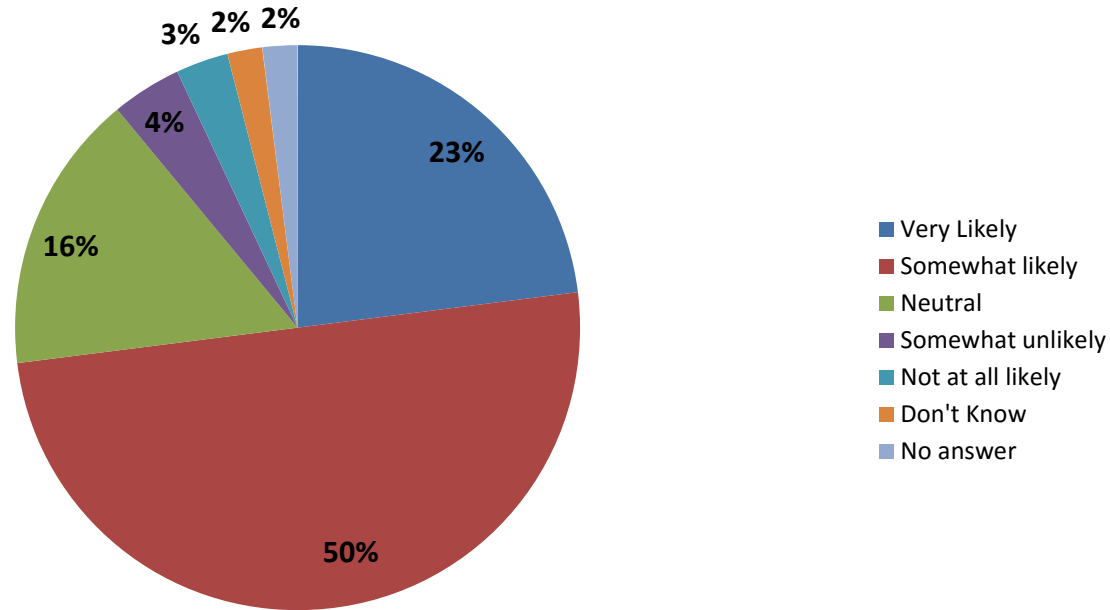


185 Responses
Average Rating: **4.58**

Sample Comments

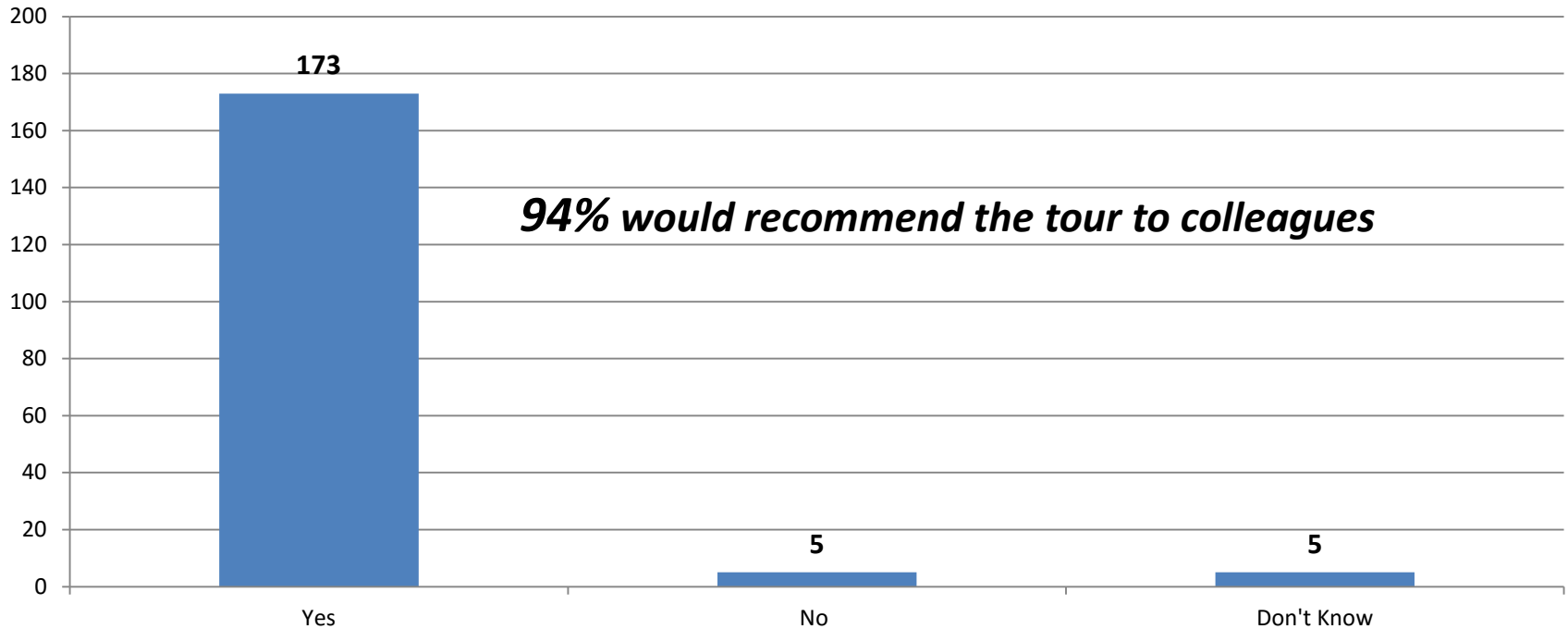
- “A wake up call”
- “It changed the way I view change and the possibilities, the current long-used structure of the exam room can be changed in many ways.”
- “Excellent, thought-provoking presentation”
- “Will take this back to my practice to discuss implementation”

How likely are you to implement solutions presented in the Office of the Future in your Practice?



73% Very or somewhat likely to implement new solutions in their practice

Would you recommend Office of the Future to your colleagues?



Office of the Future 2017

- Expanding the exhibit to include:
 - More innovation
 - More real world examples of successful practical application of these new concepts
 - More partners

FMX On Demand

- Big driver of satisfaction for 2016
- 25 enduring credits built into registration cost
- Opportunity to upgrade to an additional 25 credits for an upcharge
- Reduces time pressure for attendees

Fun New Ways for Sponsors
to Engage!

Any Questions?



AAFP FOUNDATION