

2012 MEMBER SATISFACTION STUDY

Overview

This report presents the key findings of the 2012 Member Satisfaction Survey. The primary objective of this study is to gauge member satisfaction with respect to the American Academy of Family Physicians' (AAFP) current strategic objectives for advocacy, education, health of the public, and practice enhancement, as well as to the overall value of membership.

Key Findings

Overall Satisfaction with Membership

- More than three-quarters of members (78%) indicated satisfaction with their AAFP membership.
- Eighty-three percent of members (83%) indicated that they considered their AAFP membership important.

Perceptions of Membership

- Eight out of 10 (79%) members feel they benefit from being a member of the AAFP.
- Most (76%) members indicated that they would recommend an AAFP membership to other family physicians.
- Generally, the AAFP received high marks with respect to staff responsiveness (88% giving positive ratings).
- Eight out of 10 (79%) indicated the AAFP is doing a good job representing the specialty of family medicine.
- Areas where members were less positive include: the AAFP considering member input about organizational decisions (55%), cost of dues (48%), and the AAFP's impact on respondents' financial success (22%).

AAFP's Strategic Objectives

Members were asked "If you had \$100 to divide among the four strategic objectives of the AAFP, how would you distribute that money?" The responses averaged as follows:

- Continuing Medical Education — \$33.27
- Advocacy — \$28.24
- Practice Enhancement — \$19.38
- Health of the Public — \$19.11

When asked about their attitudes toward each of these objectives individually, the following results were observed:

- **Education:** High levels of agreement were observed across all items dealing with the AAFP's education efforts, particularly in terms of importance (95%) and relevance of educational programs (92%).
- **Advocacy:** Most members (80%) indicated that the AAFP's advocacy efforts were important to them and agreed that the AAFP does a good job of keeping them informed of advocacy issues (78%).
- **Practice Enhancement:** Six out of 10 members agreed that the AAFP does a good job of keeping them informed about practice enhancement programs (59%) and agreed that the AAFP provides useful practice management resources (62%).
- **Health of the Public:** Eight out of 10 members (80%) indicated that the AAFP has been an effective advocate for public health and more than two-thirds (73%) felt that the AAFP's public health programs were important to them.

Members felt the following issues should be AAFP's top priorities in 2012:

- Payment reform for family physicians (52%)
- Medical liability reform (40%)
- Helping members maintain board certification (25%)
- Attracting medical students to the specialty (24%)
- Working within the health care reform (25%)
- Preserving family medicine's scope of practice (23%)

Programs, Products and Services

The AAFP continues to enjoy high ratings in both importance and satisfaction with respect to its CME reporting/recording, CME programs, and the *American Family Physician* journal.

The largest gaps between importance and satisfaction were observed in: public sector advocacy (27% gap), private sector advocacy (26%), and quality improvement (10%). Most respondents considered these efforts important, but indicated comparatively low levels of satisfaction. This theme is consistent with previous years' findings.

Models of Member Value and Satisfaction

A regression model comparing dimensions of strategic objectives with perceptions of member satisfaction suggests that advocacy has the greatest impact overall, but several other factors are involved as well. Agreement with five statements from the survey were significant predictors of satisfaction; they are listed below, in descending order of strength:

- 1) The AAFP's advocacy efforts are aligned with my interests.
- 2) Overall the AAFP's advocacy efforts have been effective.
- 3) The AAFP does a good job keeping me informed about their practice enhancement programs.
- 4) The AAFP's Health of the Public programs are important to me.
- 5) The AAFP's efforts help attract medical students to family medicine.

Satisfied members are more likely to renew their membership, recommend the AAFP to their peers, attend the Scientific Assembly, and purchase products than neutral or dissatisfied members.

About the AAFP Member Satisfaction Study

The Member Satisfaction Study has been conducted in one form or another, on an annual basis, since 1992. The 2012 Member Satisfaction survey with a cover letter from Douglas E. Henley, MD, was mailed in February 2012, to 4,967 active members. These members were also sent an email reminder with a link to complete the survey online, if desired. Two follow-up emails and one mail survey were sent to non-responders. A total of 987 surveys were received, yielding an overall response rate of 19.8%. Data from this survey were weighted to assure a response set that accurately represents the demographics of the entire AAFP membership. While the results from this study can be accepted with confidence and given the strict methodological constraints placed on the sampling and data collection, these findings are subject to some non-respondent error. The ability to access the magnitude of this error is limited by the amount of information we have about the individuals who complete the survey.