

2018 MEMBER SATISFACTION STUDY

Overview

This brief presents the key findings from the 2018 Member Satisfaction Study. The primary purpose of this study is to better understand members' attitudes toward the AAFP and what they value of their membership.

Key Findings

Overall Satisfaction with Membership

- Most members (95%) plan to renew their membership in 2019.
- More than three-fourths (78%) of members indicated they considered their AAFP membership important.
- Seven in 10 (70%) of members indicated satisfaction with their AAFP membership.
- More than six in 10 members (64%) rated the value of AAFP membership "good" or "excellent" when considering the benefits they receive.

Members' Perceptions of AAFP and its Membership

- Nine in 10 members (90%) see the AAFP as a trusted source for information.
- More than three-fourths (76%) indicated the AAFP is doing a good job communicating with its members.
- Two-thirds of members (68%) indicated the AAFP is doing a good job representing the specialty of family medicine.
- The top two reasons for belonging to the AAFP were CME resources (71%) and CME reporting services (64%).
- AAFP is the go-to source for the following sources: CME (81%), legislative/regulatory issues affecting family physicians (62%), practice management (61%), and clinical guidelines (57%).
- Six in 10 members (59%) indicated "working to reduce administrative and regulatory burden" should be AAFP's top priority in 2018.
- When asked how influential was AAFP's advocacy efforts, 61% said either 'very influential' or 'somewhat influential.'
- Areas where members were less positive include: the AAFP considering member input about organizational decisions (54%) and cost of dues are reasonable (43%).

Value of AAFP Products and Services

- Members rated the following products and services the most valuable: CME reporting (95%), *American Family Physician* journal (93%), aafp.org website (90%), CME (89%), and AAFP's clinical guidelines (84%).

Members' View of the Future of Family Medicine

- More than half (54%) indicated they were optimistic of the future of family medicine. The remaining members were either neutral (18%) or not optimistic (28%).

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 2018 Member Satisfaction survey was emailed to all active members (approximately 56,000) who choose to receive emails from the AAFP. A total of 2,511 surveys were received, yielding an overall response rate of 1.9%. 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.