

2014 MEMBER SATISFACTION STUDY

Overview

This report presents the key findings from the 2014 Member Satisfaction Study. The primary objective of this study is to gauge member satisfaction with respect to the American Academy of Family Physicians' (AAFP) current strategic objectives of advocacy, education, health of public, and practice enhancement, as well as the overall value of membership.

Key Findings

Overall Satisfaction with Membership

- More than three-quarters (78%) indicated satisfaction with their AAFP membership.
- Eighty-four percent of members (84%) indicated that they considered their AAFP membership important.
- More than two-thirds (67%) rated the value of AAFP membership "good" or "excellent" when considering the benefits they receive.

Perceptions of Membership

- The top three reasons for belonging to the AAFP were CME reporting, CME resources and to demonstrate support for family medicine.
- More than eight out of 10 members (81%) feel they benefit from being a member of the AAFP.
- Virtually all members (96%) plan to renew their membership in 2015.
- The vast majority of members (78%) would recommend an AAFP membership to other family physicians.
- More than three-quarters (78%) 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 (58%), cost of dues (50%), and the AAFP's impact on respondents' financial success (27%).

AAFP's Strategic Objectives

When asked their attitudes toward each of the four strategic objectives, 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 help provide better patient care (92%).

- **Advocacy:** Most members (73%) indicated that the AAFP's advocacy efforts were important to them. More than six out of 10 (63%) agreed that the AAFP is doing a good job advocating for better payment for family physicians.
- **Practice Enhancement:** Six out of 10 members (59%) agreed that the AAFP's practice enhancement programs were important to them.
- **Health of the Public:** More than seven out of 10 members (72%) indicated that the AAFP has been an effective advocate for public health and a similar percentage (70%) agreed that the AAFP's public health programs were important to them.

Members felt the following issues should be AAFP's top priorities in 2014:

- Payment reform for family physicians (50%)
- Working within the health care reform (34%)
- Helping members maintain board certification (33%)
- Medical liability reform (32%)
- Attracting medical students to the specialty (26%)

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, aafp.org and the *American Family Physician* journal.

The largest gaps between importance and satisfaction were observed in: private sector advocacy (29% gap), public sector advocacy (26% gap), programs to help improve quality of patient care (10% gap), and the AAFP's efforts related to PCMH (9% gap). Most respondents considered these efforts important, but indicated comparatively low levels of satisfaction. This them is consistent with previous year's findings.

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 2014 Member Satisfaction survey with a cover letter from Douglas E. Henley, MD, was mailed in January 2014, to 5,000 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 1,010 surveys were received, yielding an overall response rate of 20.2%. 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.