

MEMBER SATISFACTION

2021 Survey Results

Your feedback drives our future.

Overall Member Satisfaction*



feel membership is important



would recommend the AAFP



satisfied or very satisfied

*Compared to 2017 survey

The Value of Membership

70% of members feel their membership is valuable—up 3 points from 2020.

Member appreciation of key value adds:

Specialty advancement—up to **77%**



Enhanced patient solutions—up to **76%**

Strengthened member voices—up to **70%**

All up 4 points from 2020

Areas of Impact*

These have seen growth in the last 5 years. You consistently feel that the AAFP is a:

Trusted resource—**93%** up 7 points



Strong communicator—**85%** up 11 points

Bold champion for family medicine—**76%** up 13 points

Impactful force on U.S. health care—**75%** up 7 points

*Compared to 2017 survey

2022 Areas of Focus

You spoke and we listened. Our priorities are based on what you need the most:



Increase overall payment

Drive administrative simplicity

Protect family physician interests

Advocate for models valuing primary care



We're ready to move forward together!