

2017 MEMBER SATISFACTION STUDY

Overview

This brief presents the key findings from the 2017 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

- More than two-thirds of members (67%) indicated satisfaction with their AAFP membership.
- Three-fourths of members (77%) indicated they considered their AAFP membership important.
- More than six out of 10 members (63%) rated the value of AAFP membership “good” or “excellent” when considering the benefits they receive.

Perceptions of AAFP Membership

- The top three reasons for belonging to the AAFP were CME reporting, CME resources, and to demonstrate support for family medicine.
- More than nine out of 10 members (94%) plan to renew their membership in 2018.
- Most members (86%) see the AAFP as a trusted source for information about their profession.
- Three-fourths of members (74%) indicated the AAFP is doing a good job communicating with its members.
- Seven out of 10 members (72%) 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 (52%) and cost of dues (47%).

Members felt the following three issues should be AAFP's top priorities in 2017:

- Working to reduce administrative and regulatory burden (60%)
- Increasing overall payment for family physicians (34%)
- Supporting efforts to achieve affordable health insurance for all (29%)

Value of AAFP Products and Services

Members tended to rate most products and services listed on the survey with relatively high levels of value. Most members found value in the following five resources: CME reporting/recording (96%), *American Family Physician* (93%), and aafp.org (91%), CME (90%), and clinical practice guidelines (85%).

Seven out of 10 members rated the following two resources valuable: *Family Practice Management* (70%) and *AAFP News* (67%).

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 2017 Member Satisfaction survey was emailed to all active members (approximately 56,000) who choose to receive emails from the AAFP. A total of 1,900 surveys were received, yielding an overall response rate of 3.2%. 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.