

**May 14, 2020**

For today's video chat, I wanted to talk with you about a membership survey conducted by the Academy with the help from a consultant.

Now by way of background, it was actually during Dr. Lang's term as Academy President that he convened a Communications Task Force, chaired by Dr. Sharon Markovics, with Drs. Priya Bansal, Giselle Mosnaim, Drew Murphy, Dave Stukus, and Jim Sussman as members. Then the Academy Board of Directors gave approval for the Communications Task Force to engage an outside consultant to perform a strategic assessment, with the hope that the information gleaned from that could be used to inform future actions related to the implementation of our newly developed three-year strategic plan.

Now a critical component of that strategic assessment was a member survey, which was actually distributed during the first three weeks of February, and included questions related to the Academy's member services, as well as the role of the Academy with respect to our specialty.

Since so many of you actually took the time to complete the survey, I really thought it appropriate to take some time to share with you some of the responses, some of the things we learned from that survey, and discuss some next steps moving forward. Transparency is important, and so I thought I'd use sort of a modified question and answer type format to provide you with some information on the survey results.

Now the first question you might have is who responded to the survey? Thanks to some pretty extensive advertisement, which included personal email invitations, some grassroots promotion, and some social outreach, we had a 14% response rate, which also demonstrated more than double the number of respondents from a prior member survey that the Academy had sent out about six years ago.

With respect to sort of the demographics or the makeup of the survey respondents, it pretty much mirrored exactly the demographics of our current Academy membership. So we had a mix of individuals who identified themselves as being primarily being in practice, some who identified themselves as primarily being in academics, and those who identified sort of a combination role with both practice and academic responsibilities.

Eighty-seven percent of the respondents were based in the United States. Forty-six states were covered, and then 13% of respondents were internationally based representing 40 different countries.

There were several questions on the survey related to respondents' involvement within the Academy. Now what we learned from that was that although there were 60% of respondents who indicated they were involved in one of the Academy interest sections, there were 40% of respondents who indicated that they did not have any involvement in any of the Academy's eight interest sections.

There were also some questions related to respondents' experience in Academy leadership roles, as well as an interest in serving in Academy leadership roles. And those responses were actually heavily skewed to individuals who were identified as primarily academic or in a combination practice/academic role. So clearly there is an opportunity to improve engagement for our individuals who are primarily practitioners within leadership roles in the Academy should they have an interest in pursuing those.

There were a variety of different questions related to Academy communications, as well as Academy services that were provided. Now what did we learn from that? Eighty-one percent of respondents felt

extremely or well-informed regarding Academy events, services, and activities. Eighty percent of respondents felt that the Academy emails were excellent or very good.

When respondents were asked to rate the top programs or services that the Academy offered that they found most useful, both of our journals as well as our Annual Meeting came out on the top. In addition, our Continuing Education Center, practice management toolkit items on our website, and our Practice Management Workshop also received good ratings.

The majority of respondents identified the Academy as their primary professional resource for support in four key areas and let me identify those for you. Number one, clinical guidelines/practice parameters. Number two, the latest information on research in the field. Number three, continuing professional development. And number four was a forum for one's research.

Now when asked how effectively the Academy is in fulfilling its value proposition, supporting the advancement of research in the specialty reached top marks with 77% rating us as highly effective or effective in that area. There was only one area where less than 50% of respondents rate us as highly effective or effective, and that was on advocating for recognition of all allergists in all settings.

It was also important for us to note that fewer than half of respondents identified the Academy as their primary go-to source in the following areas and there were six. Number one, legal and/or legislative updates. Number two, facilitating interactions between practitioners and academicians. Number three, practice management support. Number four, opportunities to grow one's professional network. Number five, educational resources for one's patients. And number six, building one's leadership skills in the field.

Now I wanted to go over some responses to the series of questions related to looking to the future and what the respondents were looking at as challenges or things that they would like the Academy to address. I will share with you that the largest concerns were related to practitioners (50%), whereas research/academic concerns represented only 13% of the responses. So what were the top concerns amongst the respondents identified as being primarily practitioners? And there were three that rose to the top. Number one, reimbursement/insurance issues. Number two, desire for greater advocacy efforts in several areas including insurance reimbursement/compensation. And the third was a concern over the encroachment of other practitioners into the field of asthma, allergy and immunology.

What were the top concerns for the future raised amongst those respondents identifying themselves as researchers or academicians. So two rose to the top here. Number one, the need for more research opportunities. And the second concern was encouraging more physicians/scientists to join or stay in the field of allergy/immunology.

Now it was interesting to note that there were also some shared concerns between practitioners and the research/academicians. And there were two of these shared concerns that were identified. One was making it a priority to grow new talent, encourage young doctors to choose allergy/immunology as their specialty. And the second was conducting greater promotion of the specialty to the public.

Next there were a series of questions related to value of the Academy and loyalty to the Academy. What did we learn here? Eighty-one percent of respondents felt that they were getting their bang for their buck. They felt that the value of the Academy was as or greater than what they expected from the dues

they paid. Ninety-five percent of survey respondents indicated that they were very likely or likely to renew their membership next year.

There were also a series of questions that enabled us to do a “Loyalty Analysis” using something called the Net Promoter Score, which apparently is a widely used measure of consumer loyalty that’s been shown to directly correlate with an organization’s success. Scores can range from -100 to +100 and were calculated based on responses to just one question, which was: “On a scale of 0 to 10, how likely are you to recommend the American Academy of Allergy, Asthma & Immunology to a friend or colleague?”

So on that Net Promoter Score the Academy scored a +60.1, which puts us in the “great” category.

The survey concluded with some open-ended questions and we did get some responses towards the end with open-ended comments. A major area of focus was a thank you to the Academy and praise for the work that we’ve done, and for that we thank you. Another area that appeared in the open-ended question section were actually some comments/suggestions related to improvements for our Annual Meeting. And for that, we also thank you.

Now what about next steps. So I can tell you that the Communications Task Force is currently actively reviewing the survey results and looking at recommendations from the consultant. They’re going to be using that information again to improve our communications, to optimize our brand positioning, and again to use it as we move forward to implement our 2020-2023 Strategic Plan. And believe it or not, COVID-19 pandemic or not, we are moving forward with our three-year Strategic Plan.

I think that you can see that we actually did learn some very, very useful things from the member survey. And we are now going to actively use those responses to improve our advocacy efforts, our legislative outreach, our support for the practicing allergist, and for patients for whom we provide care. And I think the Academy has already demonstrated responses to that based on the work over just the past two months by our COVID-19 Task Force.

In addition, I think that the survey identified for us moving forward the absolute priority to continue to provide leadership skills and leadership opportunities for our members who are in practice settings who would like to become more involved in Academy activities. We also clearly need to continue to prioritize outreach to attract young physicians into the field and to continue to promote the value of allergists to the public.

So with that said, in closing, please do not hesitate to send any questions or comments you might have related to the survey to me at [president@aaaai.org](mailto:president@aaaai.org) or to [practicematters@aaaai.org](mailto:practicematters@aaaai.org). Thanks again for listening in and take care.