



## Membership Survey Results

I would like to thank all of the members who participated in the MIAAP membership survey this fall. The response rate was high and the survey firm we worked with, Lezotte Miller, certifies that the participant rate resulted in statistically sound results.

The purpose of the survey was to assist MIAAP leadership in making key decisions about its public policy focus and member services. The survey focused on three major areas—public policy, member benefits/value and conference programming.

### Public Policy Results

Overall, members rated the MIAAP's work in the public policy arena as the most valuable work we perform. Specifically, our advocacy in the legislative arena was rated most high, with our work with the Michigan Department of Community Health (MDCH) and others in the executive branch of government coming in second place.

In terms of recent legislative accomplishments, respondents identified “Medicaid budget cuts prevented” as the most important accomplishment, followed by “Protecting funding for MCIR” as the second most important. “Child booster seat legislation” earned the third spot, followed by “Graduated driver’s license improvements” and “Scope of practice legislation prevented”.

Regarding current advocacy efforts on child health initiatives, respondents prioritized “Increasing children’s access to medical care” as the No. 1 initiative, with “Supporting efforts to reduce childhood obesity” at No. 2, and “Improving Medicaid reimbursements” at No. 3.

Finally, in the public policy portion of the survey, members were asked about other issues MIAAP ought to focus its time and attention on. The top three responses were (1) “Promoting access to mental health services for children”, (2) “Fair payment advocacy on behalf of pediatricians”, and (3) “Educating the public about the need for immunizations”.

### Member Benefits/Value

In this section, respondents addressed the benefits they valued in their Michigan Chapter membership.

To the question “in which of the following areas does your MIAAP membership provide the most value?”, members named “Advocacy at the state Capitol on issues relevant to pediatricians” overwhelmingly as No. 1, followed by “Advocating for fair payments to physicians”. Ranked as third was “Member education that helps me stay abreast of treatment advances”, while “Networking opportunities that connect me with knowledgeable colleagues across the state” was considered fourth most important.

When asked which factors are most important in a decision to renew their MIAAP membership, “MIAAP’s advocacy efforts at the state Capitol on behalf of the profession” was again the clear top choice. “MIAAP’s member education services, such as annual conferences, chapter newsletter, website” was ranked second most important, followed closely by “MIAAP’s advocacy efforts on payment issues”.

Respondents were asked to rank the top two reasons why they believed some colleagues were not members of the MIAAP. Most respondents indicated “Cost of budget constraints” as No. 1, followed by “Lack of awareness of member benefits”.

When asked to identify additional services MIAAP could offer that would be of value far and away cited “Assistance with Maintenance of Certification” as the top choice. “Training for office staff on coding, billing, creative ways to bill new activities” was a distant second, followed by “Information on physician-led Accountable Care Organizations”, and “Achieving Meaningful Use with my existing EHR” came in fourth.

When asked about the two biggest challenges members face in practicing medicine in Michigan today, “Inadequate Medicaid payments” was the challenge most often cited, followed by “An increasingly unhealthy population with too many unmet needs”.

The state’s uncertain economy makes it difficult to stay in business” was the third choice of respondents.

#### Conference Programming

Among those who attend the annual conference, the top reason cited was “To stay current on latest trends/research in the practice of pediatric medicine”, followed by “To network with colleagues and build relationships with fellow pediatricians”, with “Opportunity to earn CME” as the third most important reason to attend.

Beyond conference content, “Opportunity to earn CME credits” was the top choice of what draws members to an MIAAP conference, with Networking again the second highest choice.

The main factor for not attending the annual conference was “Scheduling conflict”, followed by “Timing of conference not convenient”. An equal number of respondents replied that the “Conference programming did not seem relevant or worth my time” and “Cost to attend was too high for the benefit I would receive”.

Most members chose “Weekend meeting at resort/lake location as a preference for CME conferences, followed by “One-day meeting at convenient location to my office”.

#### Member Demographics

Finally, respondents were asked to indicate the type of practice in which they were engaged. Teaching hospital averaged 69% of respondents’ practice type, followed by pediatric group of 4—8 averaged 58% and pediatric group of 1—3 at 56.36%.

This very valuable information will direct your MIAAP board and staff as we establish Chapter priorities for 2012 and beyond. Again, thanks to all who participated.

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