How Survey Research Can Engage the Diplomate Community

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Disclosure

Two presenters are salaried employees of their respective Boards.
One presenter is a VOLUNTEER whom is a strong Board supporter.
Presentation goals

• Learn about ways to engage the diplomate community through survey methods.

• Learn how survey data can contribute to evidence-based policy decision making.
The American Board of Internal Medicine® Story
Background

• 2015: Substantial negative sentiment toward ABIM and MOC

• Desire to understand diplomate perspective

• Involve Internal Medicine community in decision-making

• Solution: Multi-pronged outreach efforts
ABIM Community Engagement

• Multi-disciplinary volunteer team
• Outreach to various IM community stakeholders
• ABIM department in FY2016
• Initiatives:
  • Society meetings
  • Phone interviews
  • Focus groups
  • Invited diplomate day-long events
  • Online surveys with support from the research division
Survey research

- Define goals
  - What decisions need to be made?
  - Is a survey appropriate?
- Plan timeline
- Define the population
- Estimate sample size
- Select data collection method
All-diplomate survey (2015)

- Obtain diplomate feedback on potential MOC assessment options
- Web-based survey
- Data collection period: Dec 2015 – Mar 2016
  - Quantitative and qualitative
- Unique URLs
  - Track non-response
  - Link responder demographic data: enables shorter survey
- Sample
  - Census
  - Embedded probability sample
- Follow-up: mixed modes
Sampling strategy

Census
Entire eligible diplomate population

Probability Sample
Representative of entire eligible diplomate population
Reminder efforts and results (2015)

**Census** (N=195,867)
- Correspondence
  - Invitation (email)
  - Reminder (email)
  - Reminder (blog post)
  - Final reminder (email)
- Response rate: 4.7%

**Probability sample** (N=1,225)
- Correspondence
  - Invitation (email)
  - Reminder (email)
  - Reminder (blog post)
  - Reminder (postcard)
  - Paper survey (mailed)
  - Reminder (phone calls)
  - Final reminder (email)
- Response rate: 29.4%
All-diplomate survey (2016)

- Refine diplomate preference on alternative MOC pathways
- Web-based survey
- Data collection period: Sep 2016 – Nov 2016
  - Quantitative and qualitative
- Unique URLs
- Sample
  - Census
  - Embedded probability sample
- Follow-up: mixed modes
Reminder efforts and results (2016)

**Census** (N=195,482)
- Correspondence
  - Invitation (email)
  - Reminder (email)
  - Reminder (blog post)
  - Final reminder (email)

- Response rate: **12.2%**

**Probability sample** (N=1,000)
- Correspondence
  - Invitation (email)
  - Reminder (email)
  - Reminder (blog post)
  - Reminder (postcard)
  - Paper survey (mailed)
  - Reminder (phone calls)
  - Final reminder (email)

- Response rate: **38.5%**
ABIM Insights Network

• Opt-in opportunities
  • Included in both All-diplomate surveys
  • Society and stakeholder meetings
  • Diplomate portal

• Members select different options for further engagement with ABIM
  • Topics
  • Type of activity
  • Frequency of contact

• Representativeness of overall diplomate population
  • Similar: Demographics
  • Slightly lower: Exam performance and Post-MOC exam survey satisfaction
  • Working towards increasing representativeness
Fee structure survey (2017)

• Sample: Entire Insights Network (N=2,722)

• Web-based

• Very tight timeline
  • Data collection period: 22 days
  • Email invitation and two reminders

• Response rate: 1,636 responses (60%)
Were efforts to listen to the community successful?

- 2016: 21% increase (over 2015) in proportion of diplomates rating ABIM as doing well/very well at listening to the community

- Survey provided opportunity for many-to-one feedback

- Provided data for governance to include in its deliberations
  - More informed decision-making
  - Co-creation of the Maintenance Pathway
Other survey initiatives in 2017

• Community Insights Network
  • Preferences for Receiving Immediate Exam Results
  • Website User Interface Testing
  • Website Satisfaction

• Probability sample
  • Knowledge Check-in Preferences Survey
  • Interventional Cardiology Procedure Requirements Survey
Limitations

- Low response rate
  - Potentially vague topics (2015 survey)
  - Survey too long
  - Scheduling during non-ideal times of year
- Tight timelines
  - Develop a repeatable survey strategy
- Push back if a survey is not the ideal tool

Favorability rating

Idea B
You would take a series of shorter knowledge assessments over the course of a few years, and if you did well enough on them, you could skip the traditional MOC exam (an eight-hour assessment, once every ten years). Instead of taking the traditional MOC exam, you would take shorter assessments more frequently.