WHAT IS YOUR CUSTOMER THINKING?
MARKET RESEARCH HOLDS THE ANSWER
YOUR PRESENTERS

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ABFM COMMUNICATIONS SURVEY

November – December 2016
1,741 participants
30 days
I HAVE THE INFORMATION I NEED TO COMPLETE MY REQUIREMENTS FOR ABFM CERTIFICATION
**I know where to get the information I need in order to complete my ABFM certification**

- **Strongly Agree**: 37%
- **Agree**: 40%
- **Somewhat Agree**: 16%
- **Disagree**: 4%
- **Strongly Disagree**: 2%

Base = 1,739
THE COMMUNICATIONS I RECEIVE FROM ABFM ARE CLEAR AND UNDERSTANDABLE

- Strongly Agree: 32%
- Agree: 37%
- Somewhat Agree: 20%
- Disagree: 8%
- Strongly Disagree: 3%

Base= 1,733
I am satisfied with the frequency of communications I receive from the ABFM

- Strongly Agree: 32%
- Agree: 43%
- Somewhat Agree: 18%
- Disagree: 5%
- Strongly Disagree: 2%

Base = 1,732
RANK THE BEST WAYS TO COMMUNICATE WITH YOU WHERE 1 MEANS BEST AND 11 MEANS WORST

- **E-mail**: 1.60
- **Newsletters**: 3.78
- **Website**: 3.24
- **Online Chat**: 7.19
- **Program Directors**: 6.29
- **ABFM Journal**: 6.01
- **Annals of Family**: 6.81
- **Postal Mail**: 3.94
- **AAFP Annual Letter**: 7.97
- **Social Media**: 8.21
- **Other**: 8.72
OVERALL. **HOW SATISFIED ARE YOU WITH THE COMMUNICATIONS FROM THE ABFM?**

- Strongly Agree: 29%
- Agree: 45%
- Somewhat Agree: 17%
- Disagree: 5%
- Strongly Disagree: 3%

Base = 1,505
THREE AVENUES
OF RESEARCH
FOR BOARDS

TRACKING ENGAGEMENT

PILOTING NEW TECHNOLOGY

UNDERSTANDING THE SEGMENTS
Engagement is not a single metric – it’s a model.

Effective measurement & optimization looks internally and externally.

Allow for anonymity and emotional, in-depth exploration.
MEDIA MONITORING

INTERNAL ALIGNMENT

PROGRAM EVALUATION

KEY OPPORTUNITIES FOR MONITORING & OPTIMIZATION
NEW CONCEPTS SHOULD BE INTERESTING & BENEFICIAL.

Instead of just embracing change for the sake of change, we need to look at why we are changing. Concept testing can help identify:

• Interest
• Benefits
• Opportunities
As you communicate externally, it is important to understand how these segments differ on:

- Psychographics
- Demographics
- Behavior
- Engagement with your board/community
A GOOD SEGMENTATION IS TARGETABLE. ROBUST. DIFFERENTIATED. AND ACTIONABLE.
**SKEPTICAL TRADITIONALISTS**

More set in their ways, Skeptical Traditionalists are less likely to adopt new technology and are more reluctant to pursue continuing education. They currently are disengaged from the association—although they are looked to by members for their opinions.

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**UP-AND-COMING TECHTHUSIASTS**

Being that they are more likely at the beginning of their career, Up-And-Coming Techthusiasts are incredibly curious to learn new things and try them out. They are eager to participate in on-going development and not only looking to learn from the board—but to help shape it as well.

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**HANDS-ON EDUCATORS**

Avidly in favor of the board and all it offers, Hands-On Educators are always looking for new opportunities to learn new skills and train others on what they know. However, their busy schedules and many commitments limit their ability.