

HEALTHCARE

ASSOCIATION

SURVEY RESULTS



GrowthZone
smarter association software



HEALTHCARE

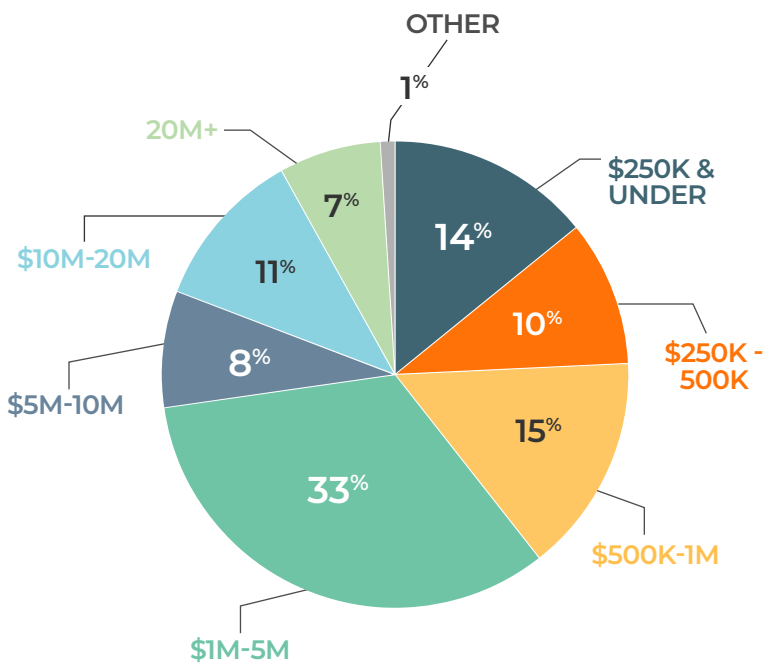
ASSOCIATION

SURVEY RESULTS

GrowthZone surveyed healthcare association professionals across the U.S. and Canada. Topics included everything from health insurance coverage, to the Top 10 challenges holding them back, to what they wished their board knew. The results showed a number of trends impacting today's healthcare associations.

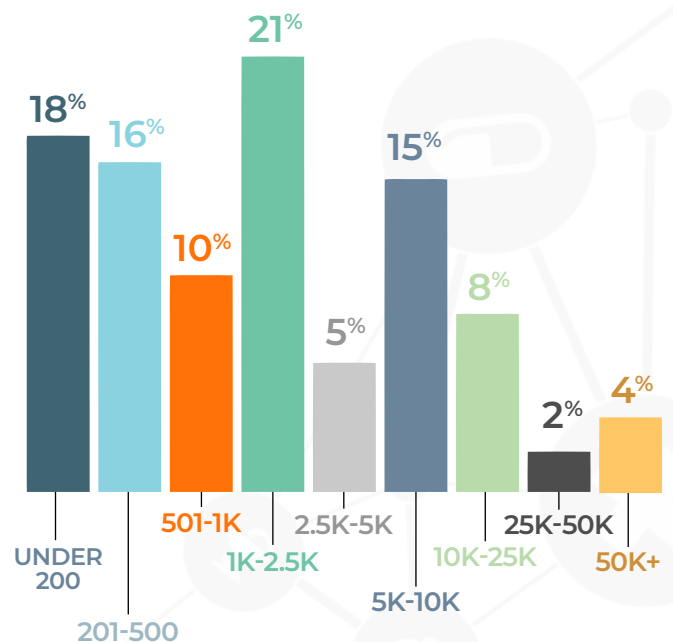
ABOUT THE RESPONDENTS

APPROXIMATE ANNUAL OPERATING BUDGET:



NUMBER OF MEMBERS: PREDICTED MEMBER COUNT ON 1/1/18

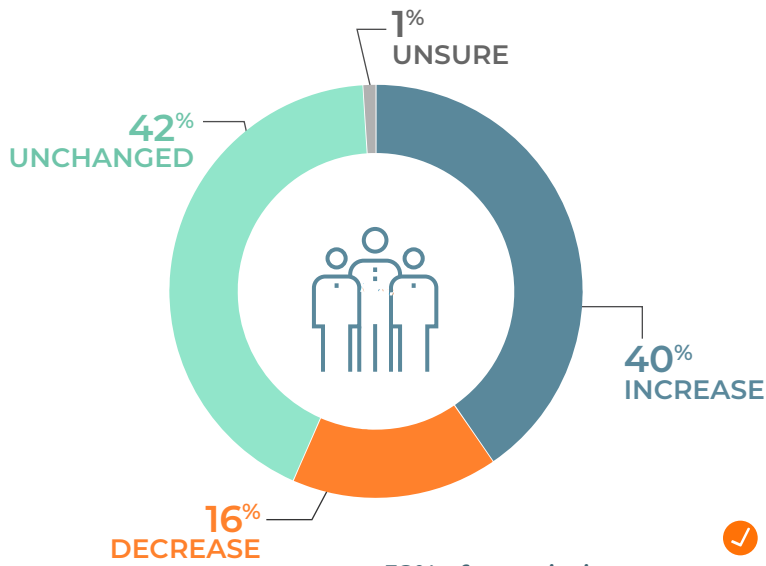
NUMBER OF BILLING ACCOUNTS



MEMBERSHIP GROWTH

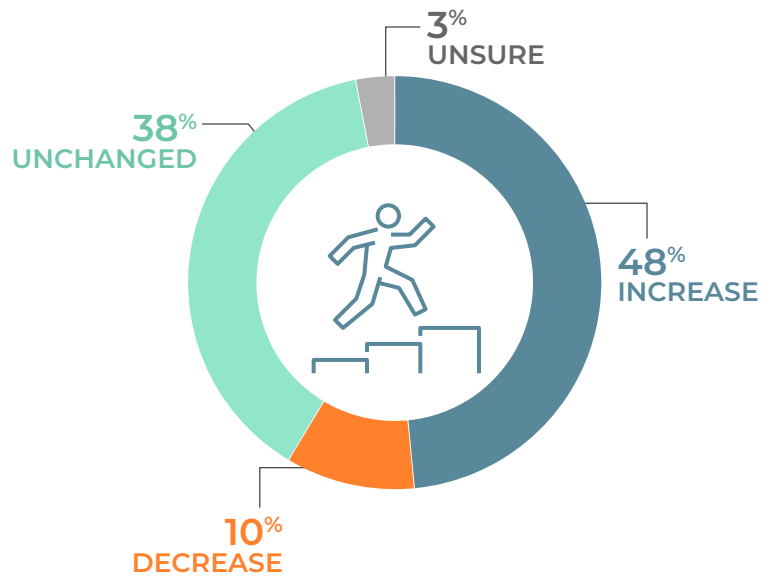
YEAR OVER YEAR

OVERALL MEMBERSHIP GROWTH:

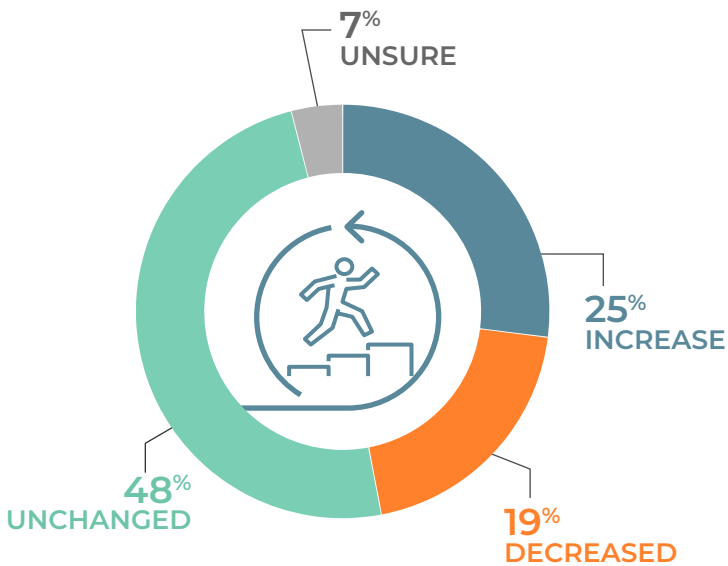


58% of associations report an increase in membership. ✓

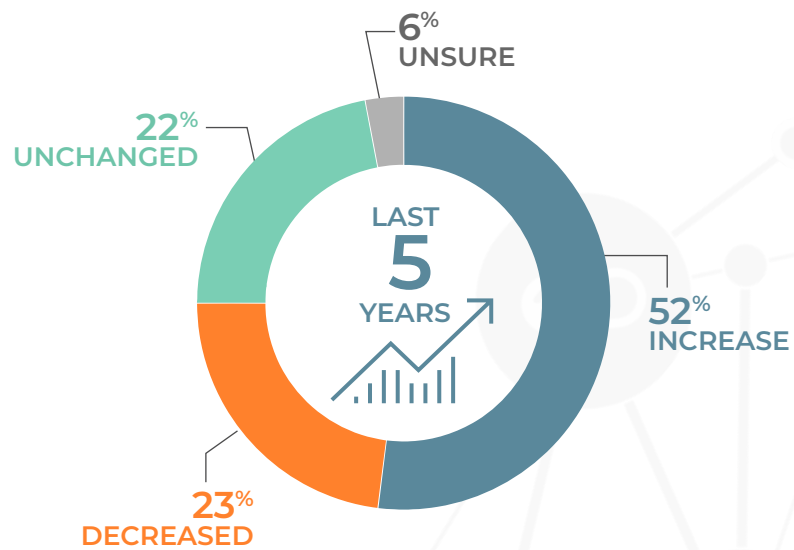
NEW MEMBERSHIP:



RENEWAL MEMBERSHIP:



MEMBERSHIP GROWTH: LAST 5 YEARS



TOP 10 CHALLENGES

HOLDING ASSOCIATIONS BACK:

WE ASKED, "WHAT'S THE #1 THING HOLDING YOUR ASSOCIATION BACK?"

WHAT RESPONDENTS SAID:

1. Lack of funding
2. Leadership / Board of Directors
3. Outdated technology / Lack of Innovation
4. Resistance to change/complacency
5. Not enough staff
6. Politics / Industry Change
7. Marketing / Communication 6
8. Member Engagement
9. Lack of Strategy
10. Amount of work vs. time/manpower

QUOTES:

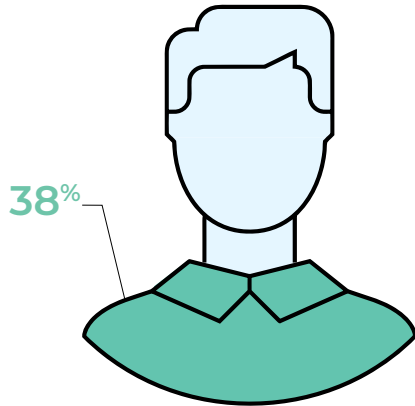
- 🗨️ Honestly, our association has done well. I credit our national organization with much of that.
- 🗨️ We need to keep up with the times.
- 🗨️ Board not being strategic - spending too much time doing committee work and micro-managing the administration.
- 🗨️ Lack of support from national level.
- 🗨️ Sacred cows - programs keep getting added without more staffing.

- 🗨️ Lack of direct interaction with members, and members not feeling like our work is essential to what they do every day. Member buy-in and engagement.
- 🗨️ The fact that our members don't want CME events, which would help bring non-membership revenue into the organization.
- 🗨️ Volunteer direction and availability.
- 🗨️ Board of Directors backward focus.
- 🗨️ Relevancy - We are a professional association that can't seem to stay relevant for our perspective members.

- 🗨️ Non-progressive thinking and employee dissatisfaction.
- 🗨️ Absolute reluctance on the part of the board to institute term limits.
- 🗨️ Inertia. Things have been done a certain way for so long that it's hard to get the leadership or the membership to change.

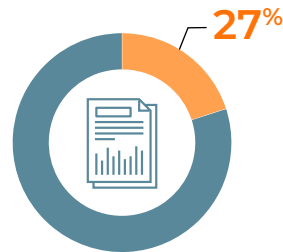
ASSOCIATION OPERATIONS

MILLENNIAL MEMBERS:

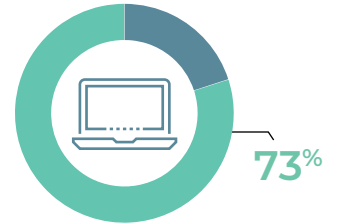


(MEMBERS BORN 1983-2000)

MEMBER COMMUNICATIONS:



PRINTED MATERIALS

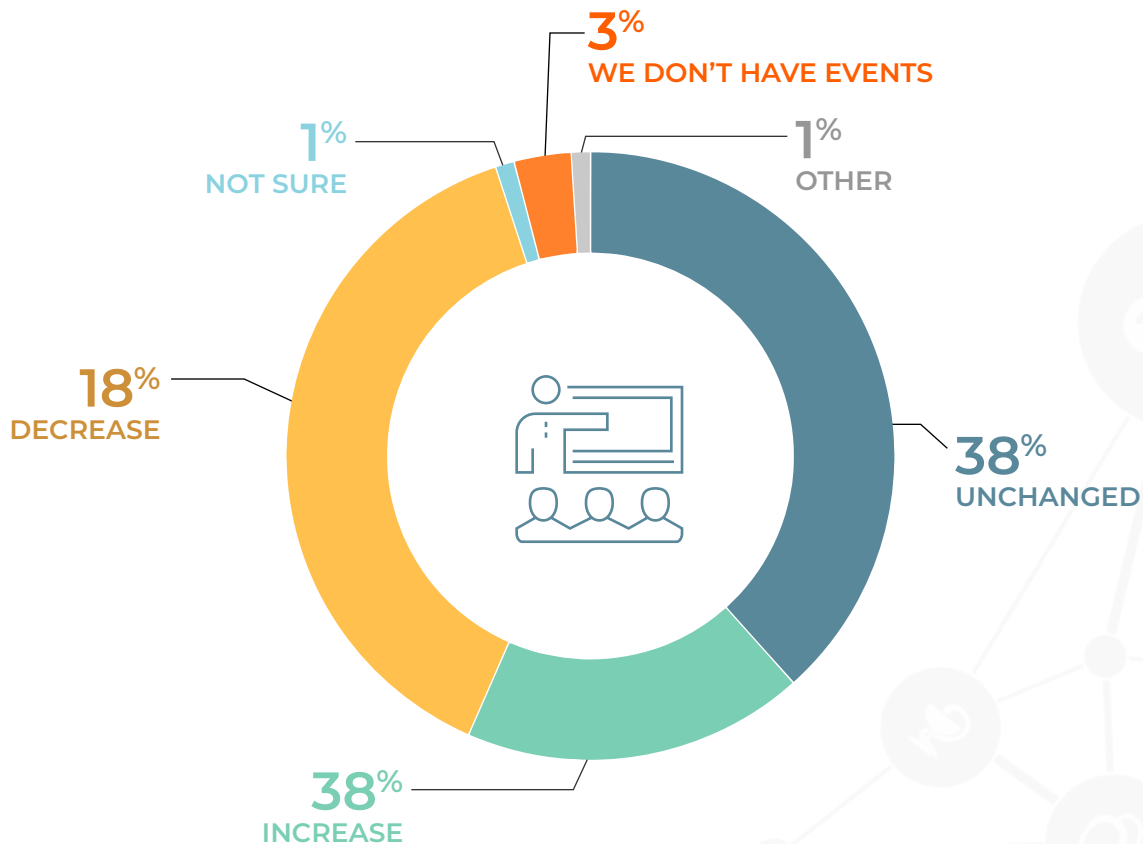


NON-PRINTED MATERIALS
(EMAIL, TEXT MESSAGING, ETC.)

✓ Respondents indicated that 73% of their associations' communications are sent digitally.

ASSOCIATION EVENT ATTENDANCE:

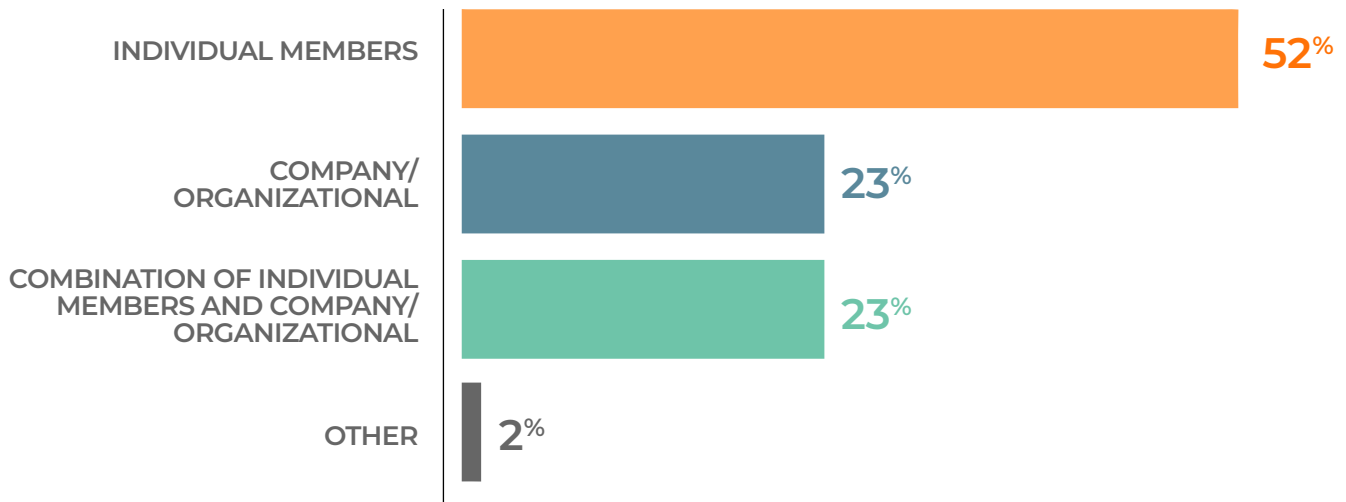
2017 VS 2016*



ASSOCIATION OPERATIONS CONT.

MEMBERSHIP DUES STRUCTURE

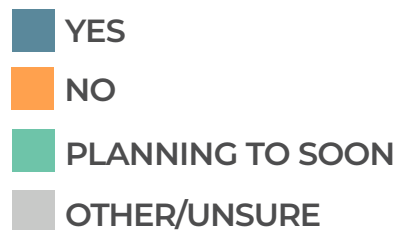
MEMBERSHIP MODEL:



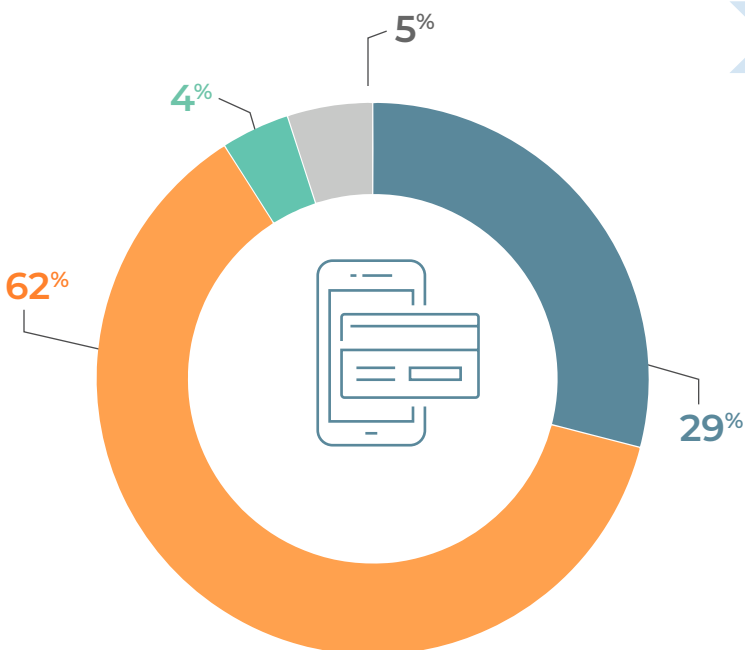
EMPLOYEE/STAFF HEALTH INSURANCE:



MOBILE CREDIT CARD READER USAGE:



1/3 of associations are using mobile credit card readers (or planning to soon).



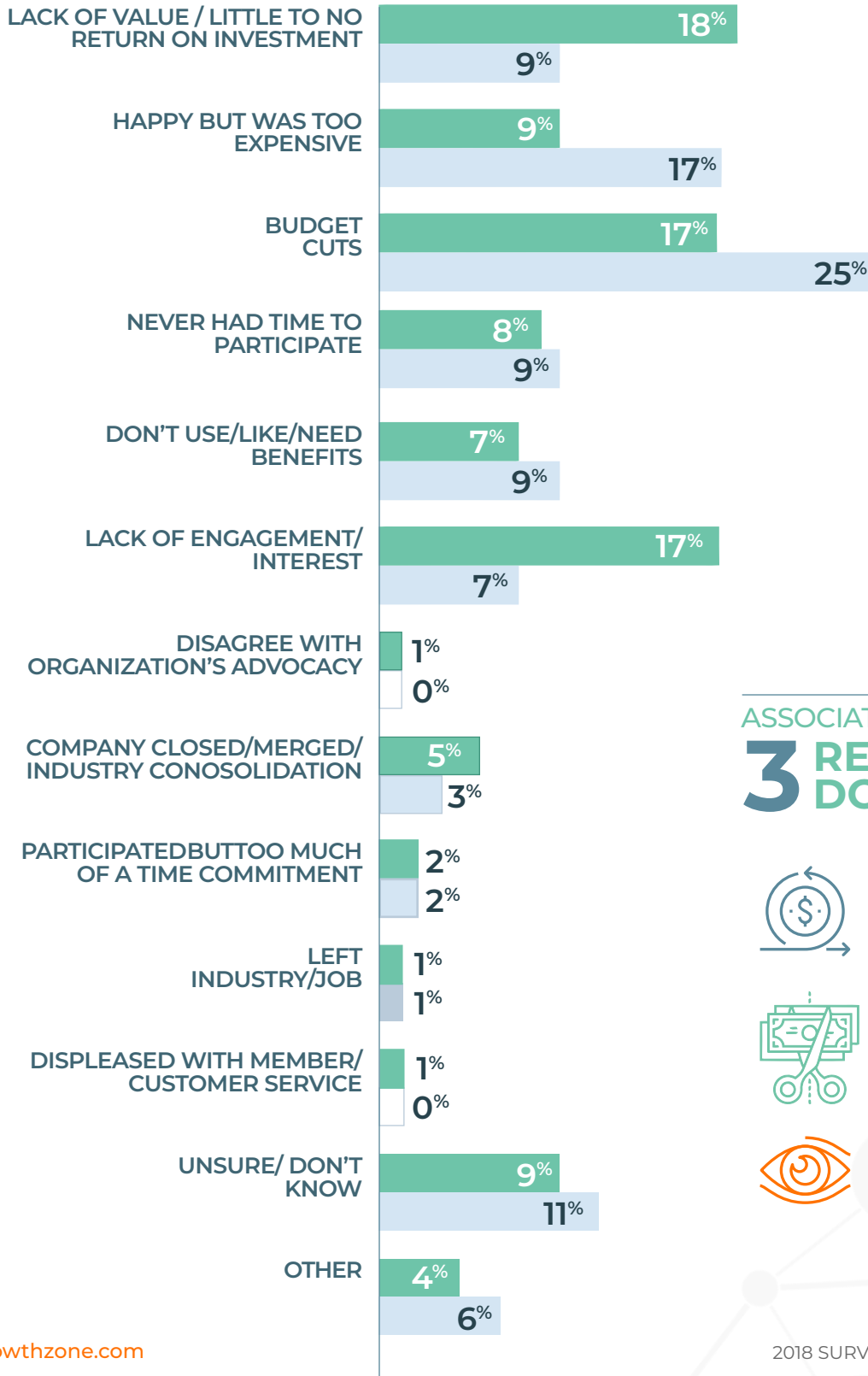
NON-RENEWALS

WHY MEMBERS DON'T RENEW:

■ ACCORDING TO ASSOCIATION STAFF

■ ACCORDING TO MEMBERS

We asked respondents “What do your **members say** is the reason they don't renew?” and, “Why do **you think** members don't renew?” The biggest difference of opinion was in Lack of Engagement/Interest.



ASSOCIATION STAFF SAY TOP 3 REASONS MEMBERS DON'T RENEW:



LACK OF VALUE/LITTLE TO NO ROI



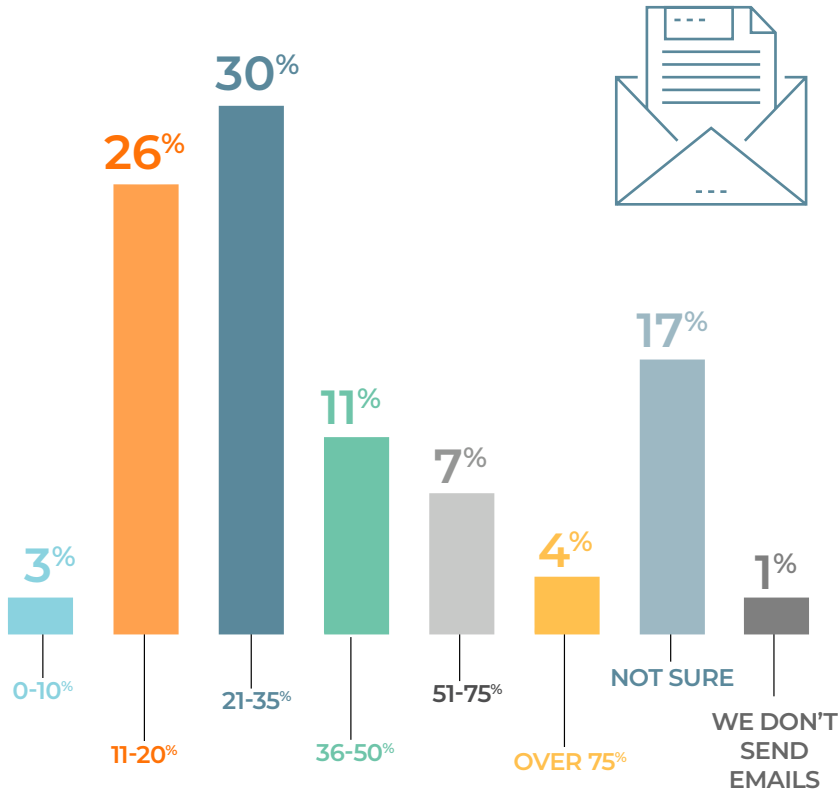
BUDGET CUTS



LACK OF ENGAGEMENT/INTEREST

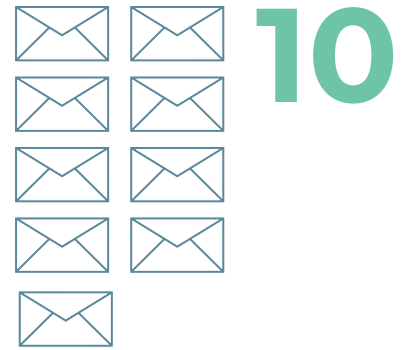
ASSOCIATION-SENT EMAIL

OPEN RATE:



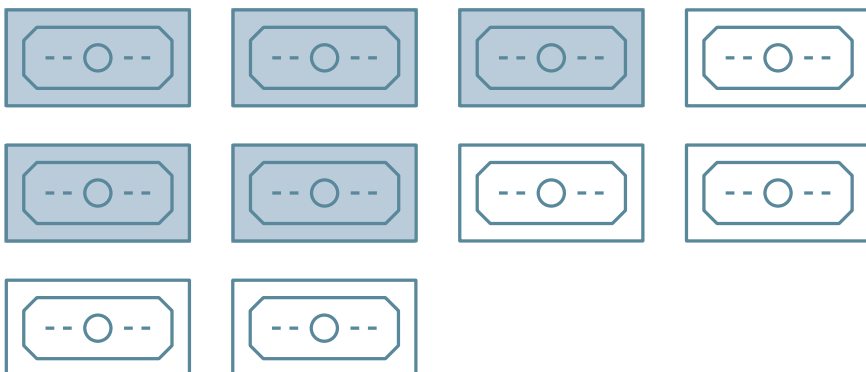
EMAIL RATE:

AVERAGE NUMBER OF EMAILS SENT PER MONTH



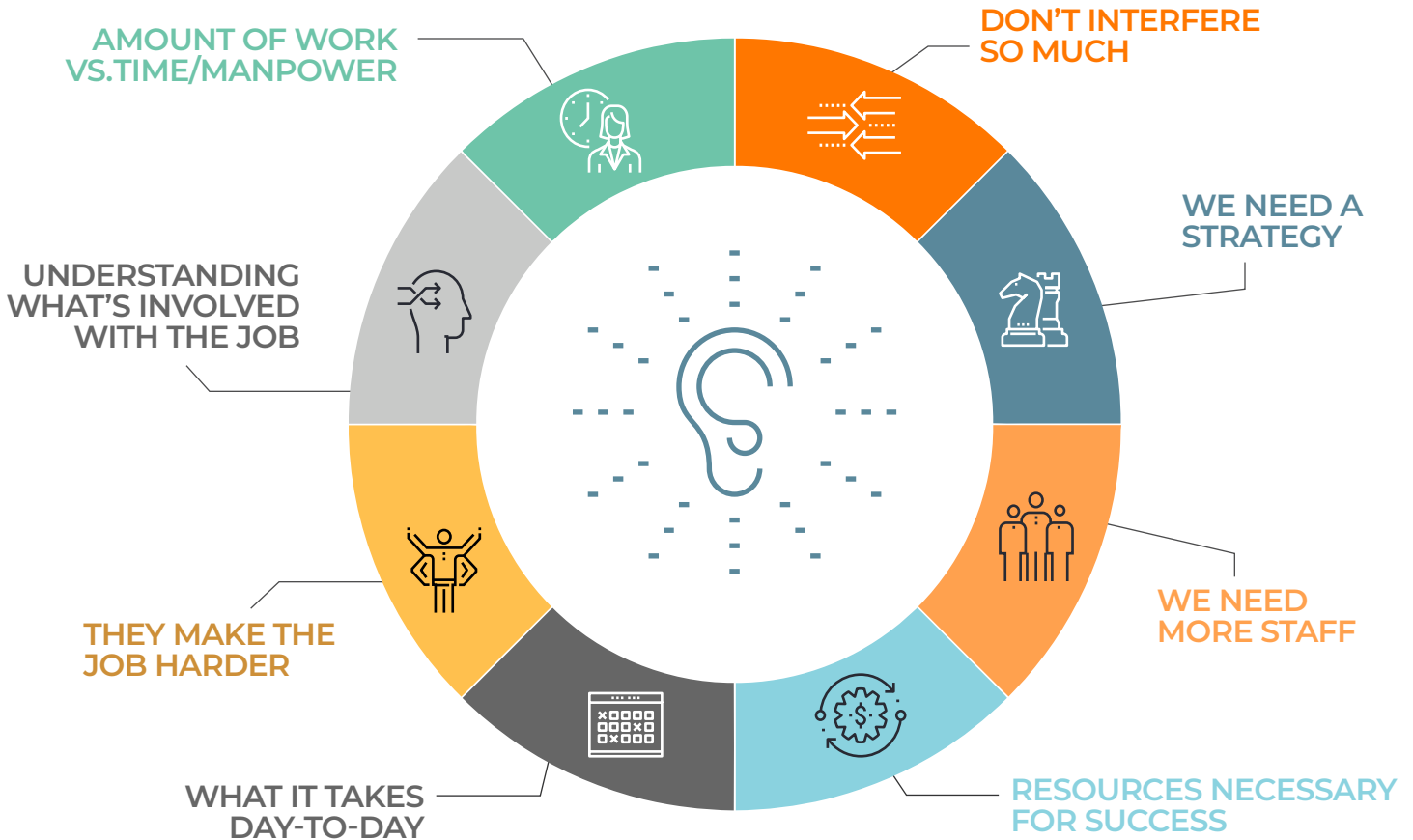
NON-DUES REVENUE:

PERCENTAGE OF ANNUAL NON-DUES REVENUE



WISH LIST

WHAT ASSOCIATION EMPLOYEES WISH THEIR BOARD REALIZED:



8% of respondents reported that their board has a thorough understanding of their job responsibilities

WHAT RESPONDENTS SAID:

- We have to listen to all voices, not just a loud minority.
- How difficult it is to balance the interests of members.
- That administration is for the purpose of running the operations of the organization, and is NOT the board's responsibility.
- The time and resources needed to present amazing learning opportunities at a budget-friendly price.
- The varied issues that we are called upon by our members to address and help resolve for them.
- We all wear multiple hats and we are a stretched, small staff.
- It's a lot of cats to herd.
- How much work the implementation of systems takes.
- That you cannot come up with an idea and have me incorporate it in a couple weeks' time.
- Sometimes decisions must be made with imperfect information.
- The number of people joining the association, or lack thereof, does not represent the amount of work or effort being put forth by me or my co-workers.



At GrowthZone, we pride ourselves on listening to and focusing on healthcare associations and the people who make them run. In order to provide the best possible product to industry professionals, we regularly seek data on the trends and issues facing their organizations.

Thank you to the healthcare association professionals that took the time to respond to the 2018 survey.

ABOUT GROWTHZONE

GrowthZone: The Association Success Platform Built for You

GrowthZone is the first Association Management Software fully integrated with sales funnel management. It's a smarter solution designed for efficiency and growth. The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.

 **Download a free copy** of our Association Management Software Buyers Workbook.

 **Contact us today** for a personalized product demo.