

**Southern Thoracic Surgical Association**

**2011 Member Needs Survey**

**Analysis & Result Reporting**

**October 27, 2011**

**Confidential**

Prepared by:



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# Southern Thoracic Surgical Association (STSA) 2011 Member Needs Survey

## Executive Summary

### Introduction

Perception Solutions, Inc. is pleased to present the results of the 2011 Member Needs Survey to Southern Thoracic Surgical Association (STSA).

Perception Solutions, Inc. is a Chicago-area company specialized in member surveys, conference and meeting evaluations, member ballots, and other related services.

### Survey Methodologies and Return Rate

The survey was conducted during September-October 2011. About 884 members were invited to participate in the on-line survey. Members were sent several waves of customized e-mail invitations providing them a link to the survey and a unique access code. Participants were able to complete the survey in one or several sessions. About 15 e-mails were undeliverable and STSA followed up with them via mail/phone. A total of 438 members responded resulting in an impressive 50% return rate. The return rate is better than similar surveys conducted by Perception Solutions.

With a total of 438 surveys completed, we can be 90% confident that responses to most questions are within +/-5% accuracy (responses by all respondents).

The survey consisted of about 25 questions covering many issues including STSA Membership, STSA Programs & Benefits, Annual Meeting, Dues, Overall Satisfaction, and participants' demographics. Participants also had an opportunity to write in their comments and suggestions.

### Participants Demographics/Dues

The majority of the participants (98%) were males. About 14% of respondents were less than 45 years old, 19% between the ages of 45 to 50, 33% were between the ages of 51 to 60, 21% were between the ages of 61 to 70, and 13% were 71 years or older.

The majority of respondents (55%) indicated that their organizations or practices paid for their STSA dues. About 32% personally paid their STSA dues.

Over 25% of respondents selected "private practice" as their primary practice setting. 35% selected medical school facilities, and 23% were hospital employed.

On average, survey respondents spent 29% of their clinical care time in General thoracic surgeries, 46% in Adult cardiac surgeries, and 12% in congenital heart surgeries. Details are included in this report.

### Survey Results

When asked: "In your geographic area, do you see a need for additional General thoracic surgeons", only 23% replied yes. When asked: "In your geographic area, do you see a need for additional Adult cardiac surgeons", only 11% replied yes. When asked: "In your geographic area, do you see a need for additional Pediatric cardiothoracic surgeons", also 11% replied yes.

### STSA Annual Meeting

For the past five Annual Meetings listed, 23% to 35% of survey participants had attended each of the meetings.

Over 91% of respondents were satisfied (ratings of 4 or 5) with the length of the Annual Meeting they had recently attended. Over 85% were satisfied with sequence of days, 86% were satisfied with mix of topics presented, 76% were satisfied with social events, and 85% were satisfied with meeting venue.

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About half of respondents preferred a resort property as a meeting venue, 9% preferred hotels in major cities, and 33% selected both.

When asked: “How do you feel about the requirement that no more than 25% of STSA Annual Meeting papers can be from non-members?”, the majority of respondents (63%) selected “Okay as is.”

When asked: “Even if it meant possibly lowering the overall quality of the meeting content, should there be a limit on the number of papers presented from a single institution at the Annual Meeting?”, over half of respondents said no.

Over half of survey respondents felt it was important that there be organized spouse programs at the STSA Annual Meeting.

The dominant reason for not attending the STSA Annual Meeting was “scheduling conflicts in the practice.” Details are included in this report.

Survey participants had a high level of interest in “specialty- specific master classes (extended sessions of up to 30-40 minutes on a current clinical topic of interest) at the Annual Meeting.”

Over 36% of respondents indicated that they were not interested in additional STSA CME meeting activities from STSA. The remaining 64% selected various times of year for these activities. Details are included in this report.

In regard to the mix of education/CME hours and free/social time at the STSA Annual Meeting, the majority of respondents (75%) indicated that the mix is okay as is.

Over 88% of survey participants were satisfied (ratings of 4 or 5) with the notification and publicity of the annual meeting. Over 87% were satisfied (ratings of 4 or 5) with the format of the annual meeting program book and directory.

### STSA Membership/Overall Satisfaction

The majority of respondents belonged to STSA for “Education and CME credit”, “Networking with colleagues”, and “Collegiality.”

Over 84% of survey participants were satisfied (ratings of 4 or 5) with overall membership in STSA.

The majority of respondents (70%) indicated that the age of 65 is the correct age for Senior Membership status eligibility to begin.

Survey participants were asked whether STSA should take a leadership role in four areas listed. Patient advocacy received the highest rating and Research funding received the lowest rating.

About a third of survey respondents liked to be more involved in the STSA. A list of names of those interested is provided separate from this report.

### Side-by-side Analysis

Several side-by-side analyses have been prepared and included in this report. Special attention should be paid to attributes where a score varies significantly across member profile (range of 1.0 or higher). When a score varies significantly among a given profile, it may be an indication of different level of expectations or satisfaction from members.

### Analysis of Factor Significance (Correlation with "Overall Satisfaction")

All satisfaction attributes were correlated to “overall satisfaction” to determine the significance of each attribute and its impact on overall satisfaction.

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Factors with high scores (above 4) and high correlation values (above 0.40) are considered "strengths" of the organization; Factors with low scores (below 4) but high correlation values (above 0.40) are considered "opportunities" where organization should aim to improve its services. Factors with high scores and low correlation values should be maintained with no additional resources allocated for them; Factors with low scores and low correlation values are considered "requisites" for the business.

All attributes were identified as strengths of the organization.

### Participants' Comments

Survey participants provided many insightful comments. A complete list of all comments as well as summary of comments are provided in this report. We suggest that STSA review all comments and incorporate survey participants' suggestions in future planning.

**Return Rate**

	Members Invited	Undeliverable	Survey Returned	Return Rate
<b>2011 Survey</b>	884	15	438	<b>50.4%</b>

**Participants' Profile**

<b>2011 Survey</b>	
Number	%

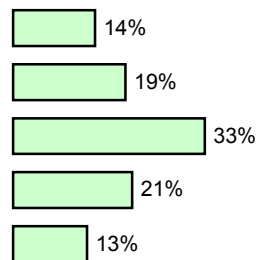
**1. What is your gender?**

Male	428	<b>97.7%</b>
Female	10	<b>2.3%</b>
<b>Total</b>	<b>438</b>	<b>100.0%</b>



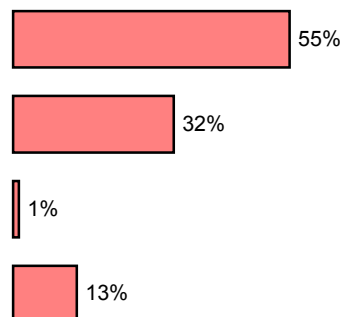
**2. What is your age?**

Less than 45 years old	62	<b>14.2%</b>
45 to 50 years old	85	<b>19.4%</b>
51 to 60 years old	145	<b>33.1%</b>
61 to 70 years old	90	<b>20.5%</b>
71 years or older	56	<b>12.8%</b>
<b>Total</b>	<b>438</b>	<b>100.0%</b>

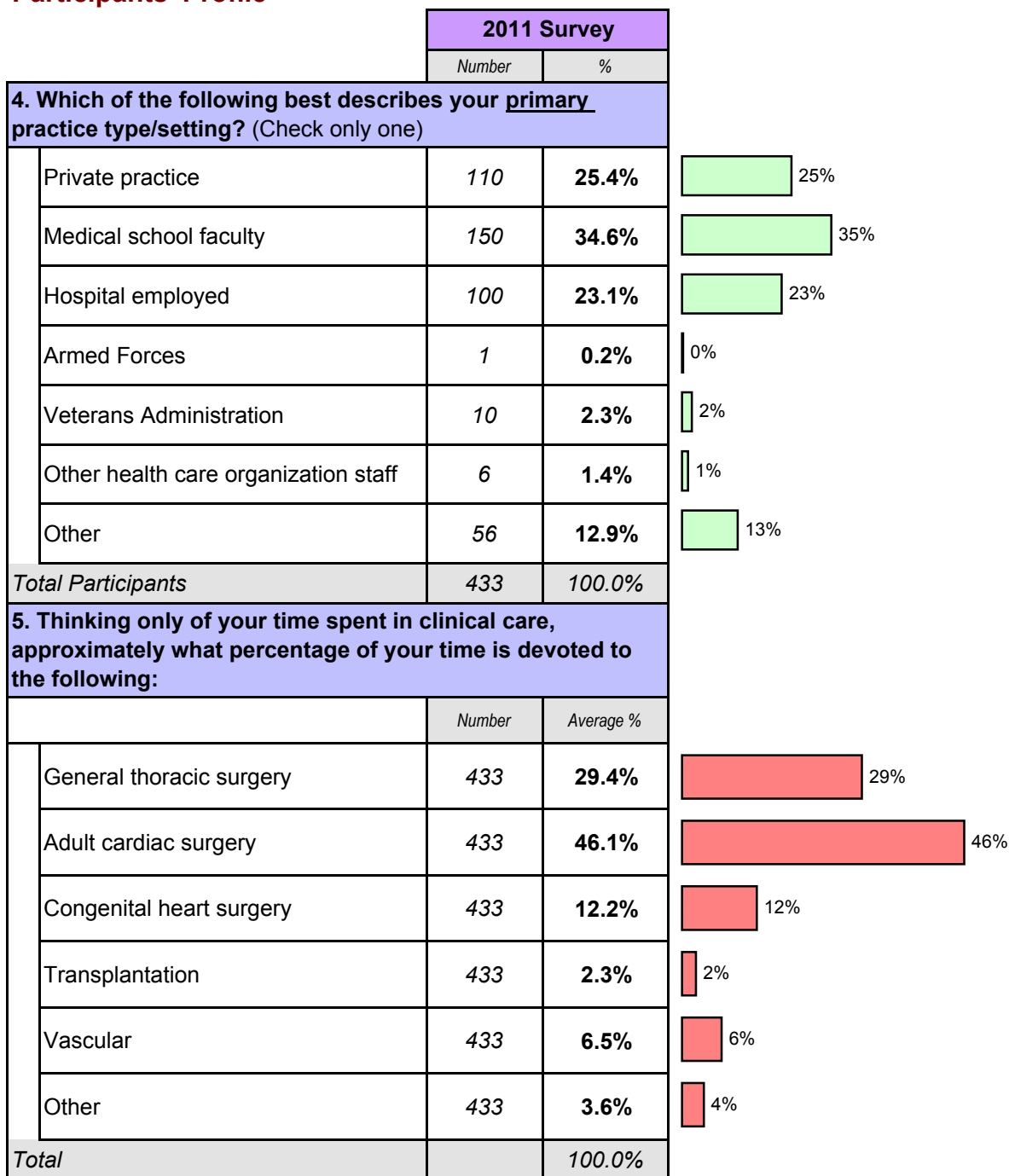


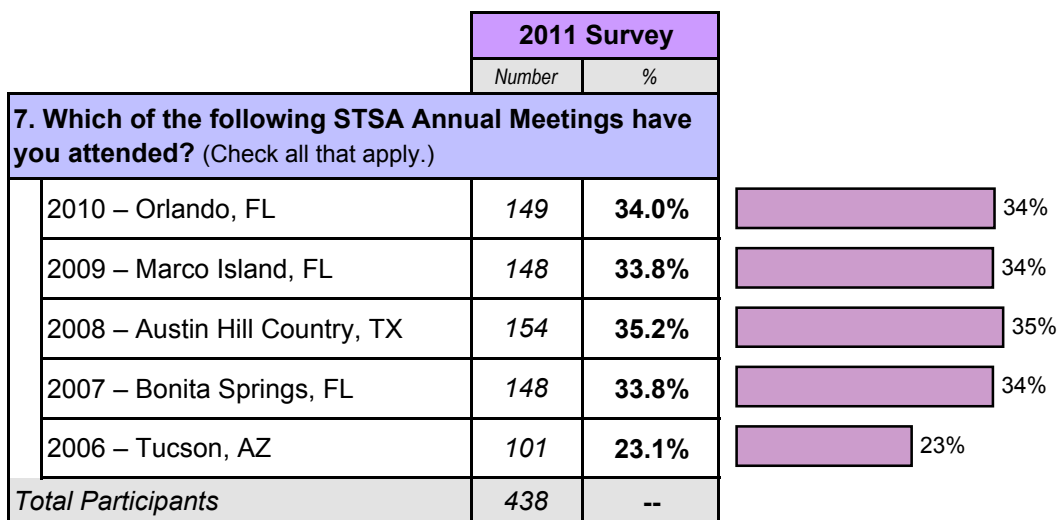
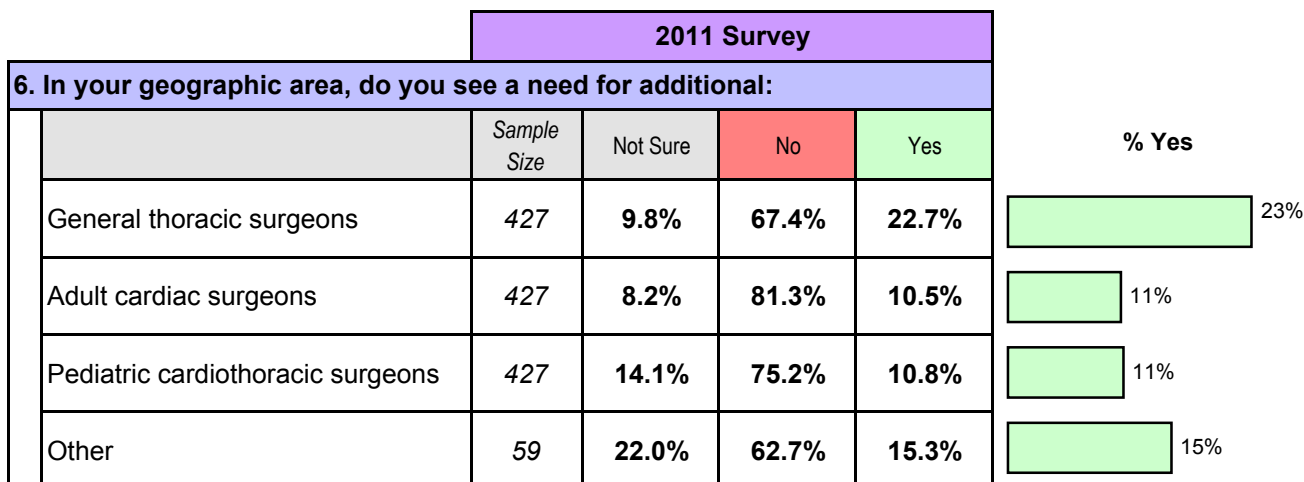
**3. Who pays your STSA dues?**

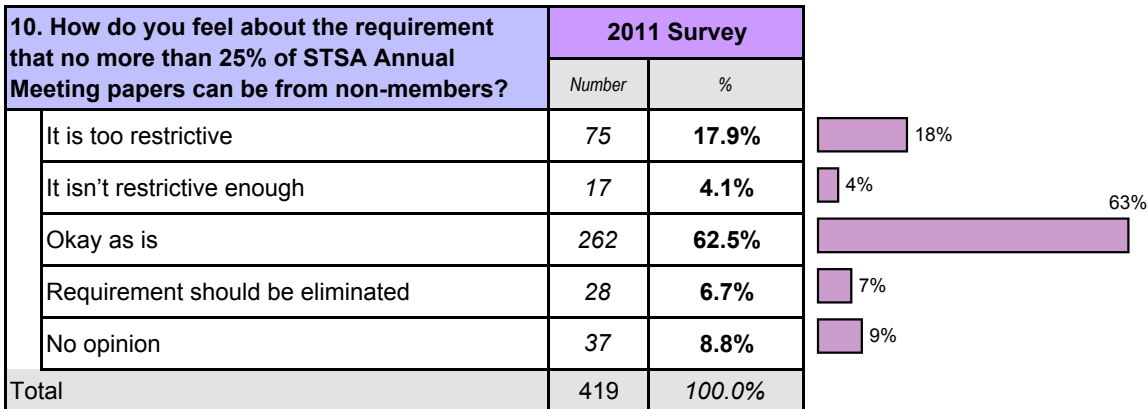
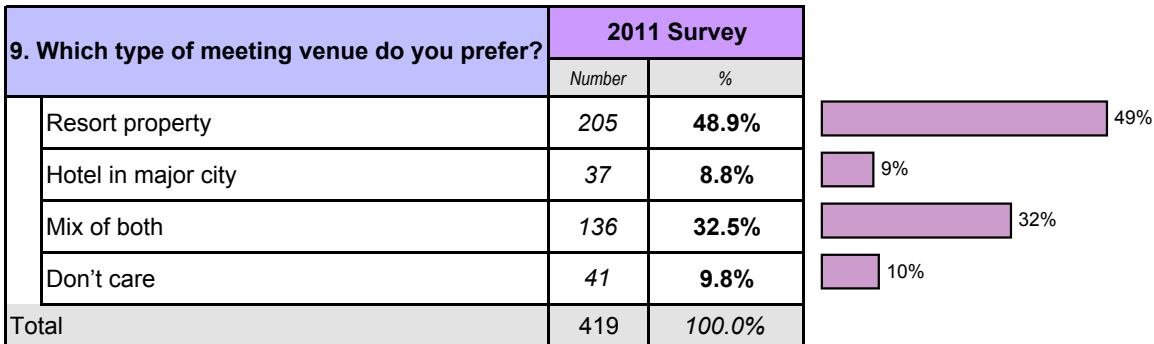
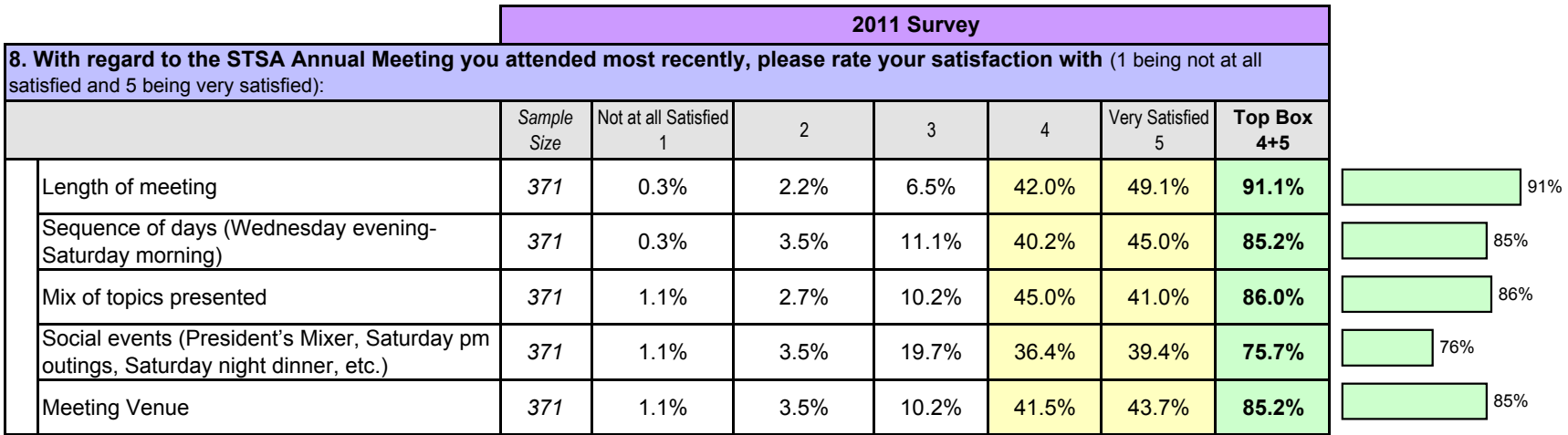
My organization or practice pays 100%	239	<b>54.6%</b>
I personally pay 100%	139	<b>31.7%</b>
My organization pays 67% and I pay 33%	5	<b>1.1%</b>
Not applicable	55	<b>12.6%</b>
<b>Total</b>	<b>438</b>	<b>100.0%</b>



Participants' Profile



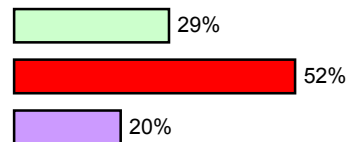




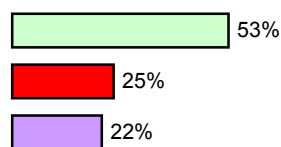
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Sample Size=438

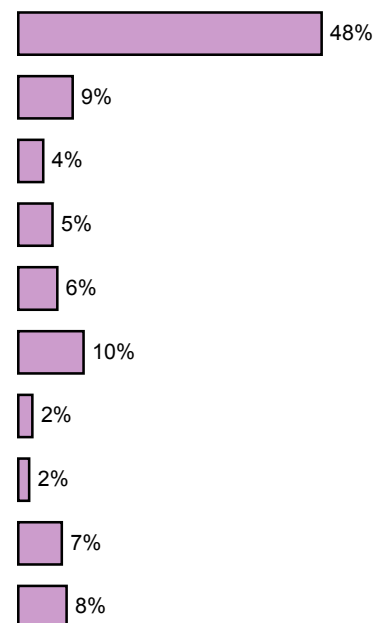
11. Even if it meant possibly lowering the overall quality of the meeting content, should there be a limit on the number of papers presented from a single institution at the Annual Meeting?		2011 Survey	
		Number	%
Yes (please specify: )	119	28.5%	
No	216	51.8%	
Not Sure	82	19.7%	
Total	417	100.0%	



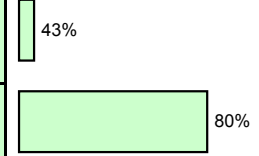
12. Is it important that there be organized spouse programs at the STSA Annual Meeting?		Number	%
Yes	222	53.1%	
No	104	24.9%	
Not Sure	92	22.0%	
Total	418	100.0%	



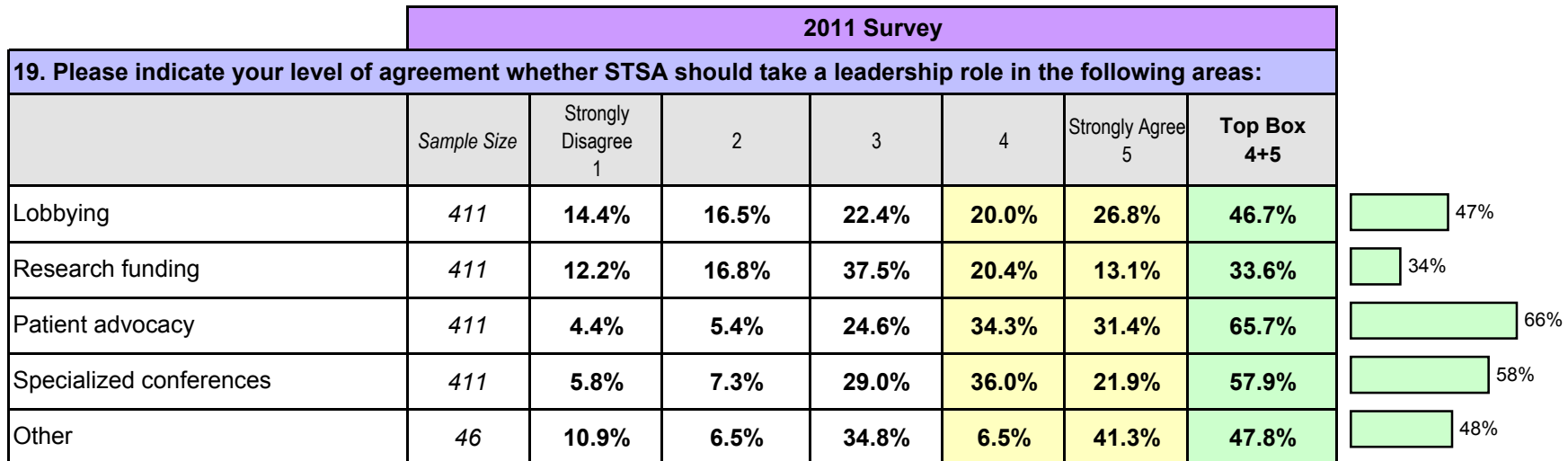
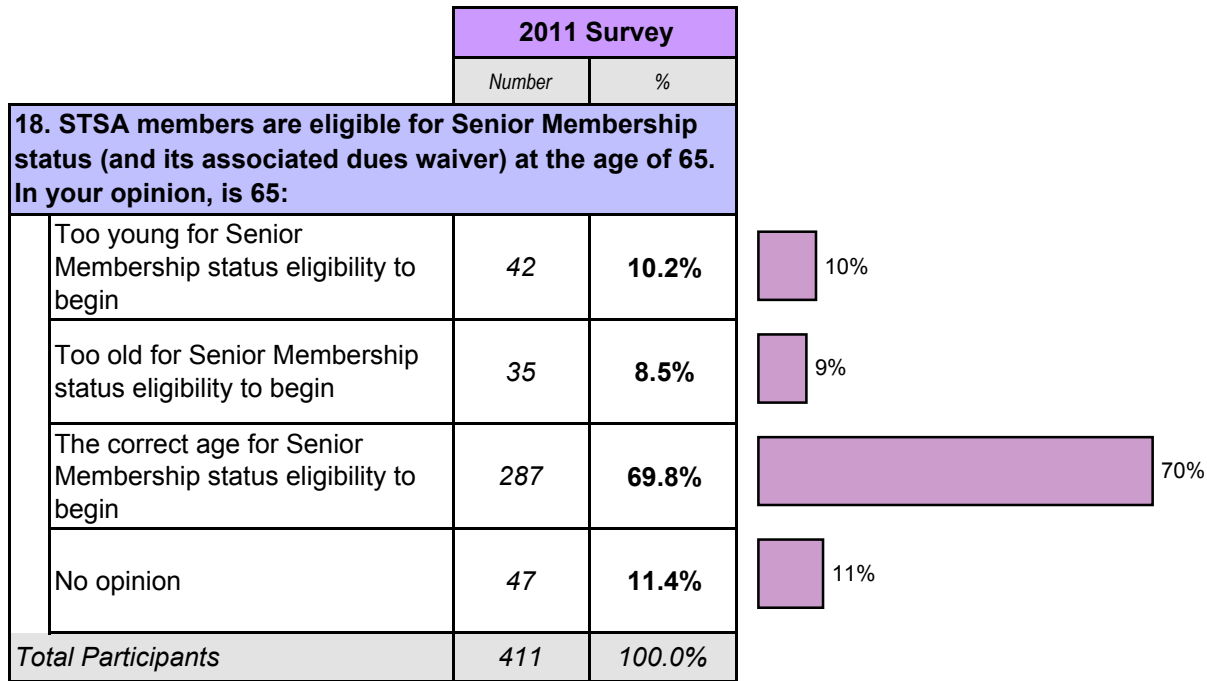
13. In those years you do not attend the STSA Annual Meeting, what is the dominant reason?		Number	%
Scheduling conflicts in the practice	195	47.6%	
Scheduling conflicts with family	35	8.5%	
Scheduling conflicts with another meeting	16	3.9%	
Cost	22	5.4%	
Location	25	6.1%	
Workload	42	10.2%	
Time of year	9	2.2%	
No interest in topics presented	7	1.7%	
Personal reasons	28	6.8%	
Other	31	7.6%	
Total	410	100.0%	



2011 Survey							
Please indicate your level of interest:							
	Sample Size	Not at all Interested 1	2	3	4	Very Interested 5	Top Box 4+5
14. If STSA Annual Meeting were to add a session of rapid fire presentations (approx 5 minutes each) with no discussants.	417	9.6%	18.7%	28.5%	26.1%	17.0%	43.2%
15. If the STSA Annual Meeting were to include specialty-specific master classes (extended sessions of up to 30-40 minutes on a current clinical topic of interest)	417	4.8%	2.9%	12.7%	38.1%	41.5%	79.6%



2011 Survey			
	Number	%	
<b>16. If STSA were to offer additional CME activities on timely clinical topics outside its annual meeting, when would you most likely be able to attend?</b>			
January/February	74	17.7%	18%
March/April	75	18.0%	18%
May/June	37	8.9%	9%
July/August	53	12.7%	13%
September/October	27	6.5%	6%
Not interested in additional STSA CME meeting activities from STSA	151	36.2%	36%
<i>Total Participants</i>	417	100.0%	
<b>17. Regarding the mix of education/CME hours and free/social time at the STSA Annual Meeting, do you feel STSA should:</b>			
Add more education/CME hours (Thursday evening or Saturday afternoon, for example)	50	12.1%	12%
Add more free/social time (eliminate one afternoon session/3.5 CME hours or shorten to 2 CME hours, for example)	46	11.1%	11%
Mix is okay as is	312	75.4%	75%
Other	6	1.4%	1%
<i>Total Participants</i>	414	100.0%	



		2011 Survey			
		Number	%		
<b>20. Why do you belong to STSA?(Check all that apply)</b>					
Networking with colleagues	284	64.8%		65%	
Education and CME credit	299	68.3%		68%	
Collegiality	277	63.2%		63%	
Social events	109	24.9%		25%	
Other	18	4.1%		4%	
<b>Total Participants</b>	<b>438</b>	<b>--</b>			

2011 Survey									
<b>What is your level of satisfaction with:</b>									
	Sample Size	Strongly Disagree 1	2	3	4	Strongly Agree 5	Top Box 4+5		
<b>21. Your overall membership in STSA</b>	410	0.2%	2.4%	13.2%	36.6%	47.6%	84.1%		84%
22a. The notification and publicity of the annual meeting	410	0.0%	1.2%	10.5%	39.0%	49.3%	88.3%		88%
22b. The format of the annual meeting program book and directory	410	0.0%	1.0%	11.7%	37.3%	50.0%	87.3%		87%

		2011 Survey			
		Number	%		
<b>23. Would you like to be more involved in the STSA?</b>					
Yes	133	33.1%		33%	
No	102	25.4%		25%	
Not Sure	167	41.5%		42%	
<b>Total</b>	<b>402</b>	<b>100.0%</b>			

Side-by-side Analysis- By Age

		ALL	Less than 45 years old	45 to 50 years old	51 to 60 years old	61 to 70 years old	71 years or older	Range	
<b>8. With regard to the STSA Annual Meeting you attended most recently, please rate your satisfaction with:</b>		<i>N</i>	438	62	85	145	90	56	
	Length of meeting		4.37	4.46	4.43	4.29	4.41	4.36	0.17
	Sequence of days (Wednesday evening-Saturday morning)		4.26	4.35	4.17	4.15	4.41	4.38	0.26
	Mix of topics presented		4.22	4.22	4.20	4.13	4.32	4.36	0.23
	Social events (President's Mixer, Saturday pm outings, Saturday night dinner, etc.)		4.09	4.31	3.96	4.02	4.04	4.41	0.45
	Meeting Venue		4.23	4.22	4.16	4.23	4.28	4.31	0.15
<b>Please indicate your level of interest:</b>									
	14. If STSA Annual Meeting were to add a session of rapid fire presentations (approx 5 minutes each) with no discussants.		3.22	3.23	3.26	3.36	3.29	2.63	0.73
	15. If the STSA Annual Meeting were to include specialty-specific master classes (extended sessions of up to 30-40 minutes on a current clinical topic of interest)		4.09	4.30	4.31	4.17	4.00	3.35	0.95
<b>19. Please indicate your level of agreement whether STSA should take a leadership role in the following areas:</b>									
	Lobbying		3.28	3.39	3.25	3.37	3.16	3.15	0.24
	Research funding		3.06	3.47	3.15	2.93	2.95	2.93	0.54
	Patient advocacy		3.83	3.92	3.86	3.69	4.01	3.76	0.32
	Specialized conferences		3.61	3.68	3.80	3.54	3.70	3.22	0.59
<b>What is your level of satisfaction with:</b>									
	<b>21. Your overall membership in STSA</b>		<b>4.29</b>	<b>4.46</b>	<b>4.25</b>	<b>4.10</b>	<b>4.34</b>	<b>4.63</b>	<b>0.53</b>
	22a. The notification and publicity of the annual meeting		4.36	4.47	4.30	4.31	4.41	4.41	0.18
	22b. The format of the annual meeting program book and directory		4.36	4.49	4.28	4.28	4.40	4.54	0.27

Note: Side-by-side analysis is based on a 5 point scale in order to have a representation of all ratings. The highest value of 5 is assigned to "Very Satisfied/ Very Interested", and the lowest value of 1 is assigned to "Not at all Satisfied/ Not at all Interested."

Side-by-side Analysis- By "Membership Dues Paid"

		ALL	My organization or practice pays 100%	I personally pay 100%	My organization pays 67% and I pay 33%	Range	
<b>8. With regard to the STSA Annual Meeting you attended most recently, please rate your satisfaction with:</b>		N	438	239	139	5	
	Length of meeting		4.37	4.35	4.39	4.50	0.15
	Sequence of days (Wednesday evening-Saturday morning)		4.26	4.24	4.25	4.25	0.01
	Mix of topics presented		4.22	4.20	4.20	4.50	0.30
	Social events (President's Mixer, Saturday pm outings, Saturday night dinner, etc.)		4.09	4.09	4.08	4.25	0.17
	Meeting Venue		4.23	4.28	4.10	4.50	0.40
<b>Please indicate your level of interest:</b>							
	14. If STSA Annual Meeting were to add a session of rapid fire presentations (approx 5 minutes each) with no discussants.		3.22	3.33	3.23	3.00	0.33
	15. If the STSA Annual Meeting were to include specialty-specific master classes (extended sessions of up to 30-40 minutes on a current clinical topic of interest).		4.09	4.18	4.17	3.75	0.43
<b>19. Please indicate your level of agreement whether STSA should take a leadership role in the following areas:</b>							
	Lobbying		3.28	<b>3.22</b>	<b>3.40</b>	<b>2.75</b>	0.65
	Research funding		3.06	<b>3.07</b>	<b>3.11</b>	<b>2.00</b>	<b>1.11</b>
	Patient advocacy		3.83	3.82	3.86	3.00	0.86
	Specialized conferences		3.61	<b>3.64</b>	<b>3.67</b>	<b>2.25</b>	<b>1.42</b>
<b>What is your level of satisfaction with:</b>							
	<b>21. Your overall membership in STSA</b>		<b>4.29</b>	<b>4.35</b>	<b>4.15</b>	<b>4.50</b>	<b>0.35</b>
	22a. The notification and publicity of the annual meeting		4.36	4.42	4.30	4.00	0.42
	22b. The format of the annual meeting program book and directory		4.36	4.41	4.32	4.00	0.41

Note: Side-by-side analysis is based on a 5 point scale in order to have a representation of all ratings. The highest value of 5 is assigned to "Very Satisfied/ Very Interested", and the lowest value of 1 is assigned to "Not at all Satisfied/ Not at all Interested."

Due to small sample sizes some profiles are not shown below.

Side-by-side Analysis- By Primary Practice

		ALL	Private practice	Medical school faculty	Hospital employed	Range	
<b>8. With regard to the STSA Annual Meeting you attended most recently, please rate your satisfaction with:</b>		N	438	110	150	100	
	Length of meeting		4.37	4.42	4.35	4.37	0.07
	Sequence of days (Wednesday evening-Saturday morning)		4.26	4.15	4.25	4.31	0.16
	Mix of topics presented		4.22	4.26	4.17	4.21	0.09
	Social events (President's Mixer, Saturday pm outings, Saturday night dinner, etc.)		4.09	3.90	4.14	4.14	0.24
	Meeting Venue		4.23	4.21	4.23	4.22	0.02
<b>Please indicate your level of interest:</b>							
	14. If STSA Annual Meeting were to add a session of rapid fire presentations (approx 5 minutes each) with no discussants.		3.22	3.35	3.22	3.36	0.14
	15. If the STSA Annual Meeting were to include specialty-specific master classes (extended sessions of up to 30-40 minutes on a current clinical topic of interest).		4.09	4.37	4.01	4.31	0.35
<b>19. Please indicate your level of agreement whether STSA should take a leadership role in the following areas:</b>							
	Lobbying		3.28	<b>3.78</b>	<b>2.87</b>	<b>3.44</b>	<b>0.92</b>
	Research funding		3.06	3.08	3.10	2.98	0.12
	Patient advocacy		3.83	3.92	3.78	3.78	0.14
	Specialized conferences		3.61	3.71	3.52	3.87	0.34
<b>What is your level of satisfaction with:</b>							
	<b>21. Your overall membership in STSA</b>		<b>4.29</b>	<b>4.18</b>	<b>4.34</b>	<b>4.29</b>	<b>0.17</b>
	22a. The notification and publicity of the annual meeting		4.36	4.37	4.40	4.35	0.05
	22b. The format of the annual meeting program book and directory		4.36	4.41	4.37	4.37	0.03

Note: Side-by-side analysis is based on a 5 point scale in order to have a representation of all ratings. The highest value of 5 is assigned to "Very Satisfied/ Very Interested", and the lowest value of 1 is assigned to "Not at all Satisfied/ Not at all Interested."

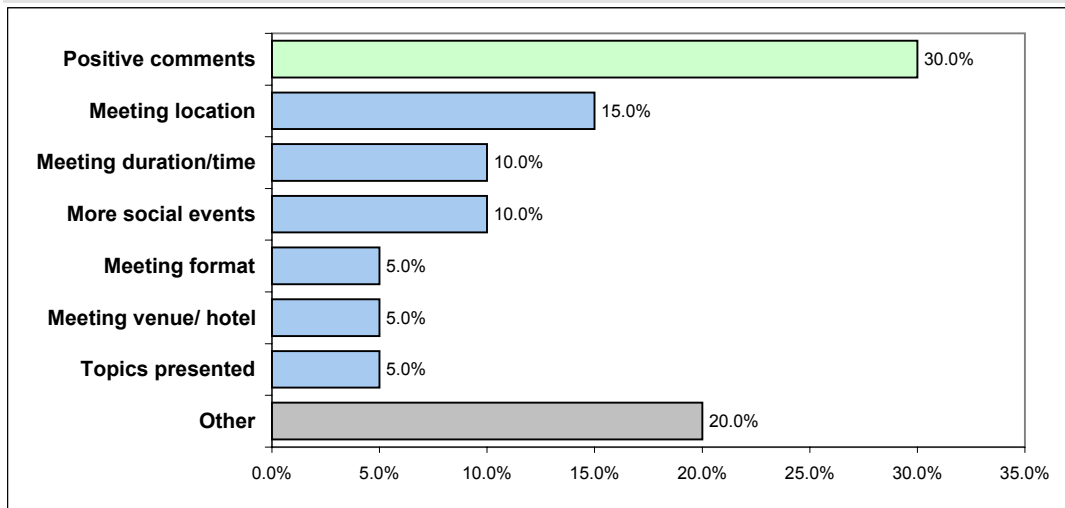
**Analysis of Factor Significance (Correlation with "Overall Satisfaction")**

Notes: 1) Factor score is based on 5-point scale; 2) Factor significance is based on correlation of each satisfaction indicator to "Overall Satisfaction;" 3) Factors with high scores (above 4) and high correlation values (above 0.4) are considered "strengths" of the organization; 4) Factors with low scores (below 4) but high correlation values (above 0.4) are considered "opportunities" where organization should aim to improve its services. 5) Factors with high scores and low correlation values should be maintained with no additional resources allocated for them; 6) Factors with low scores and low correlation values are considered "requisites" for business.

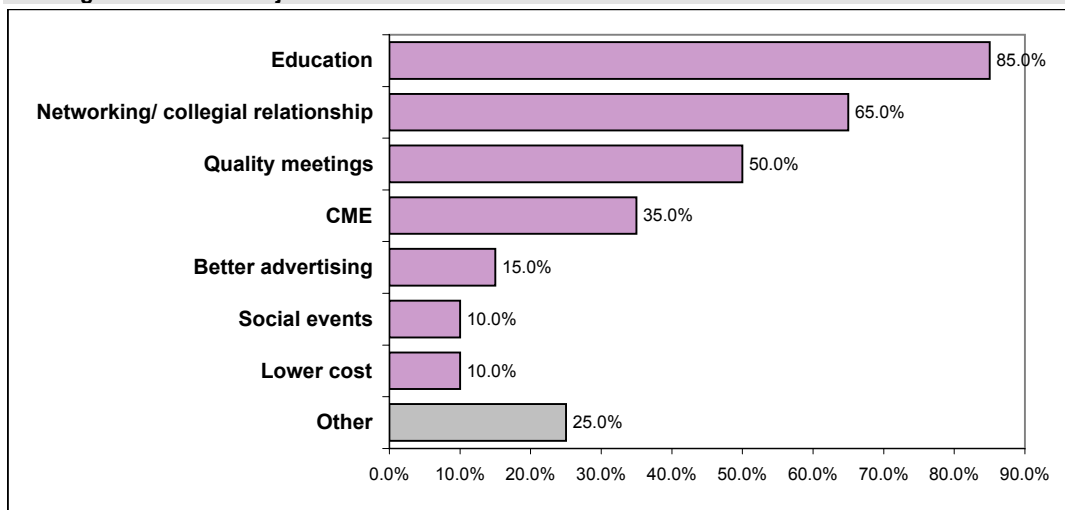
		Factor Score	Factor Significance	Note
<b>8. With regard to the STSA Annual Meeting you attended most recently, please rate your satisfaction with:</b>	Length of meeting	4.37	0.41	Strength
	Sequence of days (Wednesday evening-Saturday morning)	4.26	0.46	Strength
	Mix of topics presented	4.22	0.55	Strength
	Social events (President's Mixer, Saturday pm outings, Saturday night dinner, etc.)	4.09	0.49	Strength
	Meeting Venue	4.23	0.41	Strength
<b>19. Please indicate your level of agreement whether STSA should take a leadership role in the following areas:</b>	Lobbying	3.28	0.04	--
	Research funding	3.06	0.08	--
	Patient advocacy	3.83	0.03	--
	Specialized conferences	3.61	0.02	--
<b>What is your level of satisfaction with:</b>	<b>21. Your overall membership in STSA</b>	<b>4.29</b>	<b>--</b>	<b>--</b>
	22a. The notification and publicity of the annual meeting	4.36	0.63	Strength
	22b. The format of the annual meeting program book and directory	4.36	0.68	Strength

Based on random review of comments.

**8. With regard to the STSA Annual Meeting you attended most recently, please rate your satisfaction-  
 Additional Comments:**



**24. From your interactions with non members of STSA, what is the most important service or benefit that might entice them to join?**



**25. Please list any additional benefits or services STSA could provide to increase your satisfaction or involvement as a member.**

