



2018 Membership Survey



Royal College of Physicians and Surgeons of Canada
Conducted in partnership with The Portage Group (TPG)
October 2018



Our Vision

The global leader in specialty medical education and care.

Notre vision

Être le leader mondial en formation médicale et soins spécialisés.





Introduction

- Study Background
- Methodology





Study Background

- As part of its ongoing commitment to its Fellows, the Royal College of Physicians and Surgeons of Canada (Royal College) volunteers and staff wanted to make sure it was delivering the value expected from membership and concluded that an understanding of member satisfaction, perceptions and needs was necessary. To gain this understanding, the Royal College undertook a survey of its members. This report summarizes the results of the survey.
- The purpose of the Membership Study was to gain insights into how members feel about the Royal College, what it has accomplished and what its priorities and direction should be in the future.





Methodology

- The Membership Survey was sent to 44,017 Royal College Fellows in September 2018. Four thousand and sixty-six (4,066) responses had been received by the cut-off date for an overall response rate of 9%. A number of respondents “dropped out” of the survey at various points. A total of 3,617 completed the full survey. To be considered “usable”, a respondent must have at least completed the evaluation of the Royal College.
- The survey was structured to split respondents into three ‘survey streams’. Each respondent was asked a core set of questions and a subset of questions specific to their survey stream. The membership was randomly divided into three roughly equal sized groups and assigned to one of three survey streams. The survey components were as follows:
 - **Core Questions (asked to all):** These questions covered satisfaction with the Royal College, engagement expectations, Royal College roles, reasons for membership and demographics.
 - **Stream A – Continuing Professional Development:** In addition to the core questions, these respondents answered questions about their CPD usage and preferences.
 - **Stream B – Communications:** In addition to the core questions, these respondents answered questions about Royal College communications and their communication preferences.
 - **Stream C – Needs and Perceptions:** In addition to the core questions, these respondents answered questions about their perceptions of the Royal College, the importance of services and their actual engagement in the organization.
- The results have been weighted by region and gender to more accurately reflect the true distribution of the Royal College membership. Separate weights were calculated for each survey stream and the core questions. Weighting the results removes much of the sampling bias, thereby making the results truly representative of the full membership.
- Results from the sample of 4,066 are considered to be accurate to within $\pm 1.5\%$ nineteen times out of twenty (95% confidence interval). More details on the margin of error can be found in *Appendix I*. The sample sizes, response rates and margin of error for each survey stream are presented in the following table.

SURVEY STREAM	SAMPLE SIZE (N)	RESPONSE RATE	MARGIN OF ERROR
Core	4,066	9%	$\pm 1.5\%$
Stream A: CPD	1,209	8%	$\pm 2.8\%$
Stream B: Communications	1,266	9%	$\pm 2.7\%$
Stream C: Needs and Perceptions	1,142	8%	$\pm 2.9\%$





Description of the Sample

- Member Characteristics





Member Characteristics

COMMUNITY SIZE (N=3,569)

Metropolitan practice (population of 500,000+)	56%
Metropolitan practice (population of 100,000-500,000)	26%
Urban/small town practice (10,000-99,999)	14%
Rural practice (<10,000)	2%
Not applicable	3%

PROVINCE (N=4,057)

Ontario	38%
Quebec	19%
British Columbia	13%
Alberta	11%
Manitoba	3%
Nova Scotia	3%
Saskatchewan	2%
New Brunswick	1%
Newfoundland	1%
PEI	0.3%
Territories	0.1%

PREFERRED LANGUAGE (N=4,066)

English	87%
French	13%

GENDER (N=4,066)

Male	62%
Female	38%

- The tables on this page and the next present a summary of the demographic characteristics of the respondents to help provide context to the results in the report.

AGE (N=3,490)

25-34	9%
35-44	21%
45-54	23%
55-64	27%
65-74	15%
Over 74	5%

YEARS CERTIFIED (N=3,577)

Less than 1 year	4%
1-5 years	17%
6-10 years	12%
11-15 years	10%
16-25 years	22%
More than 25 years	36%

YEARS PRACTICING MEDICINE (N=3,570)

Less than 1 year	3%
1-5 years	12%
6-10 years	11%
11-15 years	9%
16-25 years	21%
More than 25 years	44%





Member Characteristics (cont'd)

PRIMARY PRACTICE ENVIRONMENT (N=3,566)

Academic practice	41%
Community/clinical practice	41%
Private practice	12%
Retired	2%
Government/Public Health	1%
Administrative	0.2%
Combination	0.2%
Consultant	0.1%
Other	1%
Not applicable	1%

MEMBER OF NATIONAL SPECIALTY SOCIETY (N=3,526)

Yes	70%
No	21%
Not sure	9%

VOLUNTEER STATUS (N=4,057)

Current Volunteer	8%
Past Volunteer (past 10 years, but not current)	7%
Non-Volunteer	85%





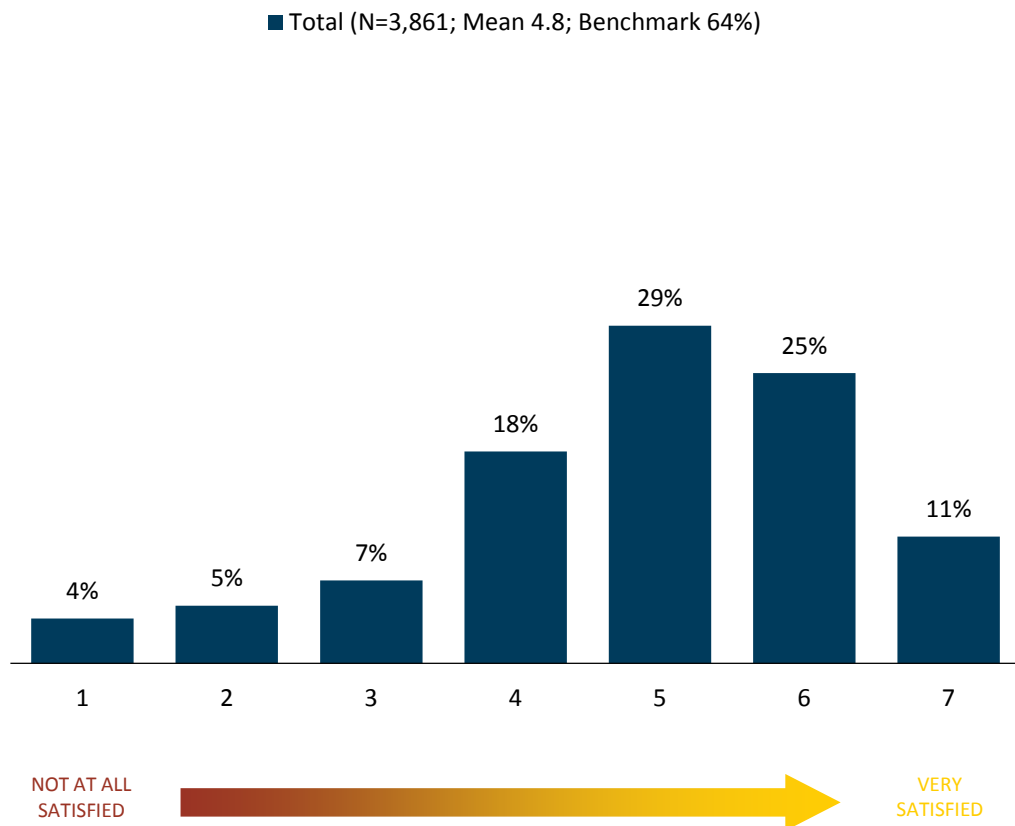
Satisfaction Levels

- Overview of Satisfaction Research
- Overall Satisfaction with the Royal College
- Use of Royal College Services by Members
- Satisfaction with Royal College Services
- Ease of Having Voice Heard
- Members' Influence Over the Priorities of the Royal College
- Royal College's Effectiveness at Communicating to its Members
- Benchmark Satisfaction Ratings
- Member Suggestions for Improved Satisfaction
- Benchmark Comparisons to Other Associations





Overall Satisfaction With the Royal College

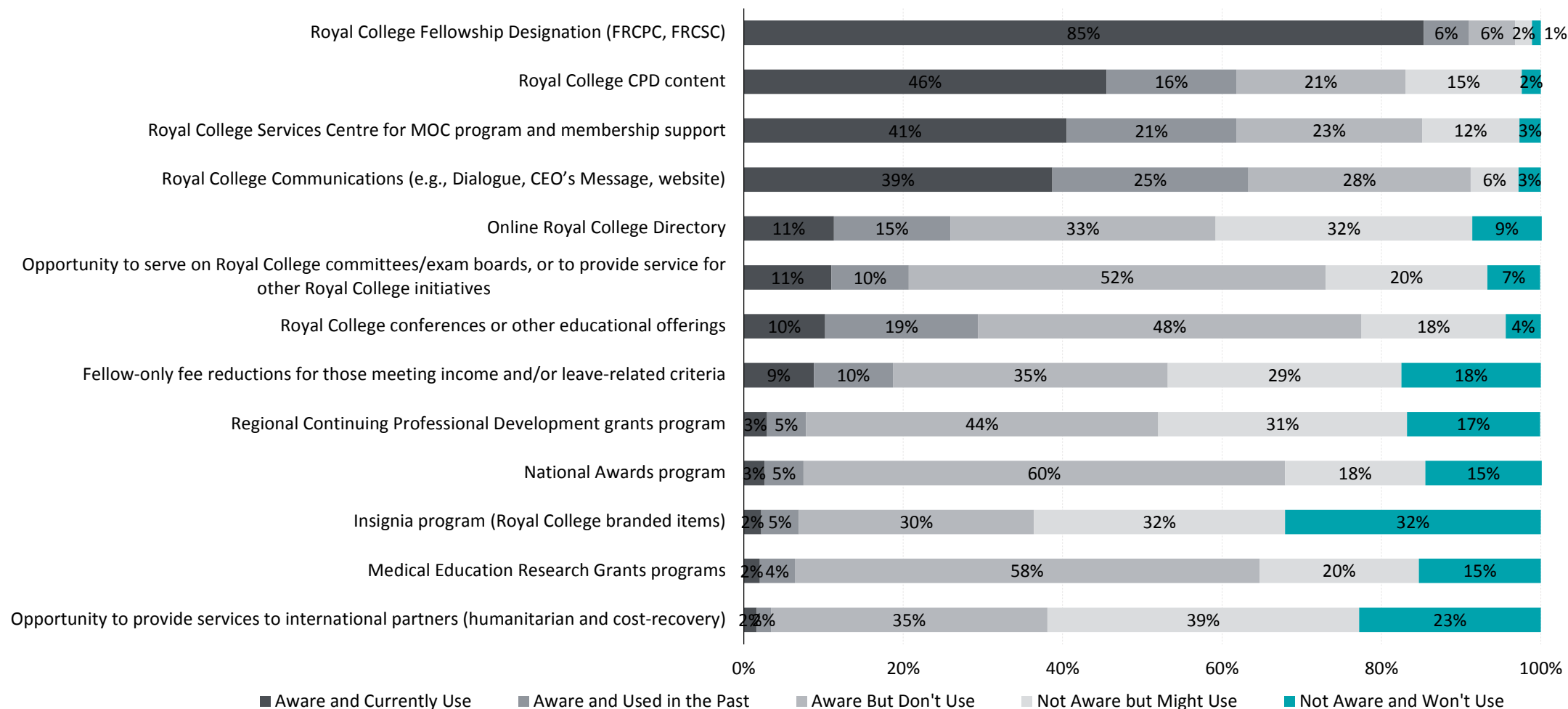


- When asked how satisfied they are with the Royal College, over half (54%) of Royal College members rated the organization at 5 or 6 on a 1 to 7 scale. A further 11% awarded full marks of 7 out of 7.
- The mean rating of 4.8 out of 7 translates into a benchmark satisfaction score of 64%. While members feel the Royal College is doing an acceptable job, they also believe there is considerable room for improvement.
- Overall satisfaction with the Royal College is on par with the average for professional associations that TPG has worked with. The average rating in 47 studies with professional associations is 63%.





Use of Royal College Services by Members



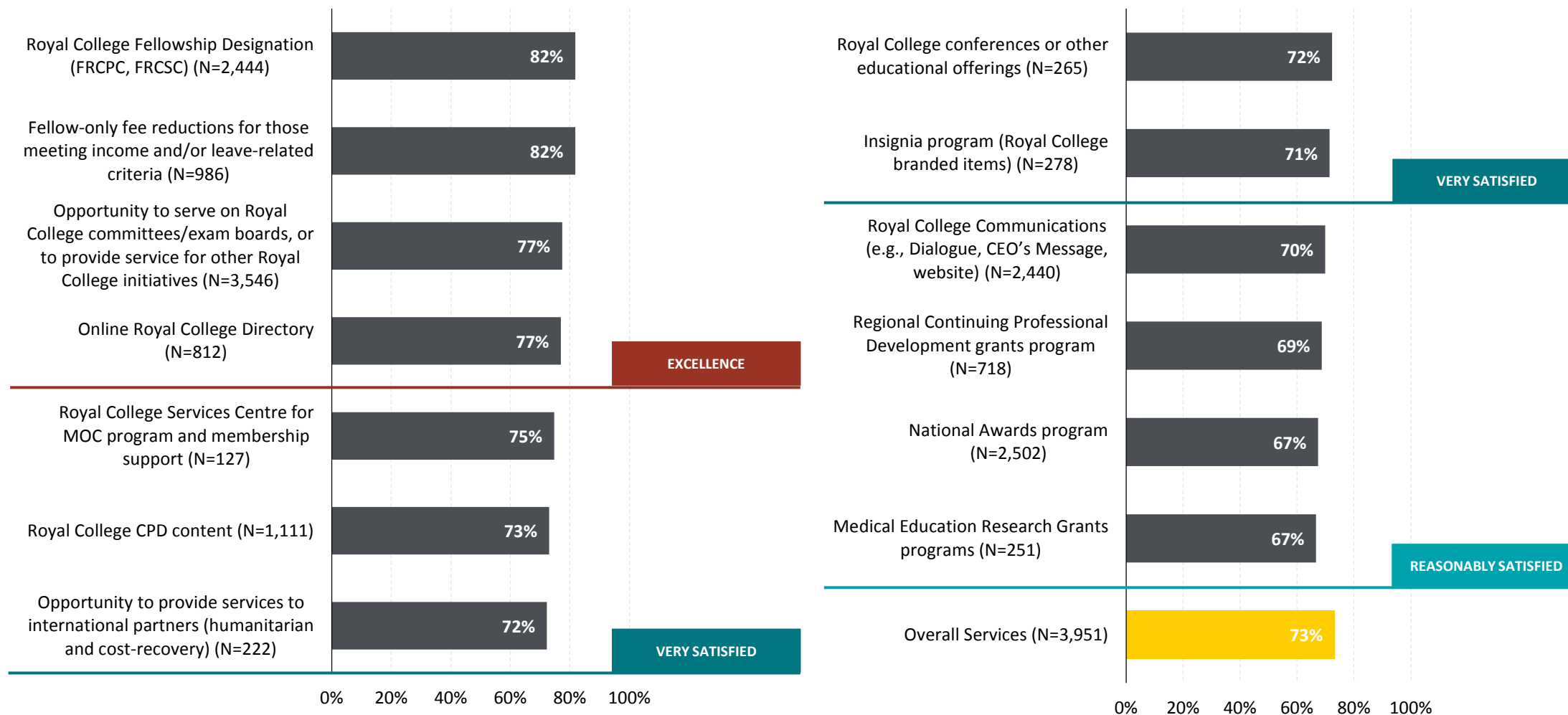
N=4,066

■ Aware and Currently Use ■ Aware and Used in the Past ■ Aware But Don't Use ■ Not Aware but Might Use ■ Not Aware and Won't Use





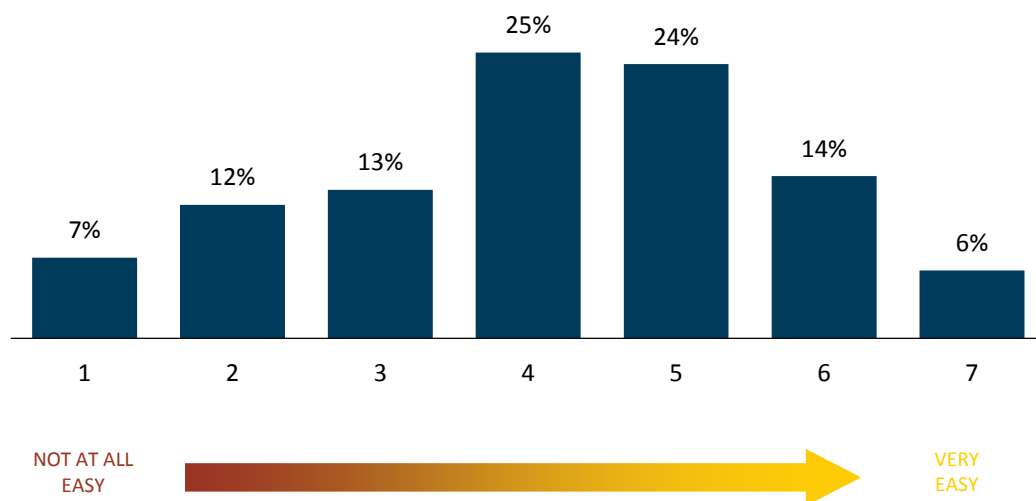
Satisfaction With Royal College Services (cont'd)





Ease of Having Voice Heard

■ Total (N=3,240; Mean 4.1; Benchmark 52%)

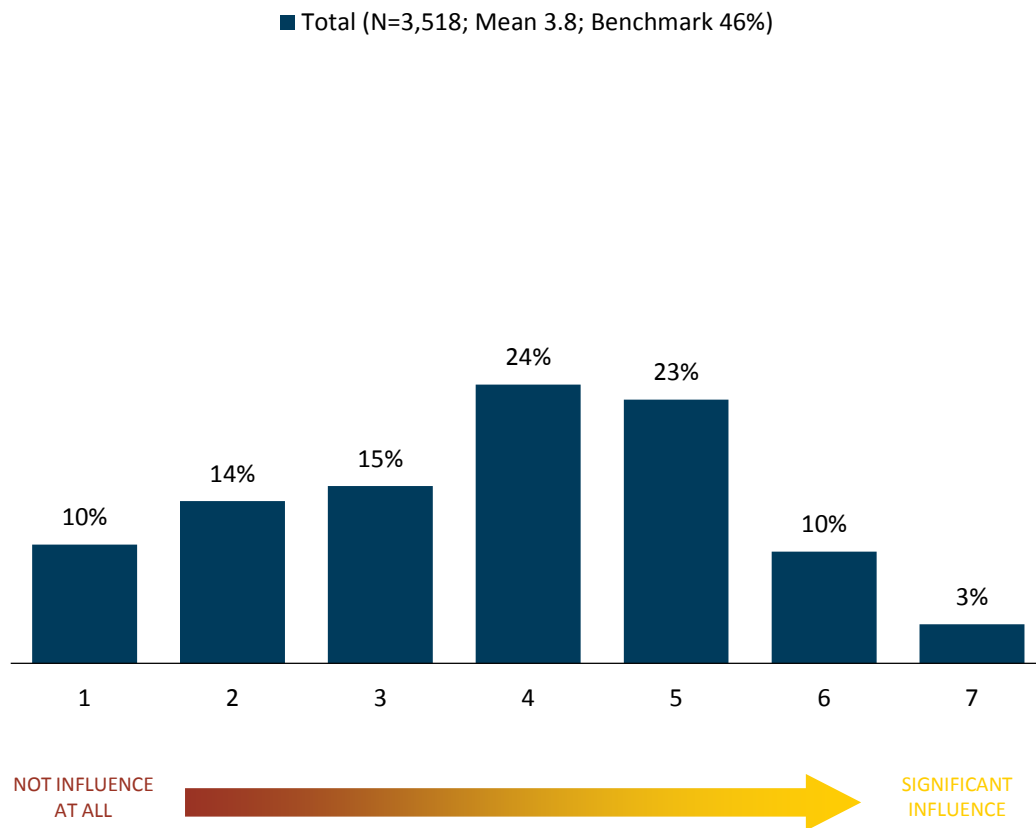


- Members do not believe it is very easy to have their voices heard by the Royal College. Responses focused around a rating of 4 or 5 out of 7 (49%). However, one third (32%) awarded a failing grade of 3 out of 7.
- The Royal College's benchmark in this area is much lower than the average of 61% for professional associations overall. However, it is important to note that many of the larger organizations (by number of members) TPG has worked with struggle in this area.





Members' Influence Over the Priorities of the Royal College



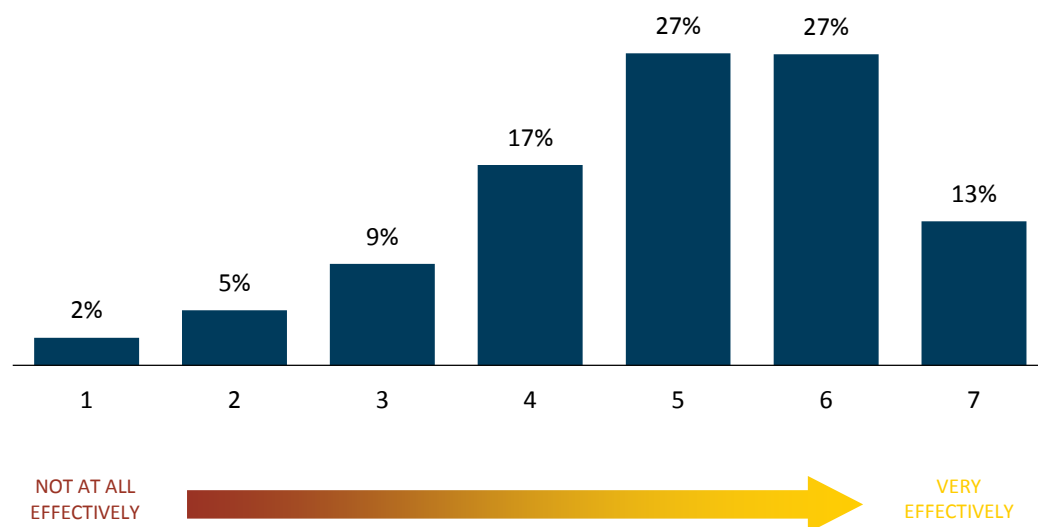
- There are two key contributors to members' perceived level of influence. One of these is obviously the degree to which the association actually allows member input to drive its agenda. The second is the degree to which the association communicates to the members about how the agenda reflects their input.
- Members do not believe that they have a significant influence over the Royal College's priorities. In fact, only 36% of members awarded a rating on the positive side of the scale (5 or higher).
- The organization only achieved a 46% satisfaction benchmark, further evidence of the need to improve the levels of two-way communication with members.
- The Royal College's benchmark in this area is considerably lower than the average of 57% for professional associations overall.





The Royal College's Effectiveness at Communicating to its Members

■ Total (N=3,979; Mean 4.9; Benchmark 66%)



- Communicating to members is a key element of member satisfaction.
- The results show that the Royal College does a reasonable job at communicating effectively to its members. A solid majority (67%) awarded ratings of 5 or above out of 7, with 13% awarding full marks. At the other end of the spectrum, 16% of respondents awarded a failing grade in this area.
- The benchmark rating of 66% shows that members are “reasonably satisfied” with the Royal College in this area, indicating that while it is on the right track, there is room to improve. The rating is slightly below the 69% average for all professional associations we have worked with.





Benchmark Satisfaction Ratings (Summary)

- The overall benchmark satisfaction rating is calculated by taking the average of the benchmark scores on each of the key satisfaction ratings. For the services satisfaction rating, the benchmark is the weighted average for all services measured.
- When first asked how satisfied they are with the Royal College, the satisfaction score was 64%, which is in the ‘marginally satisfied’ category. When the responses to the other member satisfaction questions are factored in, the overall benchmark satisfaction rating is slightly lower at 62
- A high point is certainly the Royal College’s services. While there are some potential issues around penetration of services in some areas, members who use them tend to be very satisfied with the Royal College’s offerings.
- In contrast, the areas that require the most focus moving forward for the Royal College are clearly member influence and the ease of being heard.
- The Royal College’s effectiveness at communicating to members rates reasonably well.

Benchmark	All Members	
	Score	Category
Overall	64%	***
Services	73%	*****
Ease of Having Voice Heard	52%	**
Member Influence	46%	*
Effectiveness of Communications	66%	****
Average Benchmark	62%	***





Member Suggestions for Improved Satisfaction

- **Education (542 mentions):**
 - MOC/CME process is too onerous, not user friendly. Change MOC program
 - Reduce requirements for retired/semi-retired physicians and surgeons
 - Improve MAINPORT
 - Support/help for section 3 credits
 - Provide divers and up to date CME
 - Data and information-base needed regarding CBD implementation
 - More online learning and CPD
- **Fees (395 mentions)**
 - Fees are too high, lower fees
 - Lower fees for members outside of the country
 - Lower administrative costs, reduce unnecessary spending
- **Communication (187 mentions)**
 - Better communication about what the Royal College does and the value it provides
 - Be more responsive to members in its communications/better two-way communication
 - Better communication about decision-making
 - Send less email
- **Sub-Specialty Comments (178 mentions)**
 - Education, resources to support my specialty
- **Becoming Member-Driven (175 mentions)**
 - Consult, listen and act on member needs to drive decision-making
 - Be more inclusive, better connect with 'grassroots' members across the country
- **No Changes/Keep up the Good Work (164 mentions)**
- **Member Value/ROI (126 mentions)**
 - Be more relevant to my needs
 - Better communicate what members get relative to the fees they pay
 - The Royal College offers little value
 - I don't know what the Royal College does/benefit it provides other than the FRCSC/education
- **Specific Member/Health Care Issues of Desired Focus (124 mentions)**
 - Address 'bad', substandard care or unethical behaviour
 - Address member burnout, mental health
 - Play a role in broader healthcare issues





Member Suggestions for Improved Satisfaction (cont'd)

- **Strategy and Leadership (116 mentions)**
 - Royal College is an 'old boys' club/operates from an 'ivory tower'
 - Royal College is too 'top-down,' bureaucratic
 - I'm interested/have expressed interest in volunteering
 - Process for volunteer selection is biased/not transparent
 - Recognize/reward volunteers
- **Advocacy and Stakeholder Relations (106 mentions)**
 - Advocacy for members with government, public
 - Advocate for specialties
 - Promote designation
- **Additional Services Wanted (84 mentions)**
 - Provide greater access to journals, textbooks/online library, conferences, clinical guidelines, etc.
- **International Members/International Jurisdiction Issues (69 mentions)**
 - Comments related to Royal College's training of fellows in the Middle East
 - Become more relevant/supportive of members working internationally
 - Focus less on international and more on Canadian members and their needs
- **Meeting Diverse Member Needs (57 mentions)**
 - Better address needs of grassroots vs. academic members
 - Better address needs/create a new category of membership for retiring/retired members
 - Better represent francophone members
- **Trainees and Resident Needs (52 mentions)**
 - Improve support, requirements and flexibility for students and residents.
- **Minor Themes**
 - Fellowship (50): Promote and protect value of fellowship, FRCPC designation
 - Partnership and Collaboration (45): Simplify, streamline membership with related organizations; better coordinate efforts with related organizations.
 - Transparency (39): Be more transparent about how money is spent, how decisions are made
 - Accreditation (37) and Exam (75): Improve exams, make exam process more fair/transparent.





Member Attitudes Towards the Royal College

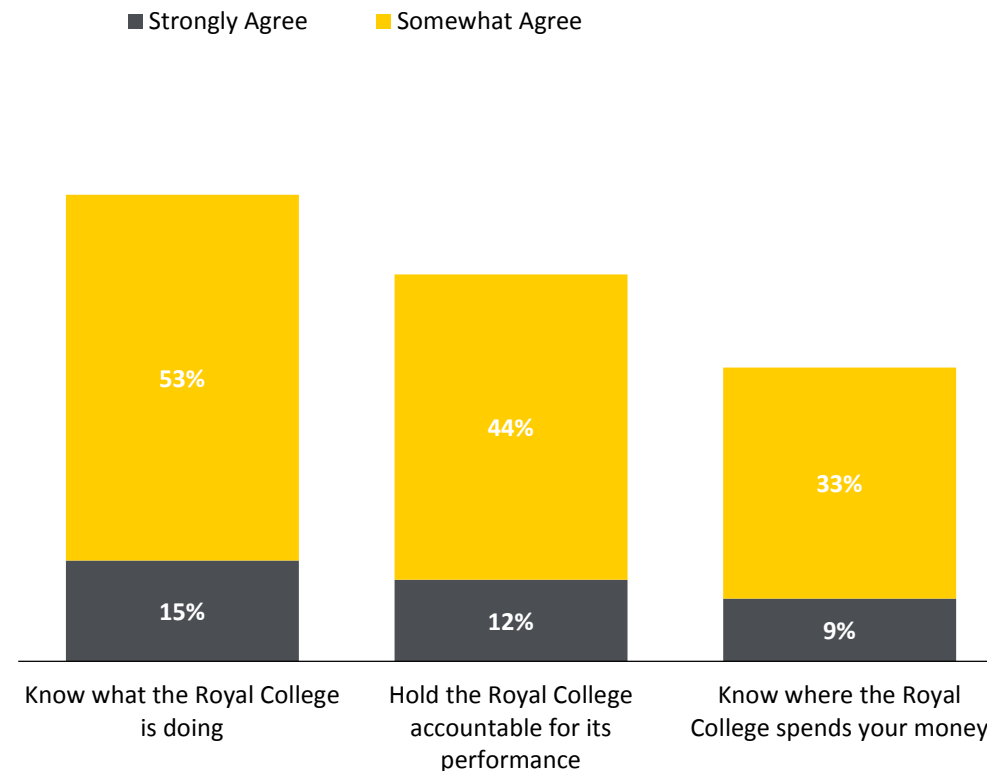
- Level of Member Knowledge About the Royal College
- Attitudes About Performance and Governance





Level of Member Knowledge About the Royal College

- As noted earlier, the Royal College does a reasonably good job at effectively communicating to members, but that does not necessarily mean it is providing the right information. As discussed in the previous chapter, good communications and letting your members know what the Royal College is doing are keys to achieving high satisfaction ratings.
- While a majority of members generally agree that the Royal College provides them with enough information to know what the Royal College is doing (68% somewhat or strongly agree), there is considerable room to improve given that 15% of members only ‘strongly’ agree with the statement.



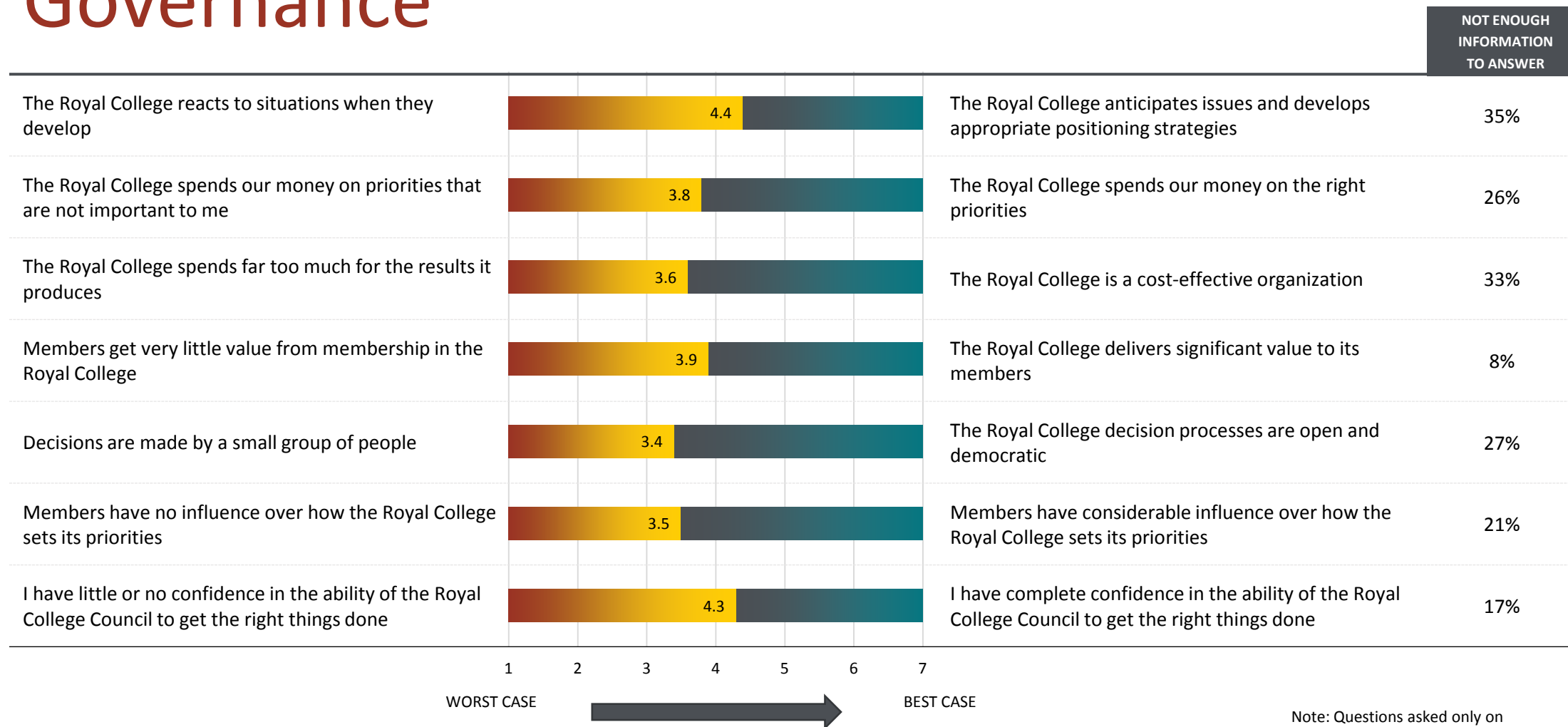
N=1,142

Note: Questions asked only on Stream C.





Attitudes About Performance and Governance



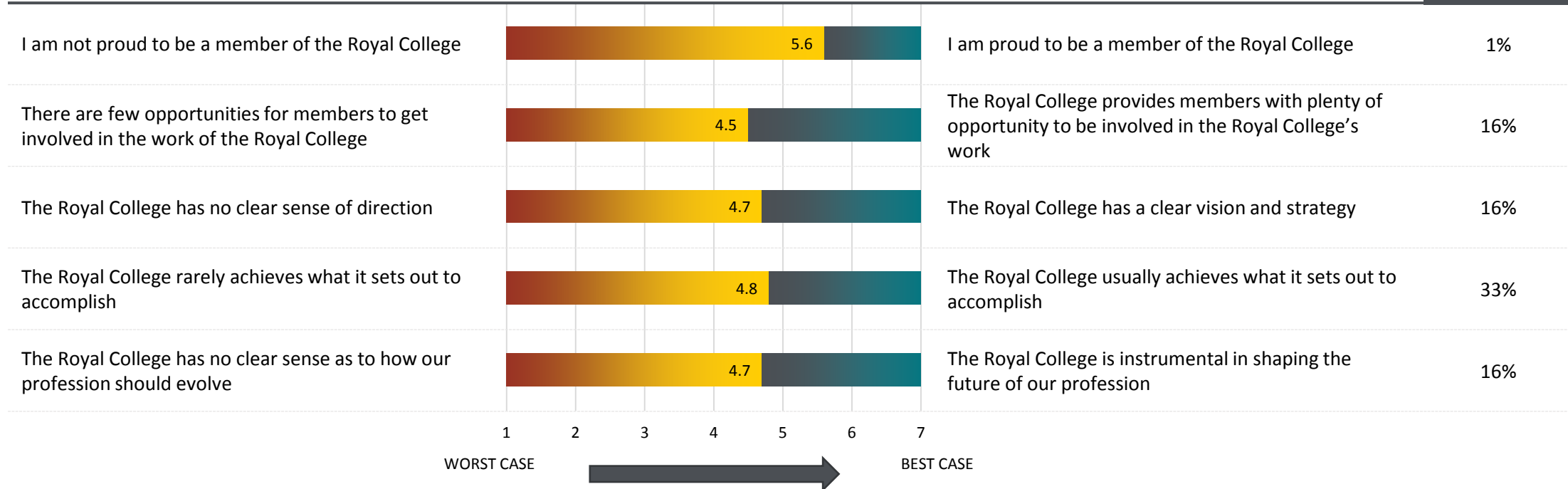
Note: Questions asked only on Stream C.





Attitudes About Performance and Governance (cont'd)

NOT ENOUGH INFORMATION TO ANSWER



Note: Questions asked only on Stream C.





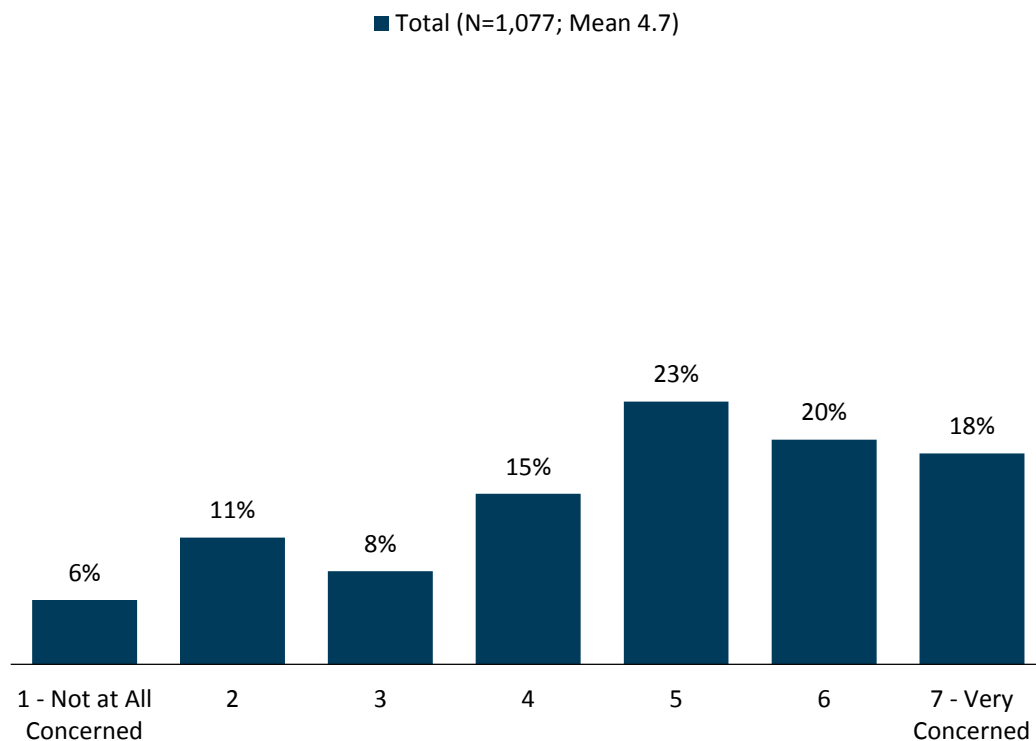
Important Issues

- Member Concern Over Future Prospects as a Medical Professional in Canada
- Top of Mind Issues





Member Concern Over Future Prospects as a Medical Professional in Canada



Note: Questions asked only on Stream C.

- The exhibit shows how members feel about the future as a medical professional in Canada. The average rating of 4.7 on the 7 point scale shows that the level of concern among members is on the high side, but not alarming.
- A closer look at the results reveals that while there are some members with low levels of concern, a majority of members expressed high levels of concern. Three quarters (76%) of respondents rated their level of concern at 4 or higher out of 7 with over one third (38%) citing very high concern levels at 6 or 7.





Top of Mind Issues

- **Training:**
 - Shortage of available residency / training positions
 - Ensuring adequate or sufficient training / training standards
 - Lack of real situation experience
 - Specialty training
- **Continuing Education**
 - Competency based education/competency by design
 - Continuing education in general
 - MOC
- **Labour Market**
 - Physician competence after certification
 - Matching training, resources, recruiting to workforce/community needs
 - Competence and preparedness of the newly trained
 - Workforce management /planning
- **Health Care System Concerns**
 - Inadequate resourcing
 - Sustainability of the public health care system
 - Impact of allied or alternative health providers
- **Employment Opportunities**
 - Job opportunities in general
 - Lack of post-graduation jobs
 - Lack of specialist job opportunities
- **Funding**
 - Lack of funding / cuts
 - Education / training funding
- **Physician Wellness**
 - Physician burn out
- **Compensation and Remuneration**
 - General concerns over compensation levels
 - Compensation inequities





Top of Mind Issues (cont'd)

- **Technology**
 - Technology in general (i.e., changing tech, new tech, pace of change)
 - The impact of artificial intelligence
- **Government**
 - Government interference or control
- **Public health care issues**
 - Aging population
- **Other Issues**
 - Patient care (i.e., in general, coordination/complete care)
 - Public image
 - Physician autonomy
 - Access to care





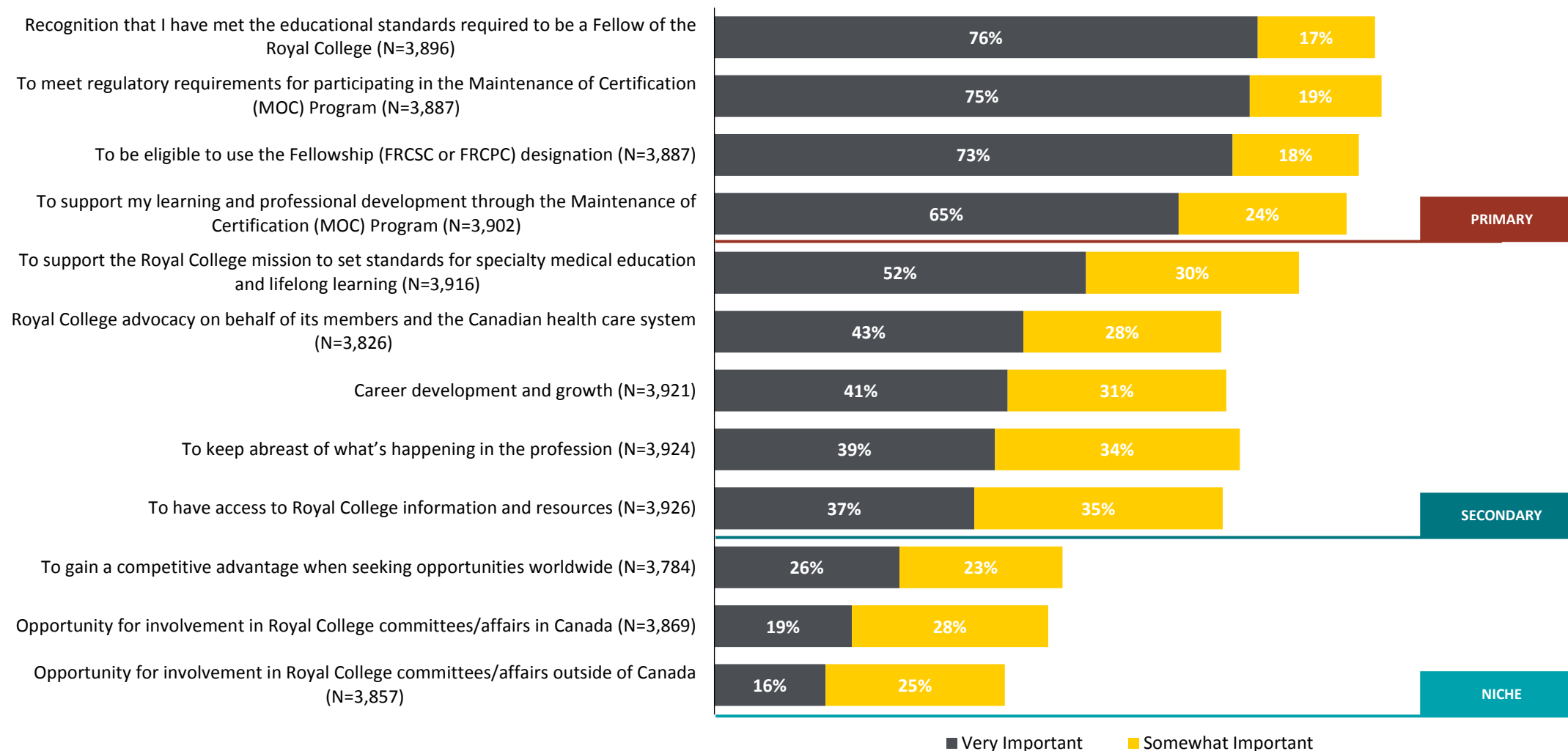
Becoming a Member Driven Organization – What Royal College Members Want

- Reasons For Belonging to the Royal College
- Primary Reason For Belonging to the Royal College
- The Role of the Royal College
- Where the Royal College Should Focus its Time, Effort and Financial Resources
- Services Members Want





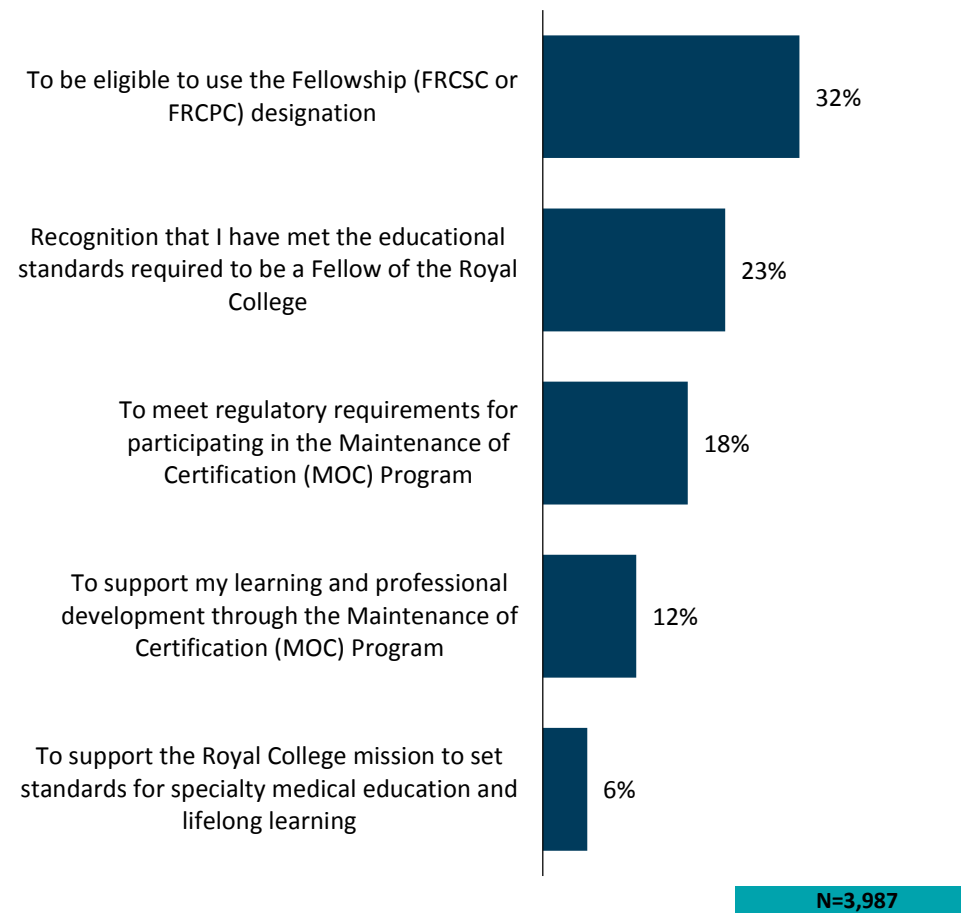
Reasons For Belonging to the Royal College





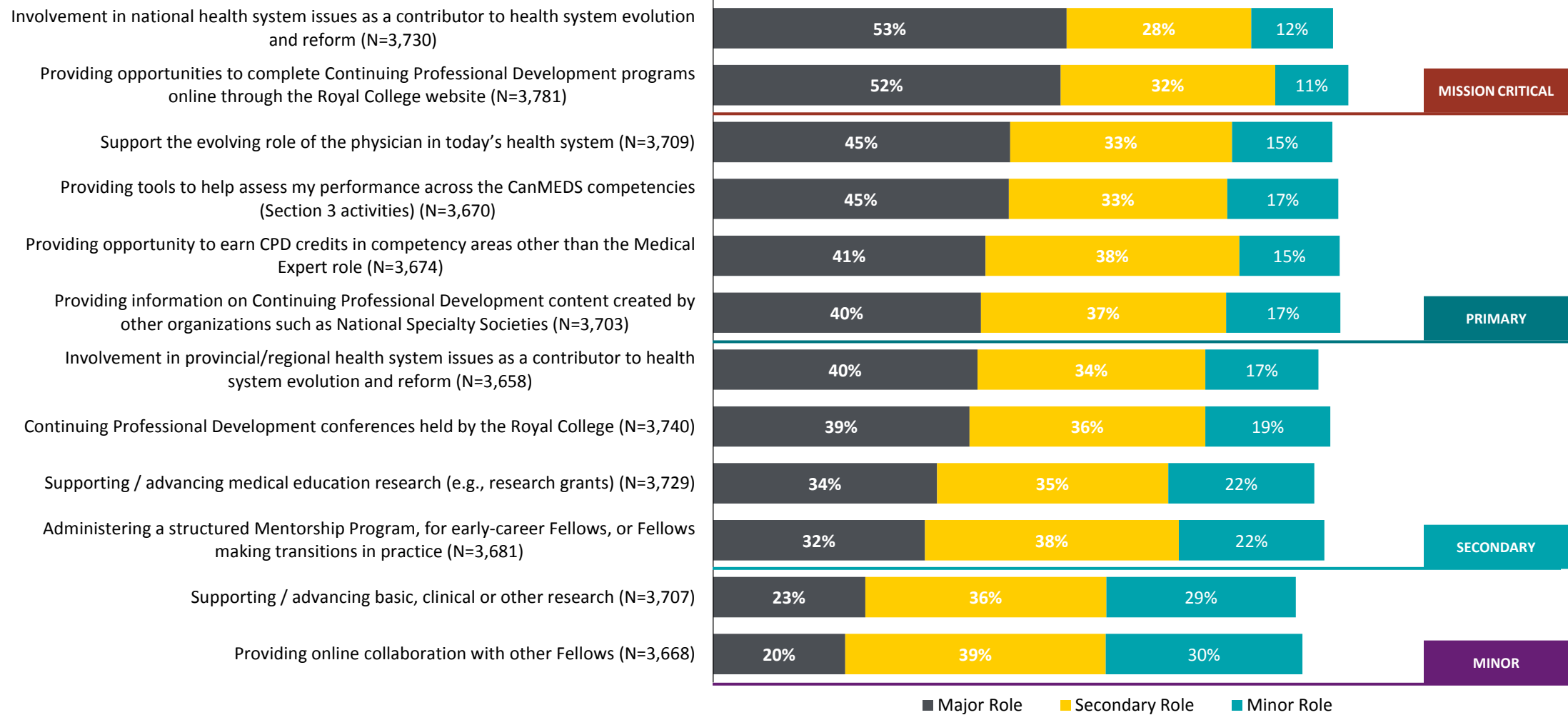
Primary Reason For Belonging to the Royal College

- When asked to identify the primary reason for belonging to the Royal College, the same three reasons ranked as most important show up at the top of the list.
- With almost one third (32%) of members identifying it as the primary reason for membership, eligibility to use the Fellowship designation is the clear front runner.
- Recognition that I have met the educational standards required to be a Fellow of the Royal College is a distant second at 23% followed closely by meeting regulatory requirements for participating in the MOC Program (18%).
- Combined, these five reasons account for just over nine in ten members. None of the remaining reasons for membership was selected by more than 1.6% of respondents.

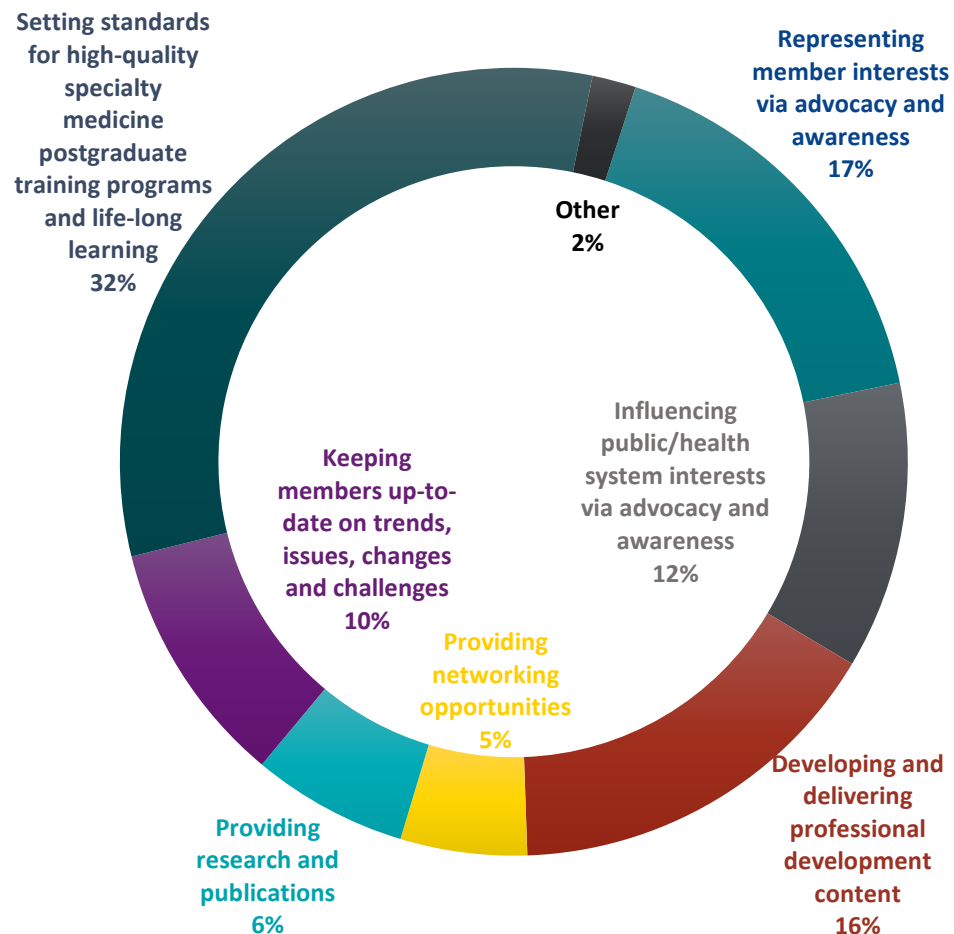




The Royal College's Role in the Eyes of Members (cont'd)



Where the Royal College Should Focus its Time, Effort and Financial Resources

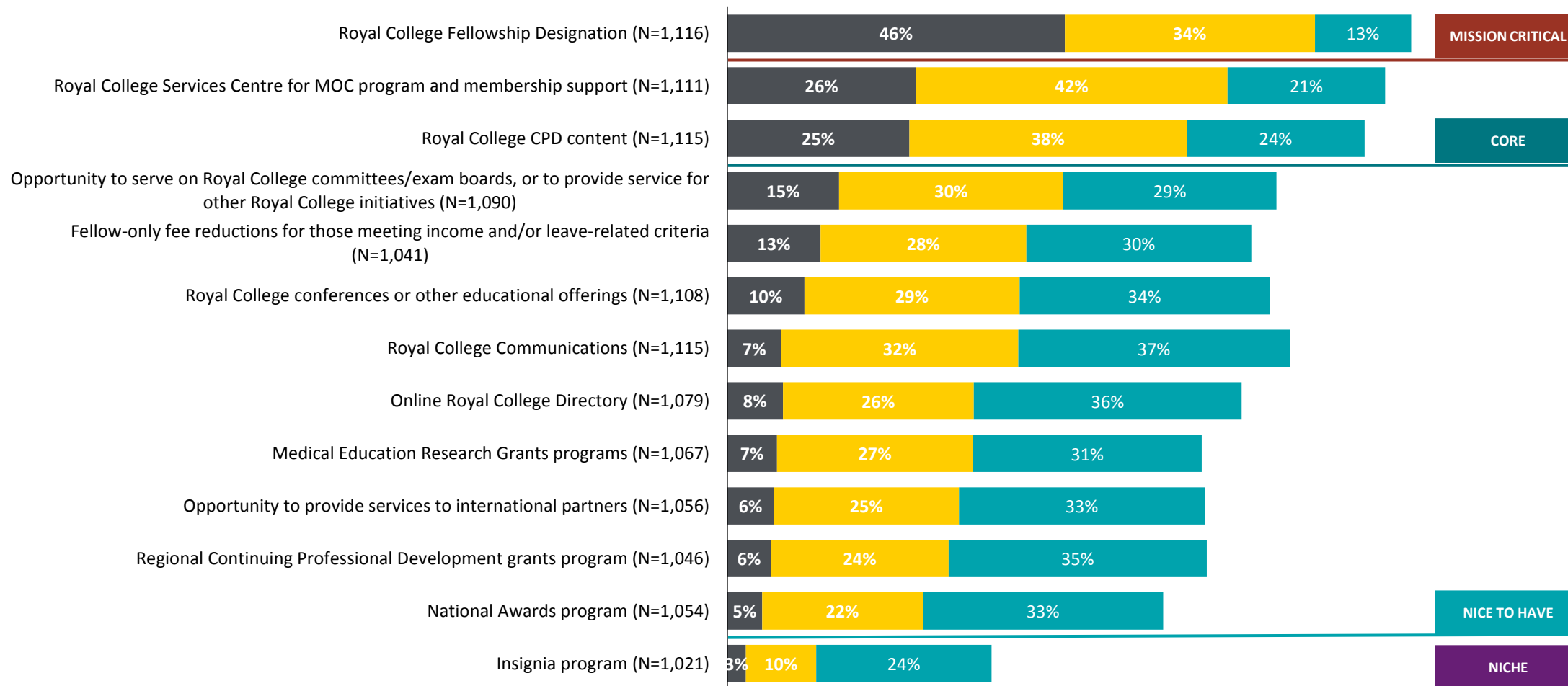


- In the eyes of members, the top area for the Royal College to focus its time, effort and resources on is on setting standards for high-quality specialty medicine postgraduate training programs and life-long learning. Members would allocate almost one third (32%) of the Royal College’s time, effort, and resources to this area.
- Representing member interests via advocacy and awareness (17%) and developing and delivering professional development content (16%) are next with influencing public/health system interests via advocacy and awareness (12%) and keeping members up-to-date on trends, issues, changes and challenges (10%) following close behind.
- It should be noted that the results should not be viewed as the definitive way in which members would like resources divided. Rather, they should be viewed as a weighted ranking.





Services Members Want



Note: Questions asked only on Stream C.

■ Critically Important ■ Very important ■ Somewhat important





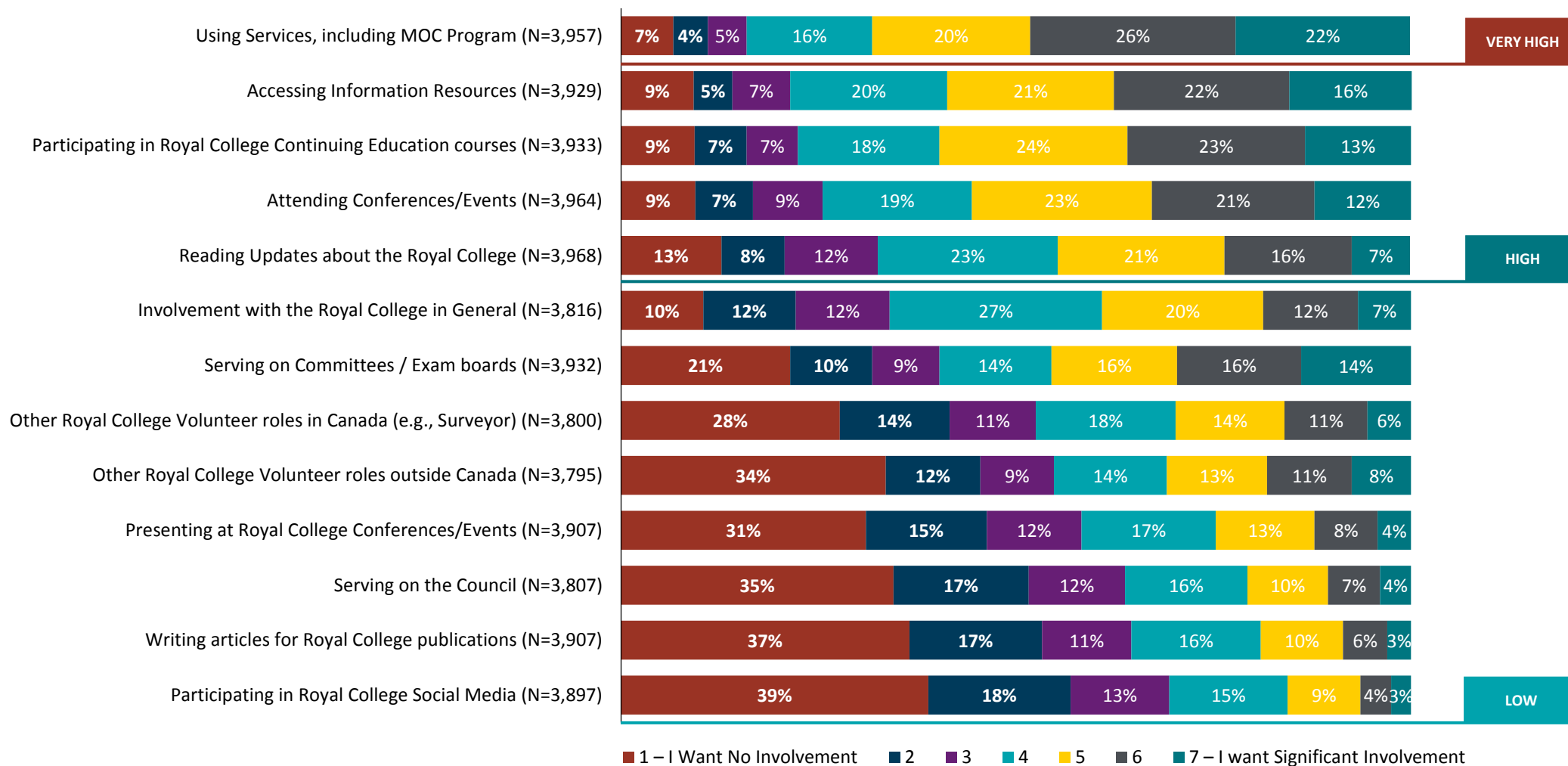
Member Engagement With the Royal College

- Engagement Expectations
- Current Engagement With the Royal College
- Engagement Gap Analysis



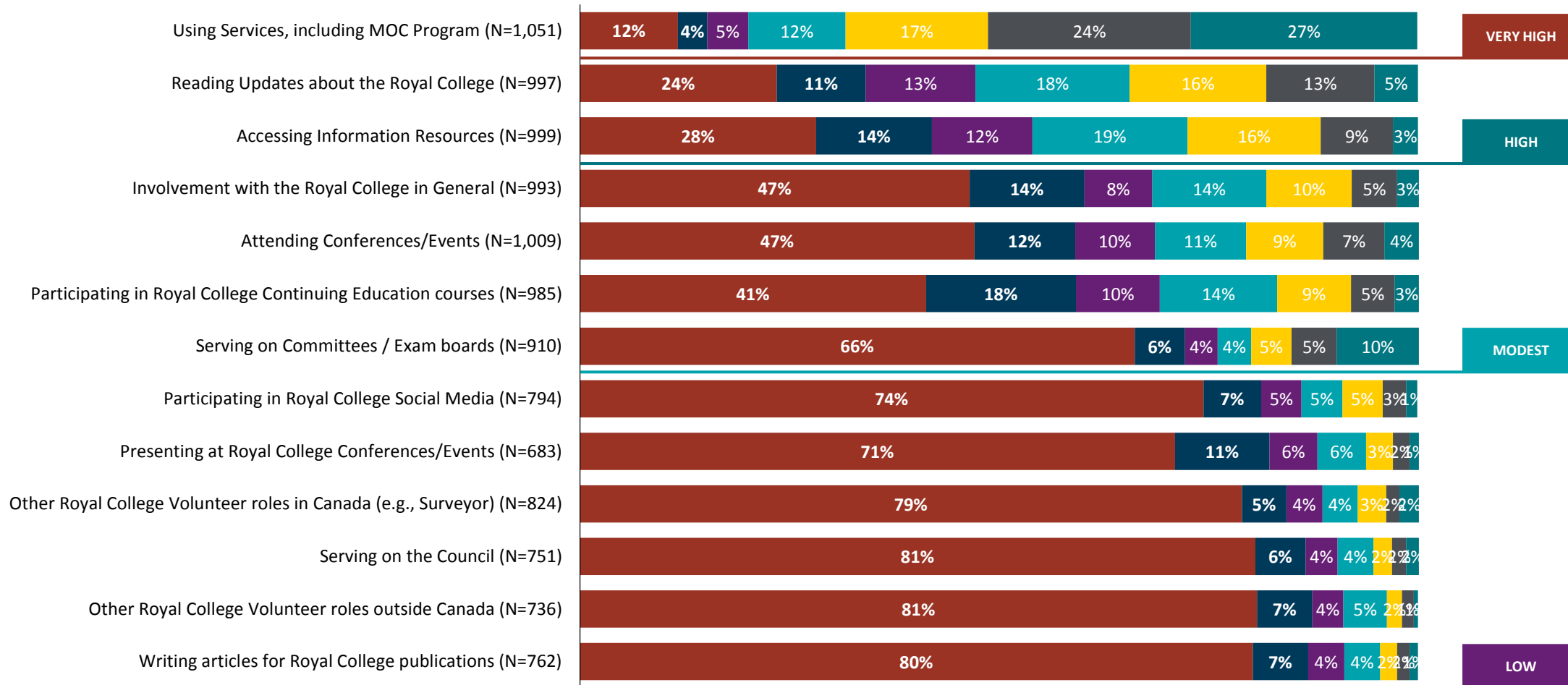


Engagement Expectations





Perceived Current Engagement With the Royal College (cont'd)



Note: Questions asked only on Stream C.
Base is those who want at least some engagement in the area.

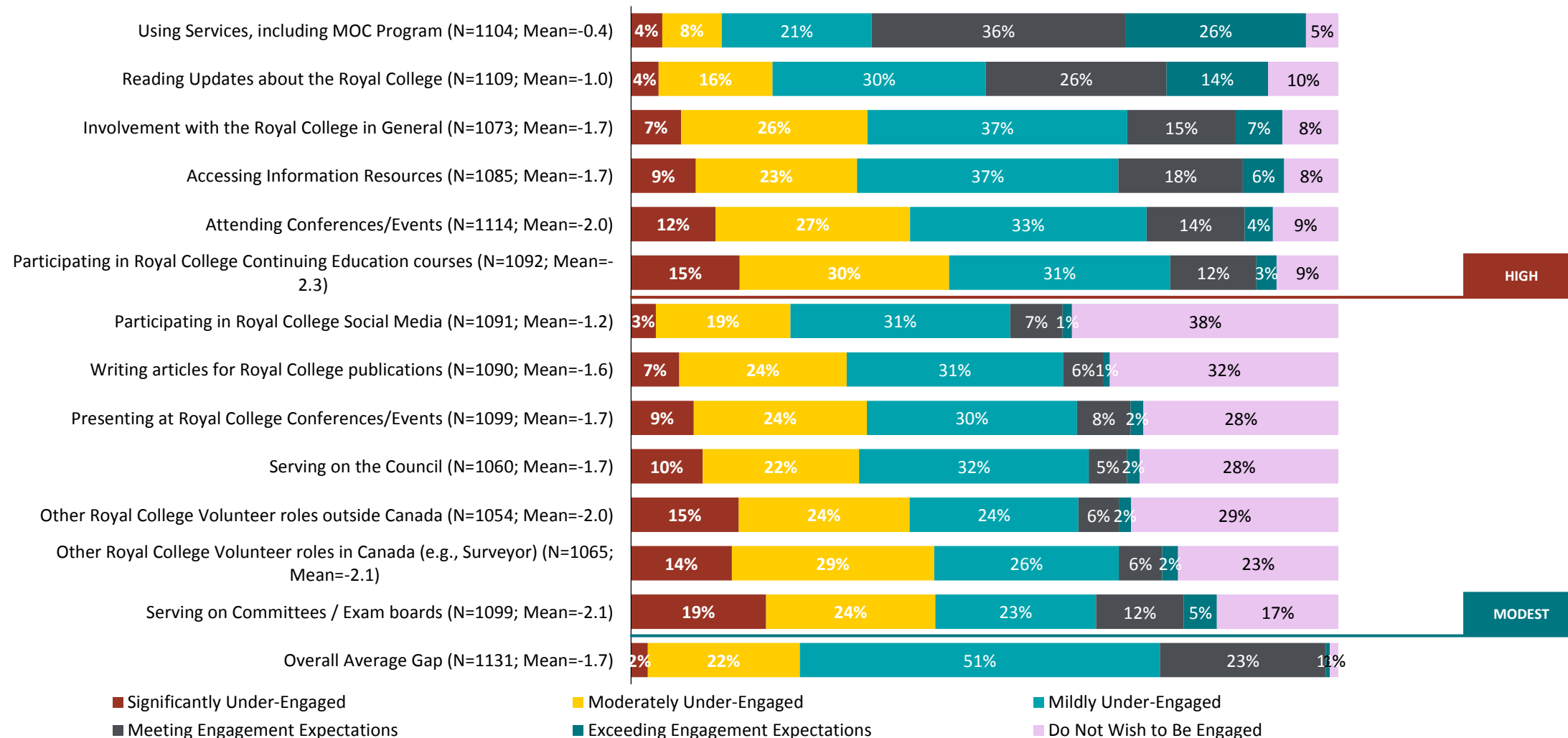
2018 Royal College Membership Survey

1 - I Am Not Involved at All 2 3 4 5 6 7 - I Have Significant Involvement





Engagement Gap Analysis (cont'd)





Continuing Professional Development

- Time Spent on CPD Activities
- CPD Providers Accessed in Past 12 Months
- Learning Formats Accessed in Past 12 Months
- Preferred Learning Format
- Barriers to Meeting CPD Requirements
- Interest in CPD Topics

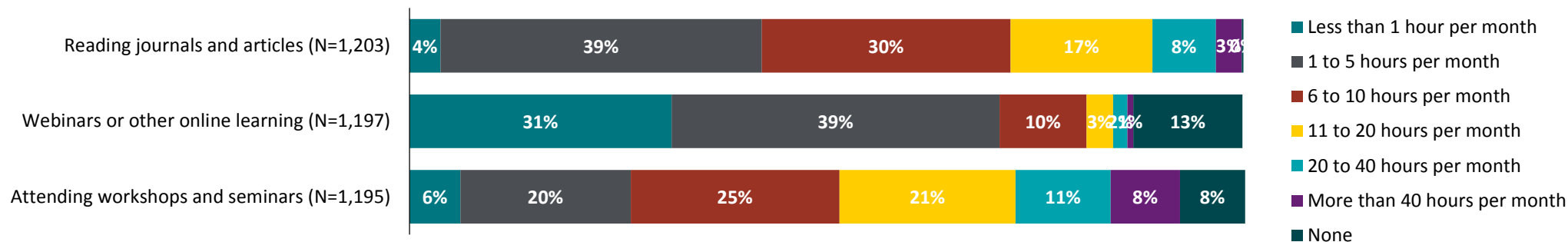




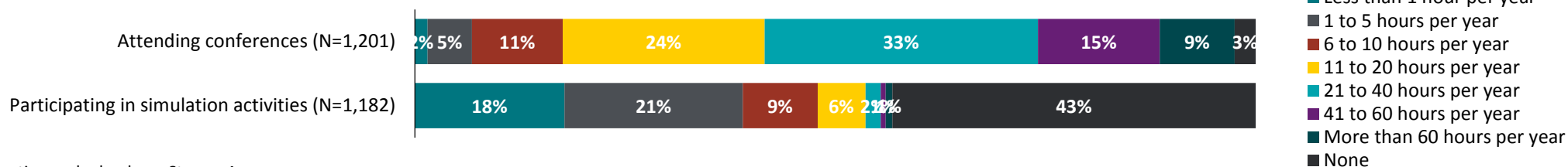
Time Spent on CPD Activities

- The survey shows that the Royal College members spend a considerable amount of time on CPD activities throughout the year.
- Virtually all indicated that they spend at least some time each month reading journals and articles. In fact, six in ten (58%) spend more than 5 hours each month on this ongoing CPD activity.
- Two thirds (66%) spend more than 5 hours per month attending workshops and seminars.
- On the other hand, 84% spend five hours or less per month on webinars or other e-learning.
- Other CPD activities were measured on a yearly basis. The time commitment is greatest for conferences where over half (56%) spending more than 20 hours per year and a further 24% spend 11 to 20 hours per year.
- Conversely, 43% of members indicated that they did not participate in simulation activities. Among those that did, the majority spend less than five hours per year (39%).

CPD Activities Measured Monthly



CPD Activities Measured Annually



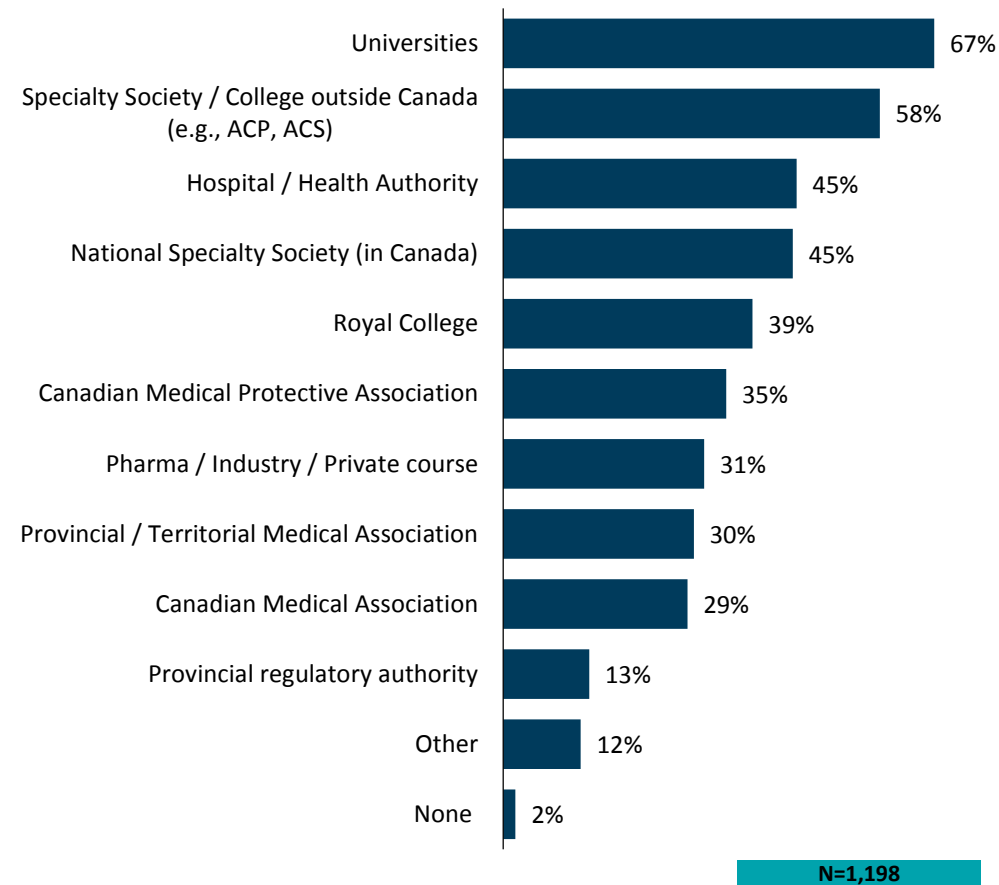
Note: Questions asked only on Stream A.





CPD Providers Accessed in Past 12 Months

- The vast majority of members (98%) have accessed a CPD provider in the past 12 months.
- The top CPD provider by a considerable margin is universities. Two thirds (67%) of members accessed CPD from a university in the past 12 months.
- The next most common provider, and the only other to be accessed by more than half of members, is specialty society / college outside of Canada (58%).
- The Royal College ranked fifth at 39% as a provider behind hospitals / health authorities and national specialty societies in Canada (both at 45%). Canadian Medical Protective Association was accessed by one-third of members (35%).

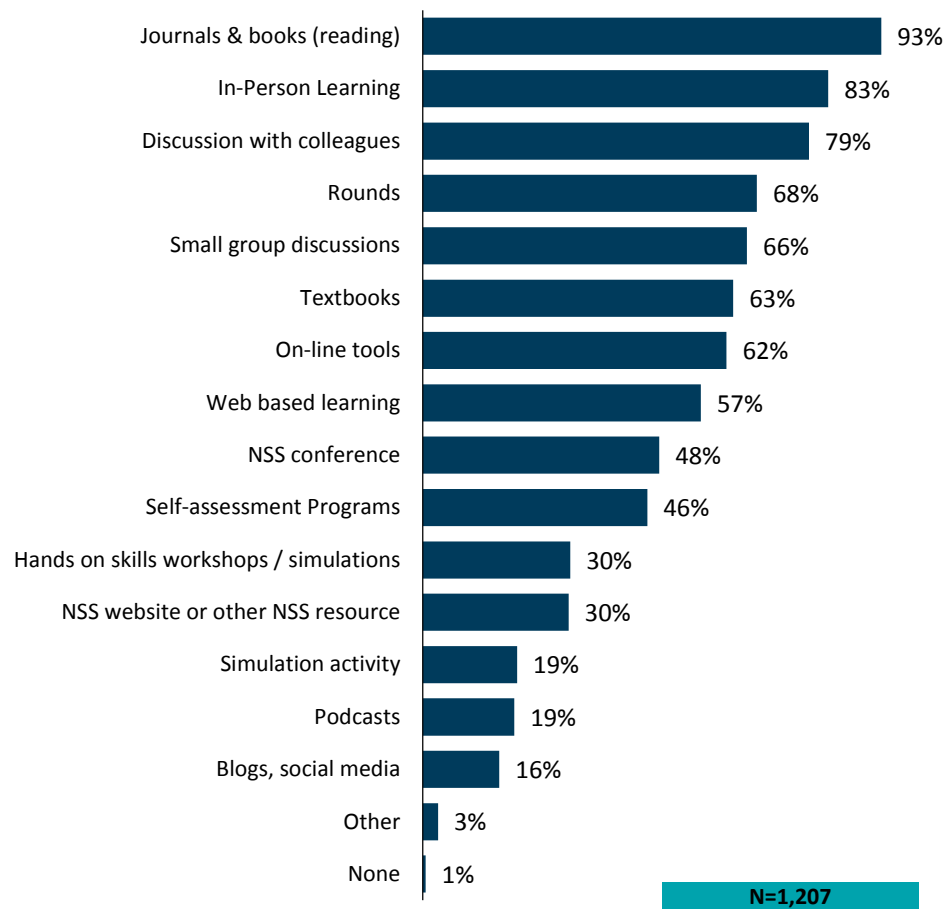


Note: Questions asked only on Stream A.





Learning Formats Accessed in Past 12 Months



- At 93%, journals and books are the most common learning format accessed by members in the past 12 months. However, in-person learning (83%) and discussions with colleagues (79%) are not far behind with approximately four in five members having used them.
- There is no common theme among the top formats as they include a mix of text based learning, online and peer discussion.

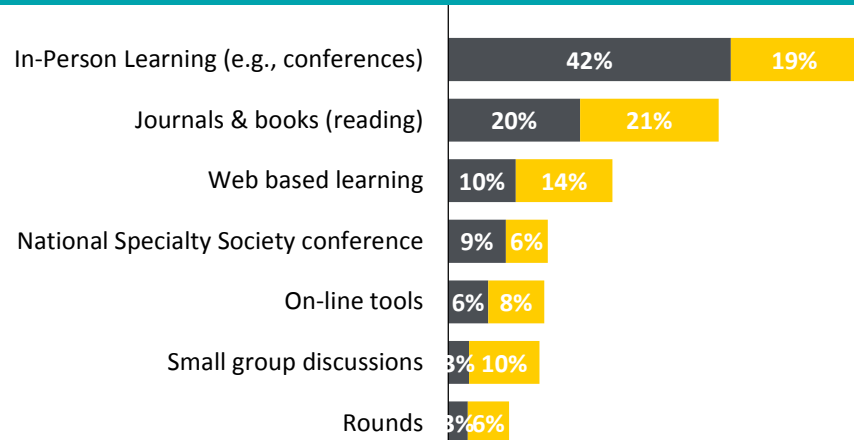
Note: Questions asked only on Stream A.



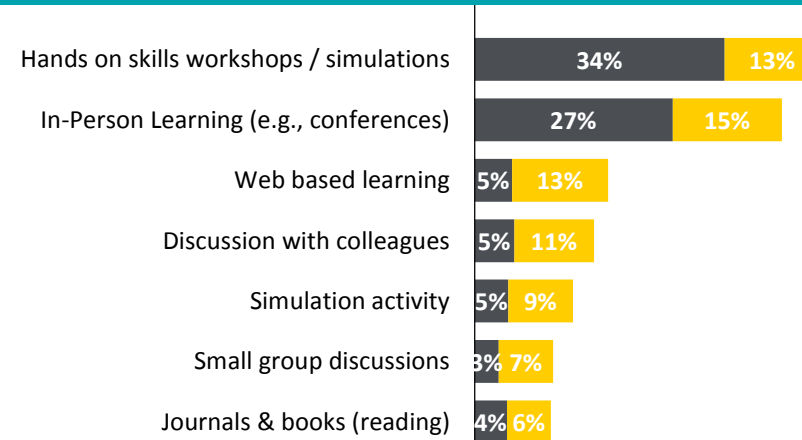


Preferred Learning Format

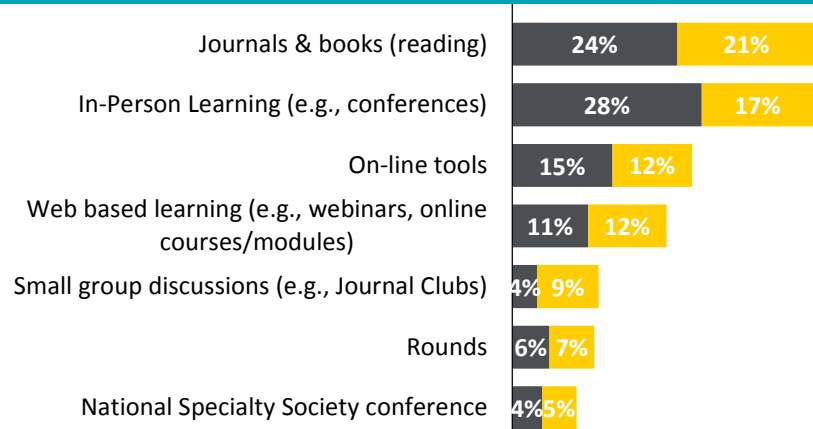
Learning About Significant New Advancements in Discipline (N=1,205)



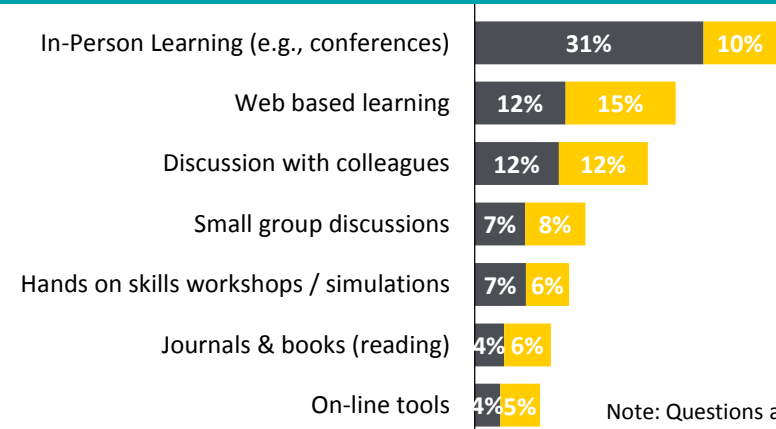
Learning New Clinical Skills (N=1,189)



Keeping Up To Date (N=1,205)



Learning Business / Management / Leadership Skills (N=1,134)



Note: Questions asked only on Stream A.

■ First Choice ■ Second Choice

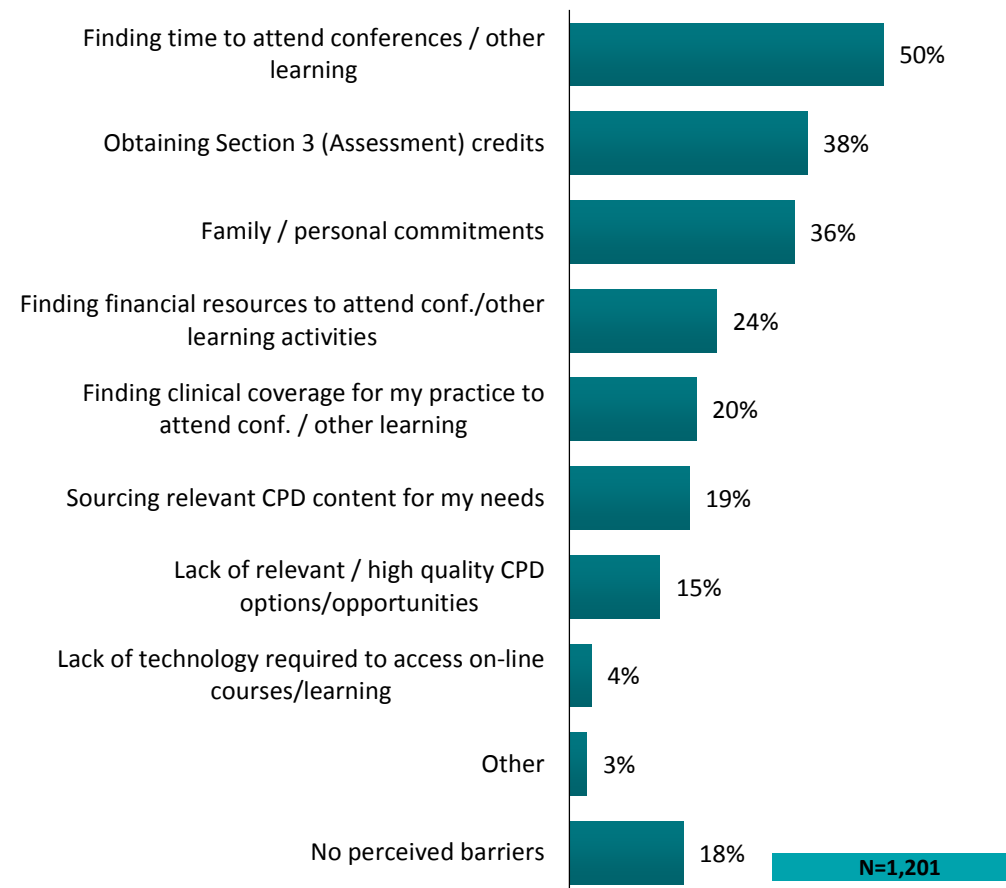
■ First Choice ■ Second Choice





Barriers to Meeting CPD Requirements

- Four in five (82%) members indicated that there was at least one barrier to meeting CPD requirements.
- Time related barriers account for three of the top five barriers to meeting CPD requirements. By far, the top barrier in meeting CPD requirements is finding the time. Half (50%) of members identified this as one of the top three barriers.
- Rounding out the top five barriers are obtaining Section 3 credits (38%) and finding the financial resources (24%).

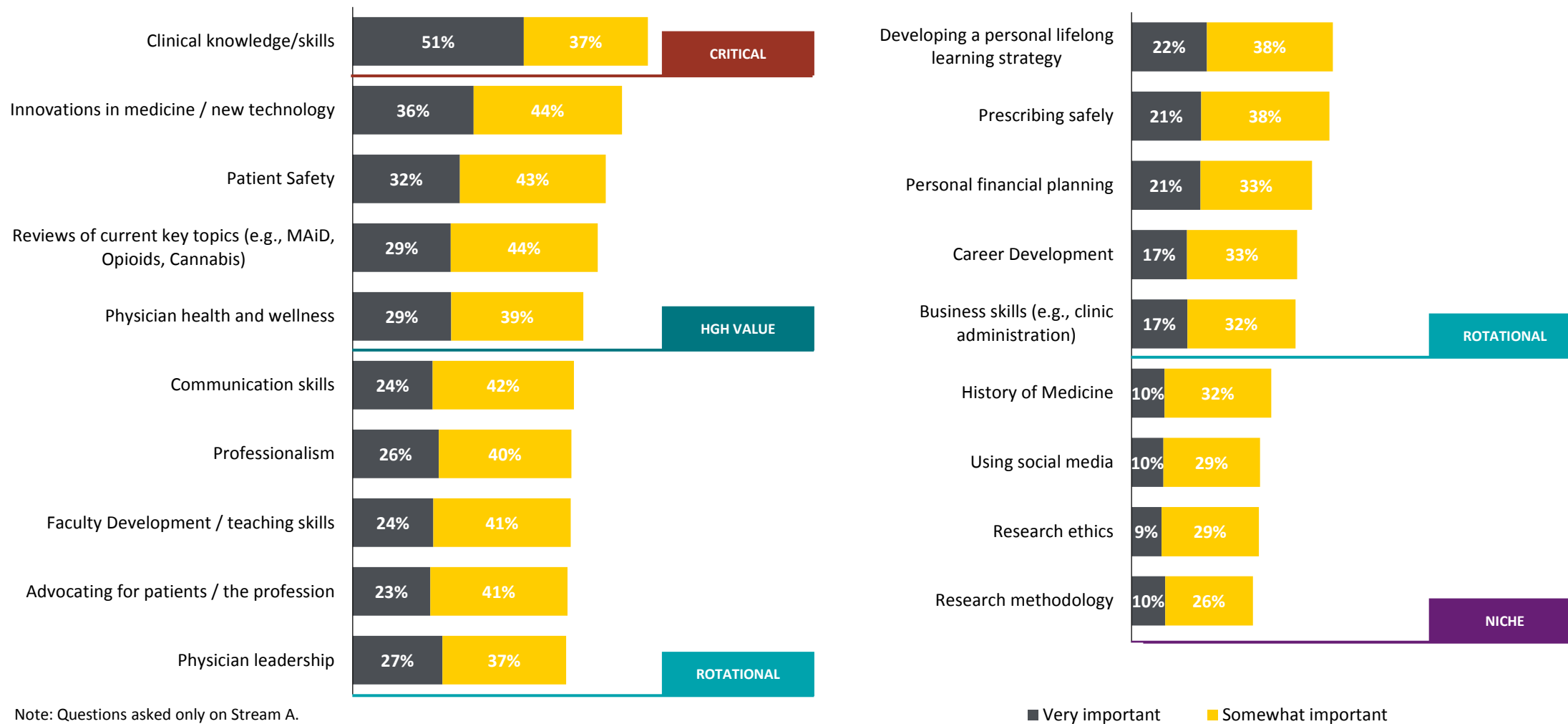


Notes: Questions asked only on Stream A.
Responses sum to more than 100% due to multiple responses.





Interest in CPD Topics



Note: Questions asked only on Stream A.





Communications

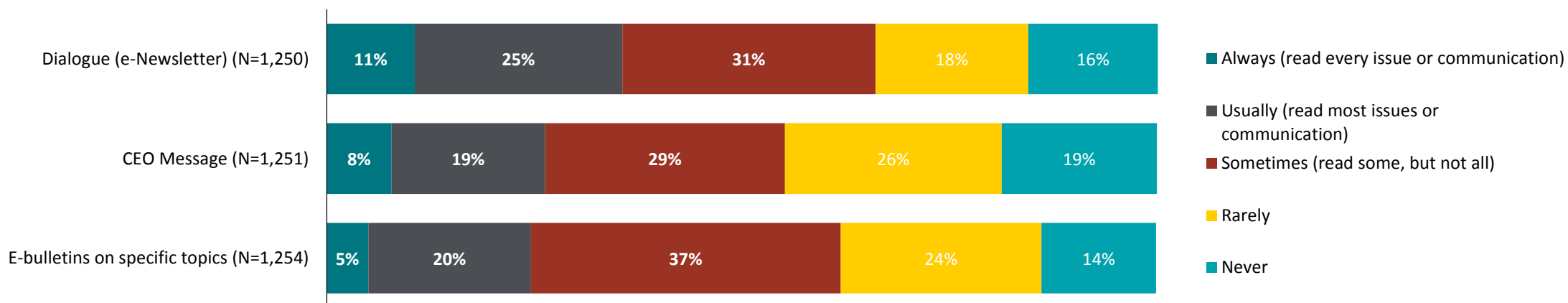
- Readership Frequency of Ongoing Publications
- Self-serve Information Access in Past 12 Months
- Degree to Which Members Read Royal College Content
- Ratings of the Royal College's e-Newsletter (Dialogue)
- Interest in Information Topics
- Ranking of Information Topics
- Preferred Communications Delivery Channels
- Number of Emails Members Want to Receive





Readership Frequency of Ongoing Publications

- While there is a group of members who read most publications, the Royal College's ongoing publications are read with sporadic frequency.
- Importantly, all ongoing publications are read at least sometimes by more than half of members.
- The strongest readership is for Dialogue where two thirds (67%) of members report that they read at least some issues with just over one third (36%) reporting they read most or all issues.
- E-bulletins are regularly read by one quarter (25%) of members with a further 37% reading sometimes.
- Just over half (56%) report that they read the CEO message at least sometimes with 27% reporting frequent readership.



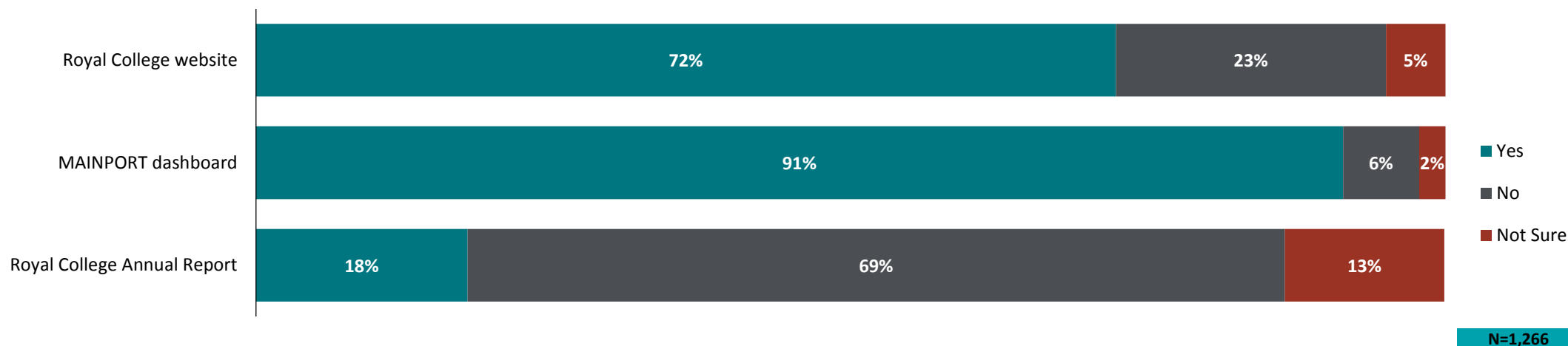
Note: Questions asked only on Stream B





Self-serve Information Access in Past 12 Months

- Two of the Royal College’s three self serve communications a have very high level of access.
- MAINPORT dashboard has been accessed by nine in ten (91%) of respondents in the past twelve months while seven in ten (72%) have accessed the Royal College website.
- Conversely, less than one in five respondents accessed the Royal College Annual Report.



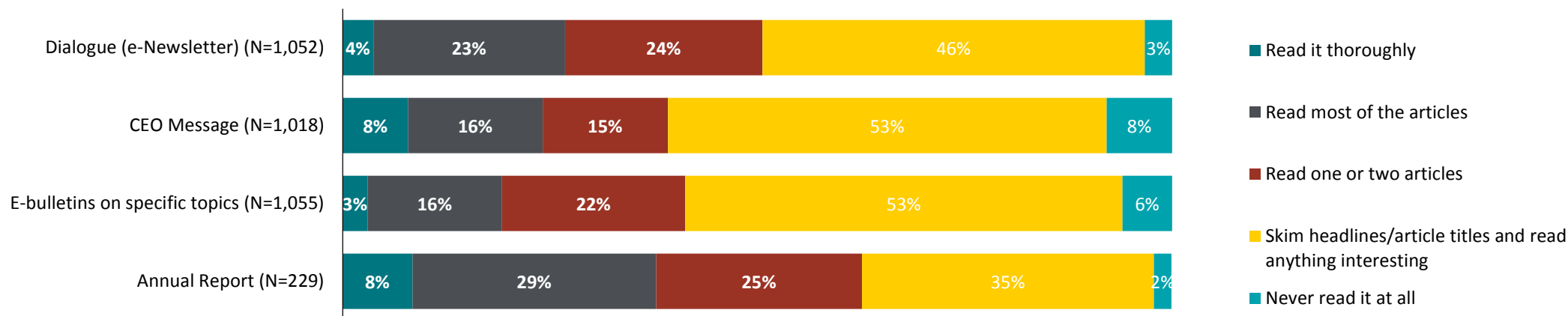
Note: Questions asked only on Stream B.





Degree to Which Members Read Royal College Content

- Those who read or access Royal College communications were asked to indicate the extent to which they read the content.
- Results show that, for the most part, the publications are not being read in-depth. For the CEO Message and e-bulletins, just over half (53%) merely skim read while a further 15% and 22%, respectively, read 'one or two articles'.
- While the portions are different, it is a similar situation for Dialogue with 46% skimming and 24% reading one or two articles.
- While readership is low, those who do read the annual report are more likely to read most of it (37%) than other publications.

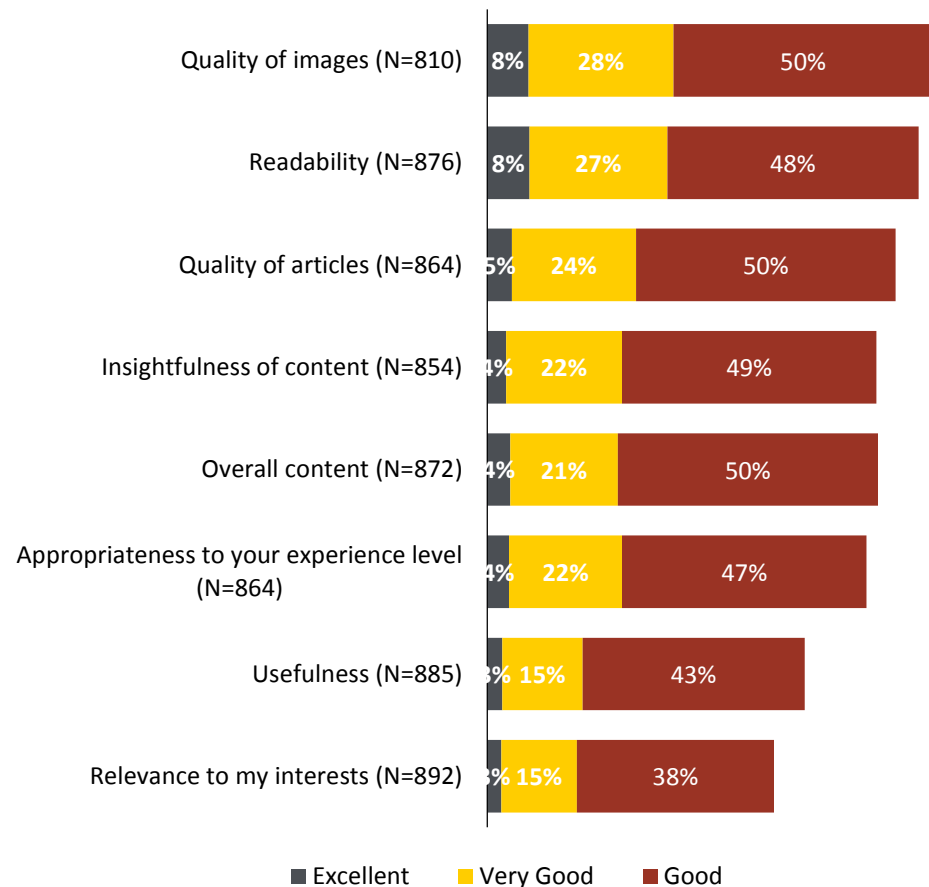


Note: Questions asked only on Stream B





Ratings of the Royal College's e-Newsletter (Dialogue)



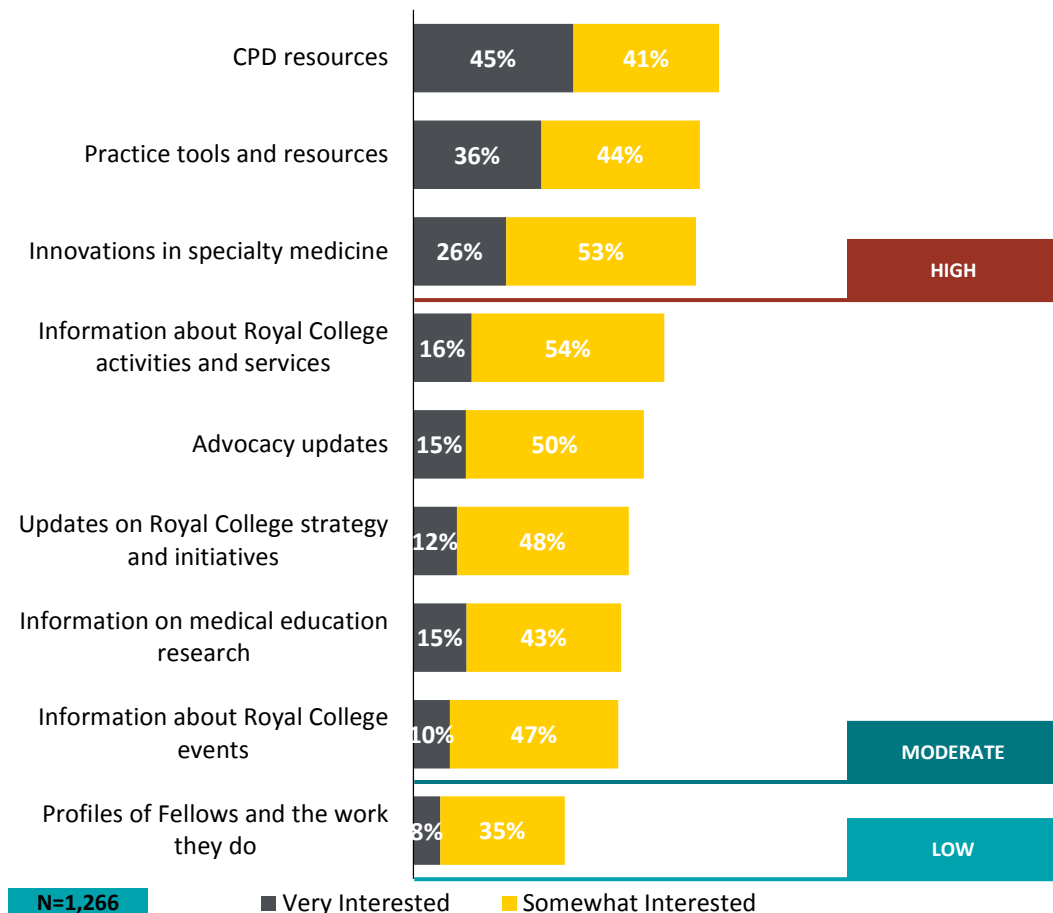
Note: Questions asked only on Stream B.

- Members who read the e-Newsletter (Dialogue) were asked to rate the publication on eight metrics. Members awarded ratings that indicate that the publication is good, but not great. With only 36% or fewer rating attributes as 'very good' or better, there is room for improvement.
- Topping the list, the highest ratings were for the quality of images (36% very good or better) and readability (35%).
- Relevance and usefulness are the areas in greatest need of improvement. Fewer than one in five rated them as 'very good' or better and six in ten or fewer gave ratings of at least 'good'.





Interest in Information Topics



Note: Questions asked only on Stream B.

- Respondents were asked to rate their level of interest in receiving information in nine different topic areas. Topics are ordered by percent indicating they were 'very' or 'somewhat' interested. No topics stood out as 'critical' as none were rated as 'very' important by more than half of respondents.
- If only the 'very' interested category is considered, the topics can be divided into three tiers as follows:
 - **High Interest Topics (25% to 45% rated very interested):** Topics in this tier group are of some interest to almost all members and of great interest to at least one quarter. On the whole, these are topics members want information on. These are topics that should be communicated regularly. Topics of high interest include CPD resources (45% very important), practice tools and resources (36%) and innovations in specialty medicine (26%).
 - **Moderate Interest Topics (10% to 24% rated very interested):** These topics are of some interest to at least half of members, but of significant interest to less than one quarter. Members want to be in the loop on these topics, but do not want to be bombarded with communications. In this group are information about Royal College activities and services (16%), advocacy updates (15%), updates on Royal College strategy and initiatives (12%), information on medical education research (15%) and information about Royal College events (10%).
 - **Low Interest Topics (Less than 10% rated very interested):** Fewer than half of members have any interest in these topics and less than one in ten is highly interested. These topics are low priority in the minds of members and should be treated as such. The only topic in this category is profiles of Fellows and the work they do (8%).





Ranking of Information Topics

- When asked to rank the types of information, the results are consistent with interest levels.
- CPD resources is by far the top type of information wanted. Just over half (56%) ranked the topic first or second with a over one third (37%) selecting it as their first choice.
- Practice tools and resources are a distant second followed by innovations in specialty medicine.
- At the bottom of the list is profiles on Fellows and the work they do. Only 4% ranked it in their top two.

Type of Information (N=1,266)	Avg. Rank	Ranked 1 st	Ranked 1 st or 2 nd
CPD resources	3.5	37%	56%
Practice tools and resources	4.2	17%	44%
Innovations in specialty medicine	4.7	13%	25%
Information about Royal College activities and services	5.7	5%	13%
Information on medical education research	6.3	6%	13%
Updates on Royal College strategy and initiatives	6.4	6%	11%
Advocacy updates	6.4	5%	13%
Information about Royal College events	6.8	4%	7%
Profiles of Fellows and the work they do	7.8	2%	4%

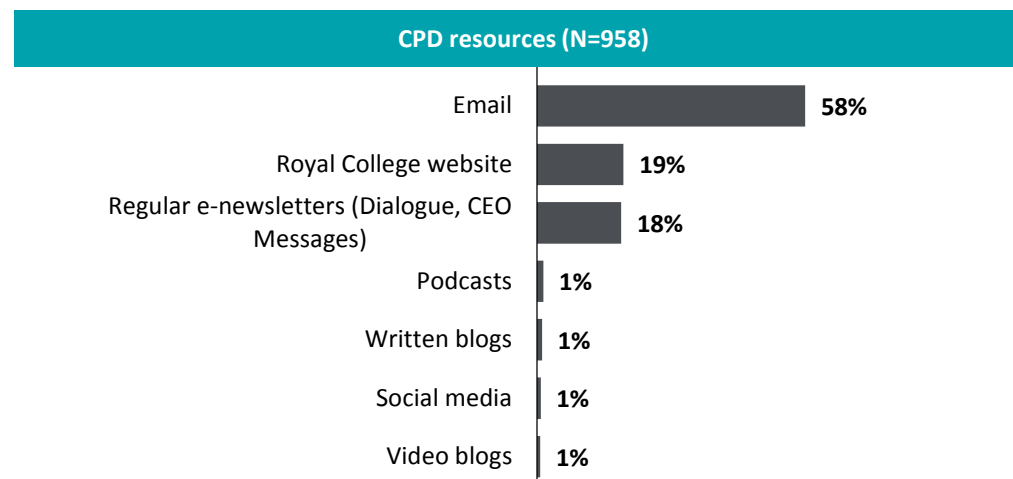
Note: Questions asked only on Stream B. Ranking out of 9 where “1” is most important.





Preferred Communications Delivery Channels

- When it comes to communication channels, email is the clear preference by a wide margin for all types of communication. In fact, for seven of the nine topics tested, email was identified as the preferred channel by 54% to 58% of respondents. The exceptions were information about Royal College events (71% prefer communications by email) and profiles of Fellows and the work they do (41%).
- Preferred communication channel by type of information is presented on the following two pages.



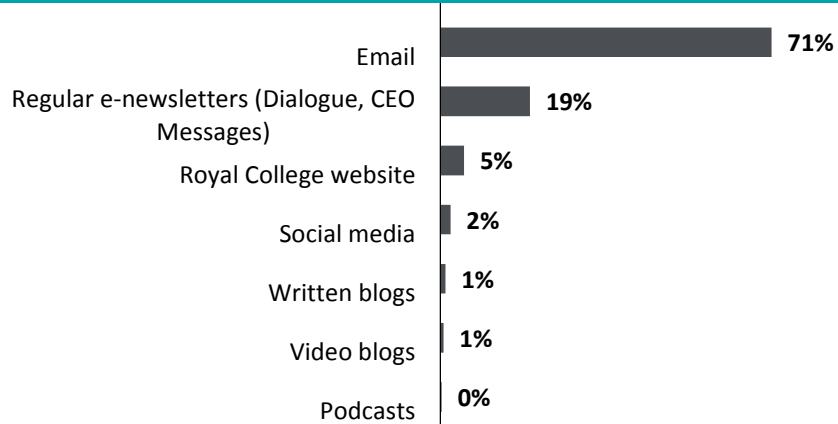
Note: Questions asked only on Stream B.



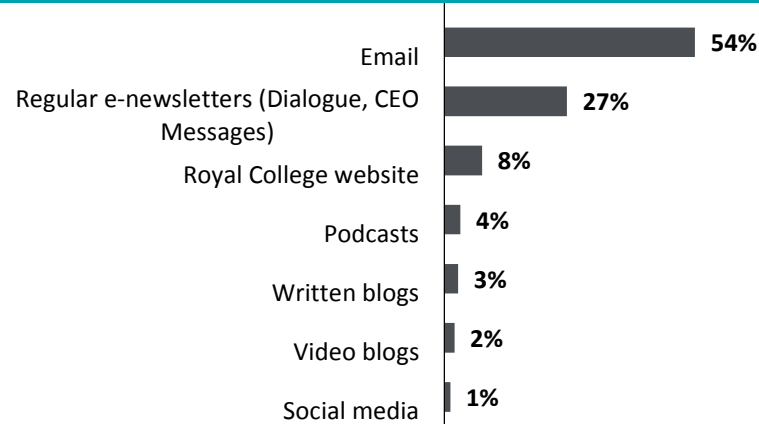


Preferred Communications Delivery Channels (cont'd)

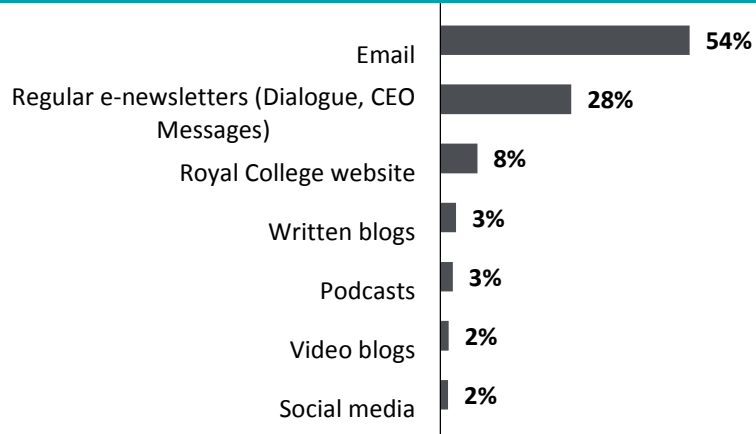
Information about Royal College events (N=388)



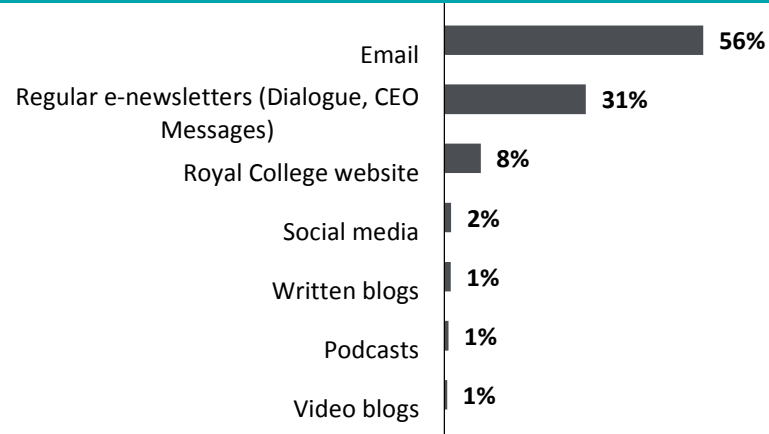
Innovations in specialty medicine (N=832)



Information on medical education research (N=512)



Updates on Royal College strategy and initiatives (N=463)



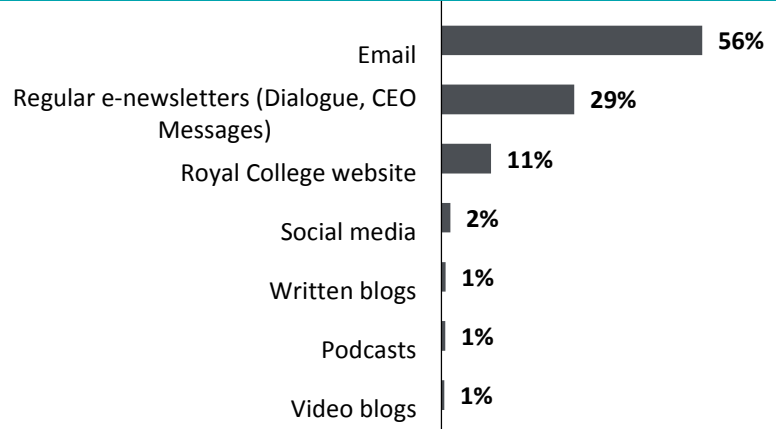
Note: Questions asked only on Stream B.



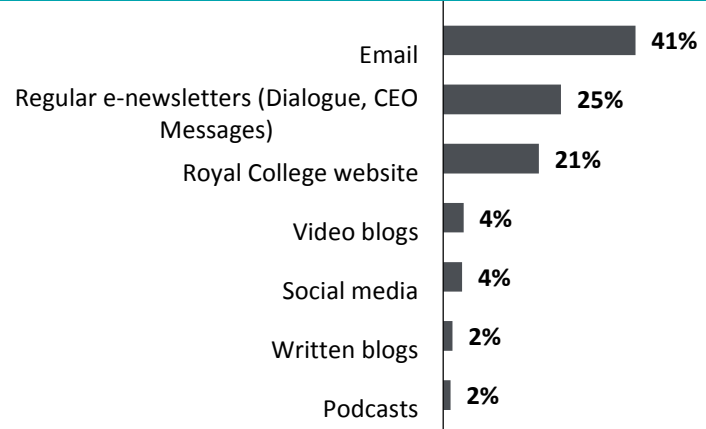


Preferred Communications Delivery Channels (cont'd)

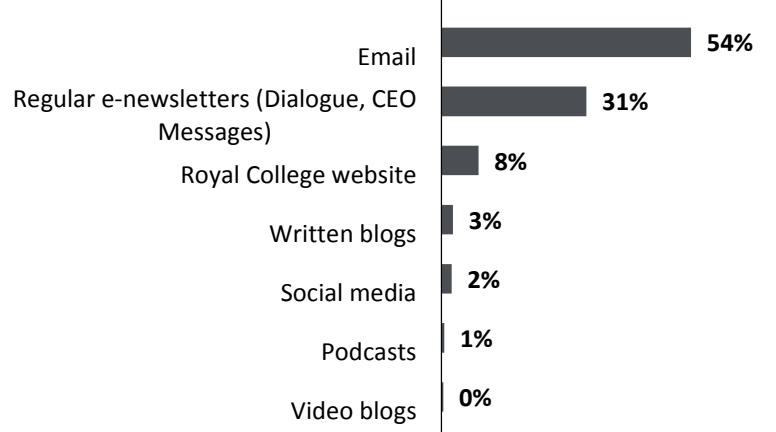
Information about Royal College activities and services (N=648)



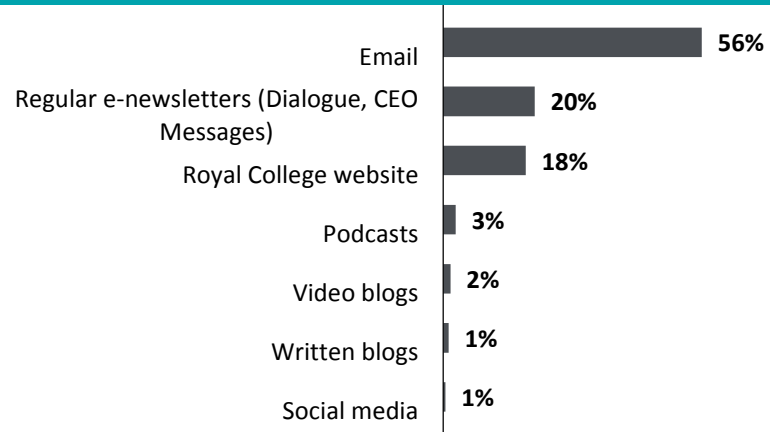
Profiles of Fellows and the work they do (N=204)



Advocacy updates (N=477)



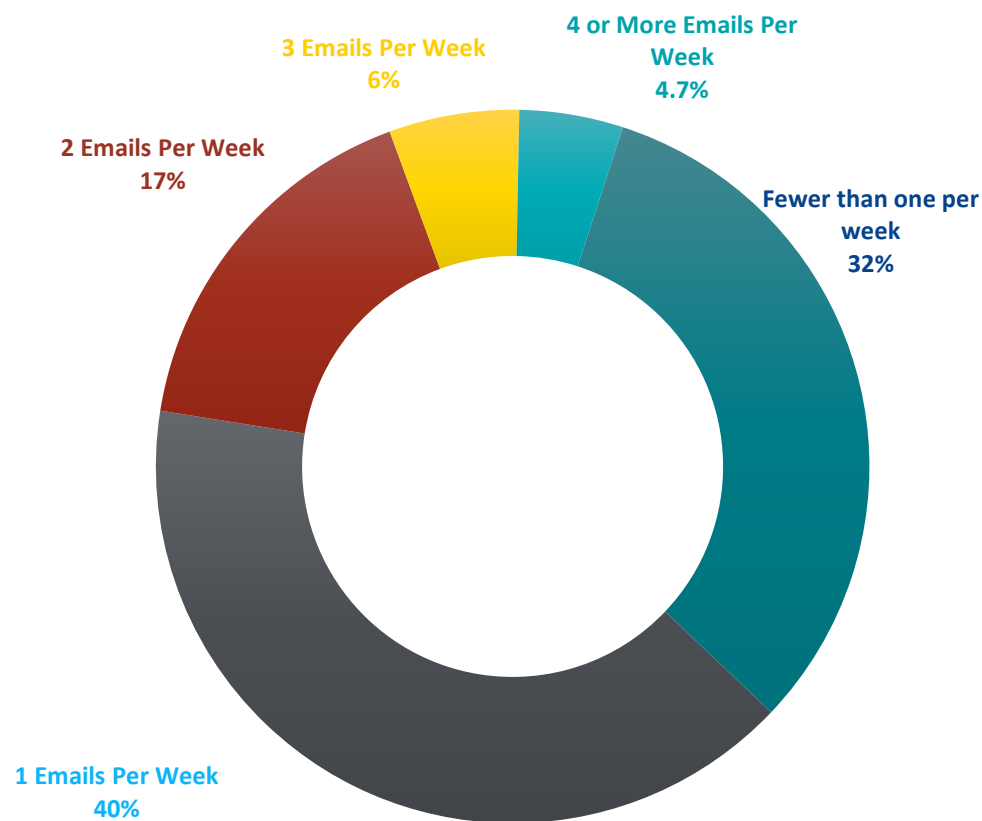
Practice tools and resources (N=880)



Note: Questions asked only on Stream B.



Number of Emails Members Want to Receive



- The ideal number of weekly email communications most members want to receive from the Royal College is two or fewer. Almost nine in ten (89%) selected a number of weekly emails in this range.
- The average number of emails per week members feel would be appropriate is 1.3.



Conclusions and Strategic Considerations





Conclusions and Strategic Considerations

- The purpose of the 2018 Royal College membership study was to provide detailed insights to support the Royal College's strategic and operational planning activities. Following are some key conclusions and considerations from the research to help guide the Royal College's leadership in continuing to ensure the organization continues to thrive in the years to come.
- The key takeaway from this research is that while there are some areas where the Royal College is performing at an acceptable level, there are a number of areas in need of improvement. Compared to 47 other professional member-based organizations, the Royal College is performing on par in some areas and worse in others.
- Members are proud to belong to the Royal College, something that is not always the case and is something to be proud of!

