

2013 Diplomat Satisfaction Survey Results

Introduction

In an effort to obtain valuable feedback from one of our most important stakeholders, our Diplomates, NCCAOM has conducted *Diplomate Satisfaction Surveys* minimally every other year since 2005. The 2013 survey has been very instrumental in providing the NCCAOM staff and Board of Commissioners direct input from Diplomates regarding their satisfaction with our services and products, as well as providing us with comments and suggestions that will help the NCCAOM offer more benefits to our Diplomates in the future. As a result of the feedback that we garner from the satisfaction surveys, the NCCAOM has been able to make improvements to its website, offer a quarterly e-newsletter for Diplomates, and provide marketing services such as [free websites for Diplomates](#) .

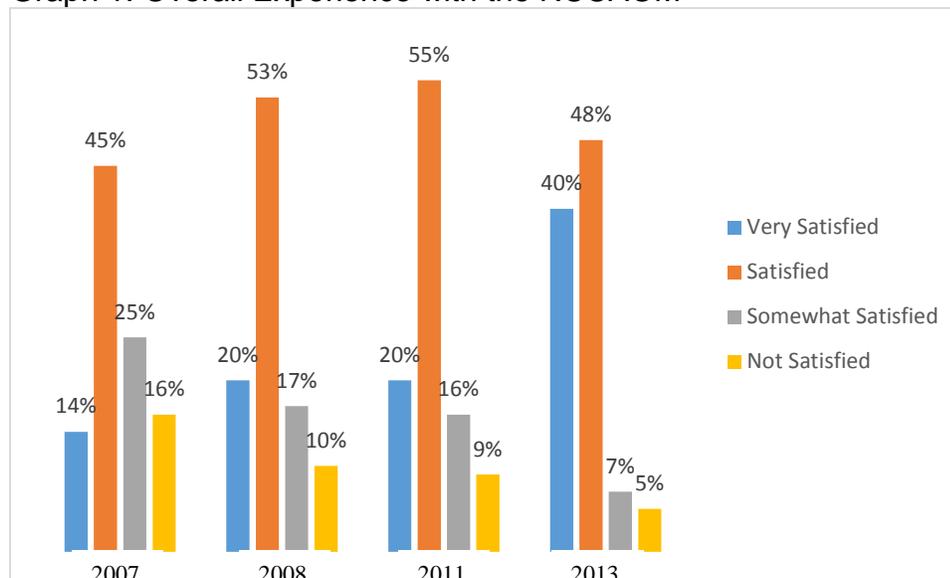
The 2013 Diplomat Satisfaction Survey which was conducted from July 11 to August 15, 2013 was significantly modified; the benchmark questions from previous years were reconstructed to better measure Diplomat satisfaction and to lessen the time Diplomates spent completing the survey. The question format was also condensed to encourage a higher participation rate and expedite the analysis. A total of 1,353 Diplomates responded to and completed the survey. The NCCAOM would like to thank every Diplomat who took the time to complete the *2013 Diplomat Satisfaction Survey*. The results of this survey will serve as a new benchmark as NCCAOM continues to strive for increased customer satisfaction.

Results

Combining all of the customer services survey responses, there is an 88% overall customer service satisfaction in the top two categories (“Very Satisfied” and “Satisfied”) and this represents a 13% increase in 2013 compared to 2011, the last year the survey was administered. Graph 1 (below) shows a 13% improvement in overall satisfaction (“Very Satisfied” and “Satisfied”) compared to 2011. The NCCAOM staff is also very pleased to see that the percentage of Diplomates who are very satisfied has risen 26% since 2007.

We attribute this good news to be a result of the staff’s commitment to continuously improve our customer service and to NCCAOM’s management who always strive toward an even higher goal of excellence in customer satisfaction.

Graph 1: Overall Experience with the NCCAOM

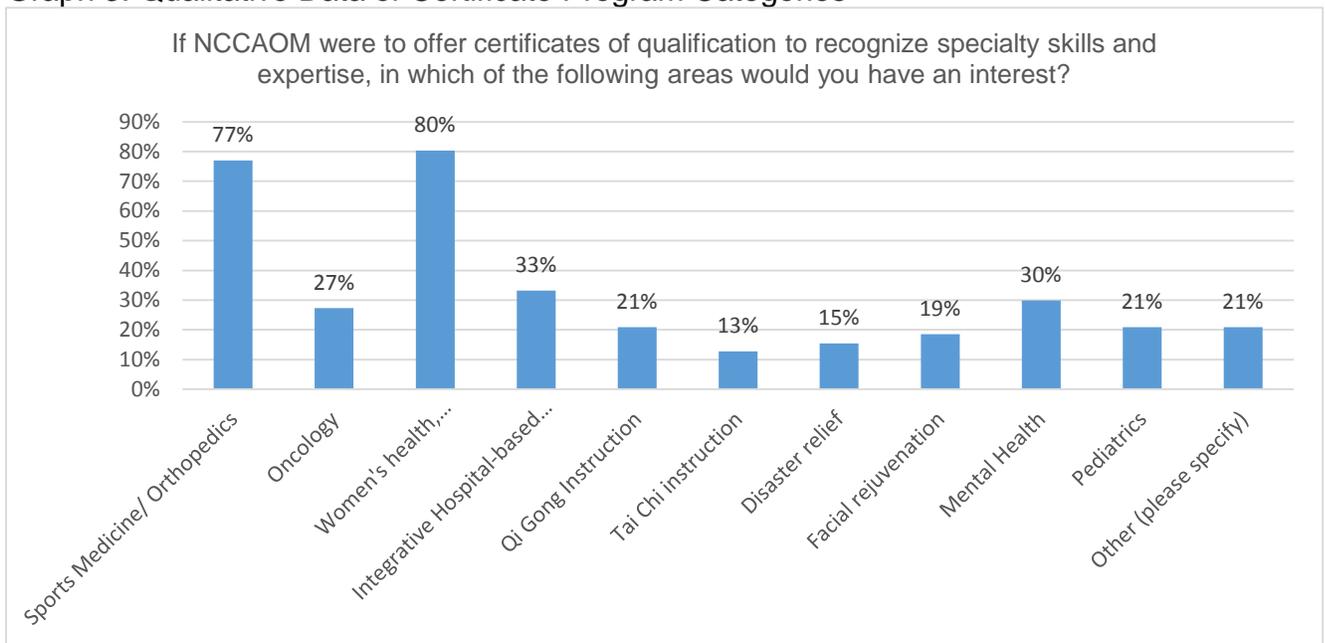


Based on qualitative data received from Diplomates, the [NCCAOM® Recertification Handbook](#), which explains the recertification process, needs to be simplified. As a result of your direct feedback, we are working with a vendor to code PDA coursework so that it can easily be categorized into the proper recertification sections. By January of 2015 all new coursework completed from an NCCAOM PDA Provider found on the PDA Search Engine, the PDA certificate and the [NCCAOM® Recertification Handbook](#) will be synchronized to eliminate confusion. In the meantime, NCCAOM's Certification Services team will revamp the [NCCAOM® Recertification Handbook](#) to better portray the recertification process in a more clear and concise manner. We welcome any future comments or suggestions on the content and layout of the [NCCAOM® Recertification Handbook](#) for 2014. The NCCAOM Staff is also planning to publish a list of commonly asked questions from the survey with detailed answers, on the NCCAOM website in the coming weeks.

Another area in which we sought Diplomate feedback was to seek interest in the creation of certificate programs (Question #4). Based on both quantitative and qualitative data shown on Graph 3, the top three interests in specialty certificate programs are:

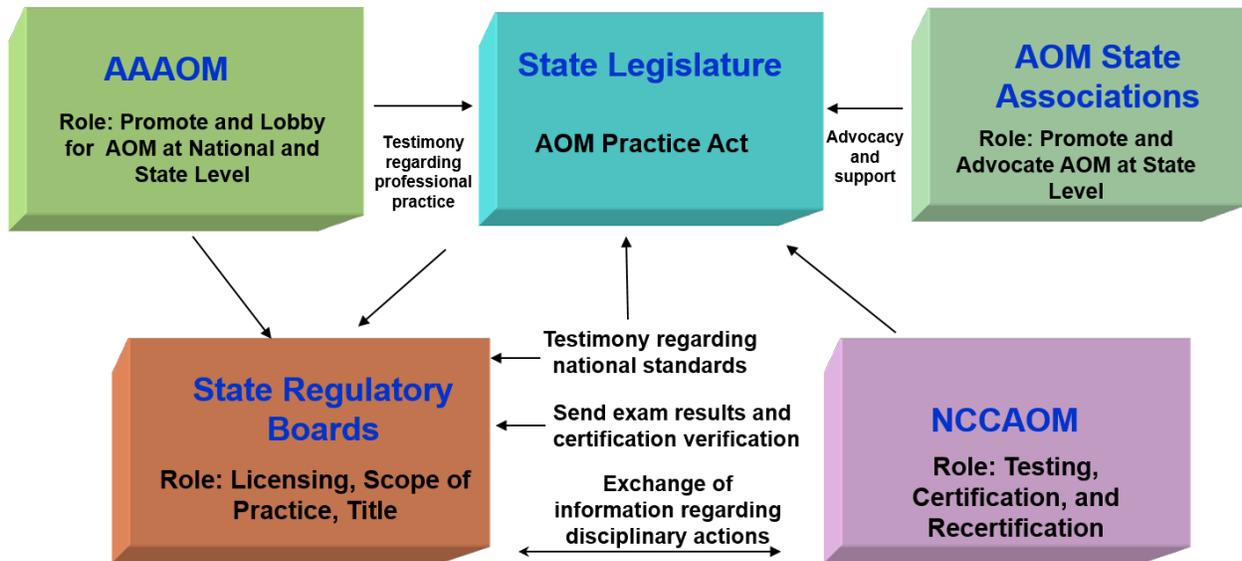
1. Women's Health/ Reproductive/ Fertility (80%)
2. Sports Medicine/ Orthopedics (77%)
3. Integrative Hospital-based (inpatient or outpatient) Practice (33%)

Graph 3: Qualitative Data of Certificate Program Categories



Another area where staff received very specific feedback was the general comments section of the survey. Nineteen (19%) of the qualitative responses received from the *Survey* were in the category “State Regulatory Affairs, Advocacy” and the need to prove membership services. This feedback indicates that there continues to be confusion by Diplomates who assume that NCCAOM is a membership organization, and therefore, should provide membership services. The chart below explains the difference in roles between a certification organization and professional membership services organization.

NCCAOM Partners with State Regulators and the AOM Profession



To obtain more information on the role of NCCAOM and Advocacy, please read the following article, previously published.

[Promoting National Standards through Advocacy: NCCAOM Working For and With You](#)

NCCAOM hopes you enjoy this issue of the NCCAOM *Diplomate E-News You Can Use*. The NCCAOM staff believes you will benefit from these updated services that resulted from your valuable feedback. We are always eager to hear your suggestions for changes that will benefit you, the Diplomat, and the AOM profession overall. It is with your feedback that we can continue to meet your needs.

We are listening!