



AMERICA'S ESSENTIAL HOSPITALS

Membership Committee Conference Call Minutes February 9, 2015

Committee Members Present (8):	Guests Present (2):	Staff Present (5):
<ul style="list-style-type: none">• Stan Hammack (Chair)• LaRay Brown• Tim Goldfarb• Stephen McKernan• Santiago Muñoz, III• Jim Nathan• Tom Traylor, MBA• Jim Valenti	<ul style="list-style-type: none">• Karli Susi• Marco Siragusa	<ul style="list-style-type: none">• Caitlyn Furr• Kristine Metter• Bruce Siegel• Kristin Sinko• Katie Zimmerman

Agenda Items Minutes

Welcome and roll call	<ul style="list-style-type: none">• Kristine Metter called roll and noted that all committee members were present. Two guests from McKinley Advisors joined the call to present the analysis of the member satisfaction survey.
Update on dues roll out (Siegel)	<ul style="list-style-type: none">• Bruce Siegel updated the committee on the implementation of the newly adopted member dues structure. To date, no members have left the association as a result of the new tiered dues structure, and staff have been in contact with all members on the issue.• There were no questions from the committee.
Member satisfaction survey: review draft white paper (McKinley Advisors)	<ul style="list-style-type: none">• Karli Susi from McKinley Advisors presented the findings in the draft white paper, resulting from the membership satisfaction survey. McKinley Advisors will present to both boards in March and asked the committee for its feedback and suggestions in preparation.• When compared to other associations, the number of America's Essential Hospitals members who are likely to renew, and likely to recommend the association, are very strong. Overall satisfaction among members is high. Members are strongly tied to the association's mission, although the analysts noticed distinct differences in responses from decision makers and non-decision makers. Newer members were more likely to highly value research and quality, whereas older members valued advocacy. The advocacy priorities of the association closely align with the advocacy priorities of the members.• Questions from the committee included:<ul style="list-style-type: none">○ Are older members were more or less closely tied to the association's mission? Susi answered that the analysis did not address that question, but the team would explore it before presenting to the board.○ A member asked if the association is officially required to administer the member satisfaction survey. Siegel responded that there is no survey

	<p>requirement, but staff believe that understanding members' perceptions is a good best practice.</p> <ul style="list-style-type: none"> • The committee members and staff discussed the merger of UHC and VHA, and how the change will impact America's Essential Hospitals. • McKinley Advisors thanked the committee for their input. They will finalize their findings and present to the boards in March.
Committee assistance with recruitment and retention (Siegel)	<ul style="list-style-type: none"> • Siegel summarized recent membership activity. In 2014, the association gained 11 new members, and lost 3 as a result of changes in leadership. The University of Virginia and University of Cincinnati recently joined the association. Siegel mentioned potential new programming that may result from newly gained members. • Siegel thanked committee members for their support in recruitment, and asked that they continue the efforts.
New business (Hammack)	<ul style="list-style-type: none"> • Metter reminded the committee that the next call will be on April 1 from 1:30-3pm Eastern. On this call, staff will ask the committee to look at how the association interacts with other alliances and societies. The committee will also review revisions to the membership recruitment and retention plan, which will be presented to the board in June. • Hammack thanked the committee members for their time and adjourned the meeting.