



EUROPEAN  
HEMATOLOGY  
ASSOCIATION

# EHA membership survey 2018



# Aim of the survey

- To evaluate members' satisfaction by EHA in general and its current offerings in particular;
- To get an impression of members' engagement;
- To get suggestions for improvement.



# Central question and research questions

- How can EHA further increase its members' engagement (satisfaction and involvement).
  - How strong is the engagement that members feel towards EHA currently?
  - What are the strongest drivers of member engagement which EHA must pay specific attention to?
  - What opportunities for improvement are there for EHA's member engagement?



## Survey metrics

- The survey was carried out between 10/8 - 16/9/2018 (Kantar Public);
- 640 members took part (13% of all members);
- The response is considered good and the sample representative of the EHA member base.

# How engagement is measured in Kantar



<b>TRI*M Index lower than 10</b>	<b>TRI*M Index 10-40</b>	<b>TRI*M Index 40-55</b>	<b>TRI*M Index 55-80</b>	<b>TRI*M Index higher than 80</b>
<b>NEARLY LOST RELATIONSHIP</b>	<b>VULNERABLE RELATIONSHIP</b>	<b>POSSIBLY VULNERABLE RELATIONSHIP</b>	<b>STRONG RELATIONSHIP</b>	<b>VERY STRONG RELATIONSHIP</b>



# Survey Results

## 1. Overall engagement of EHA members

- Current member engagement is high (**TRI\*M index 86**); 74% of the members have a strong engagement with EHA; hardly anyone is weakly engaged.
- EHA is particularly appreciated for its congress, meetings, educational & networking opportunities;
- Engagement is highest among those who have been members the longest;
- Members involved in clinical research have a slightly higher engagement level than those involved in basic and translational research;
- Little difference in the strength of engagement between members working in university or general hospitals, universities/research institutes, biomedical/pharmaceutical companies;
- No difference in engagement between EHA-only members and those who also have other memberships.

# Survey Results

## 2a. What drives engagement of members

### – Top reasons to become an EHA member

1. To be a part of the EHA community	946	5. Eligibility for EHA's Research Grants Program	230
2. Unlimited access to the EHA Learning Center	822	6. To receive monthly EHA News (online)	213
3. Discount on the fee for the annual congress	487	7. Eligibility for the EHA congress travel grants	195
4. Discount on the fee for EHA educational/scientific meetings	301	8. Eligibility for EHA's Mentoring Programs (CRTH, TRTH)	166

### – Being part of EHA community is very important for all members.

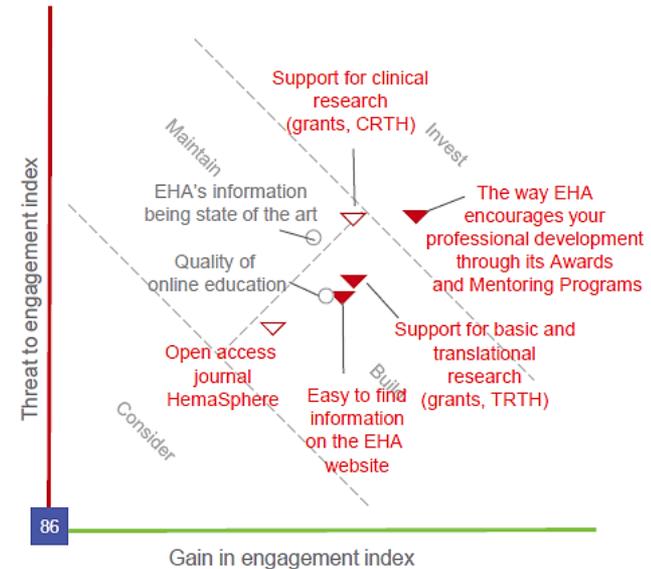
- Members mainly involved in research more likely become members for discounts on the annual congress fees.
- Members involved in clinical practice are mainly motivated for access in EHA Learning Center.

### – Members see EHA's main purpose as providing education, followed by the organization of congresses and meetings.

# Survey Results

## 2b. How engagement can be increased

- EHA's image of professionalism and being up to date are important strengths; an even stronger engagement can be reached by creating a more supportive and engaging image.
- The high appreciation of the annual congress and the educational and scientific meetings are important to maintain; becoming a clearer voice for hematologists in Europe could help build higher engagement levels.
- It is worth investing in support for all types of research as well as in improvement of the website.



# Survey Results

## 2b. How engagement can be increased (member suggestions)

- Members find it difficult to make suggestions for improvement or additions to **EHA's current offer**: 63% (n = 640) don't know / or say 'nothing'.
  - When some options were provided, development of guidelines for diagnosis and treatment was selected as the most valuable addition to EHA's current offer.
- Most members do not have suggestions for EHA'S **advocacy priorities**.
- Only a few members have suggestions for EHA'S **career development opportunities**, mainly focused on specific groups, grants and exchange programs.
- There are suggestions for additions/changes to EHA'S **Education Program**.



# Survey Results

## 3. Involvement of members in activities

- More than half of the members have not visited other EHA educational and scientific meetings in addition to the annual congress in the past 2 years.
- Just 22% of members are actively involved in one or more EHA activities (organization of congresses and master classes, SWGs, writing articles for journals, master classes). Being involved has positive impact on members' engagement.
- There are opportunities to involve more members who are not currently involved in activities in the future, since two thirds are interested.



# Survey Results

## 4. EHA Research and Mentoring programs

- Research grants and Clinical Research Training are the best known EHA Research and Mentoring Programs; half of the members are not familiar with any.
- There is much potential for EHA's Research and Mentoring Programs to be used more in the future. More than half of those who are familiar with them, would like to apply in the future.
- Opportunities for improvement of EHA's Research and Mentoring Program lie in the provision of funds and exchange programs that help members learn from experts.
- Of the members who say they would like to see (more) grants and funds offered (37/640 responders), more than half have not applied (yet).



# Survey Results

## 5. Focusing on Researchers

- Members involved in clinical research seem to have slightly higher engagement (TRI\*M 90) compared to those involved in basic (TRI\*M 85) or translational research (TRI\*M 82) - small differences.
- Compared to clinical researchers, basic and translational researchers are more likely to have become a member because of the discount on the annual congress fee and the EHA Research Program.
- Basic researchers are less involved in activities and meetings and read less of EHA's communication, while clinical researchers are more active members and most likely to renew their membership.



# Survey Results

## 5. Focusing on Researchers (cont'd)

- EHA's Research and Mentoring programs are best known by translational researchers. Interest in applying for them is high among all, but especially among basic researchers.
- The biggest challenges for researchers clearly have to do with finance.
- For basic and translational researchers, integrating more basic and translational research is the most valued addition to EHA's offer. For clinical researchers, development of guidelines is most preferred.



# Survey Main Conclusions

- EHA is highly appreciated by members, and members' engagement is high among all target groups.
- EHA is well known and appreciated for its annual congress and educational offer → these should be maintained. They are also often reasons why members joined EHA. EHA's professionalism and being up to date are the most important strengths that stimulate engagement and keep members satisfied.
- The main opportunities for *even* further improvement lie in the support of members, where **research and mentoring programs**, including **research grants**, offer the biggest opportunities. This is caused in part by the fact that many members are not fully aware of the current offer, while they do seem to be interested.



## Survey Main Conclusions (cont'd)

- Members involved in clinical practice and clinical research have a slightly higher engagement and are more involved in EHA activities. The difference with basic and translational researchers is small.
- The majority of members find it hard to mention suggestions for improvement, many don't seem to see the need for improvements. When suggestions are given, they regularly have to do with inclusion of or accessibility for certain groups, especially age groups and countries, sometimes researchers or women.



# Kantar's General Recommendations

- Share the positive results of this research in future communication; positive news is worth sharing and can further affirm the high engagement.
- Hold on to the current high level of education and meetings, since they are often the first things that attract members.



# Kantar's General Recommendations (cont'd)

- Increase awareness of the current available educational activities apart from the EHA Learning Center, since they are not known and used to their full potential.
- Increase awareness of the existing EHA Research and Mentoring Programs and the opportunity to apply for grants. Especially among basic and translational researchers who are least familiar with them, but interested.
- Try to add more opportunities to the current offer for members to learn from experts, for example through exchange programs.
- Paying attention to the accessibility of the offering for different age groups and nationalities will be appreciated, but is not a high priority since engagement of non European members is highest of all already.

## Thoughts/recommendations of the Membership Committee Research and Mentoring

- General comment: The survey results may not be helpful enough in reaching EHA's ambition to strengthen its support in basic and translational research because the majority of the responders are clinicians; suggestions on how to strengthen EHA's position in this field cannot be expected from this group.
- 46% of the survey responders (n=640) were not familiar with the Research and Mentoring programs - awareness needs improvement.
- 57% of the survey responders who were familiar with one or more of the EHA Research and Mentoring Programs (n=347) have not applied for any of the programs - encouragement is needed.

## Thoughts/recommendations of the Membership Committee Research and Mentoring (cont'd)

- How can we (a) improve awareness and (b) encourage members to apply for the Research and Mentoring Programs?
  - Collaboration with National Societies (NS) to promote these programs, e.g. during the NS conferences, advertisement in NS websites, connection with academic/research institutions and hospitals for further advertisement.
  - Organization of events, during the EHA conference, for interaction and share of experience with winners of such programs.
  - The EHA SWGs might promote the programs and encourage their members to apply to build collaborations and researcher exchanges.
  - Restructure text on website: EHA Research and its related programs should be structured along the lines of clinical, basic and translational research.



# Thoughts/recommendations of the Membership Committee Training and Education

- The EHA's training and educational offerings are highly appreciated; however apart from the Learning Center (93% of the responders are familiar, 65% have used it) there is space for improvement since other activities are not extensively used.
  - Collaboration with the NS and organization of the EHA exams at the local level in parallel with the exams in the conference area. This will increase the number of participants and probably their interest for the training and educational activities (to get better prepared).
  - Collaboration with NS to adopt the EHA Curriculum.
  - Engagement of more EHA young members.



# Thoughts/recommendations of the Membership Committee General

- Restructure of the webpage - the Young EHA committee might contribute.
- Collaboration with NS is important for the dissemination of EHA's programs/activities/policies.
  - Systematic organization of an interim meeting with the NS presidents (in addition to the NS dinner during the conference). During this meeting:
    - The presidents of the NS will be extensively informed about EHA's training/education, research/mentoring programs.
    - Discussions on policies of dissemination of EHA's programs and engagement of the members in different countries.
    - Discussions on the needs of the members in each society and the ways EHA could help.
    - Discussions on the advocacy policies of EHA.



# Thoughts/recommendations of the Membership Committee General

- Collaboration with NS is important for the dissemination of EHA's programs/activities/policies (cont'd).
  - Extension of the Joint Membership - different models for different countries.
  - More exchange programs between countries.
  - EHA and a National Society (rotation) to team up and support a Charity active in hematology research funding. EHA and the respective NS to donate themselves but also extensively promote supporting this Charity throughout the year with a peak at the EHA Congress (call upon members and congress delegates to donate, exposure relationship EHA and NS, underlining the importance of hematology research, positive incentive for EHA membership).



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Any comments and further suggestions?