

# AOPA Committee Quarterly Report

## Name of Committee/Task Force: Member Services

**Chair: Name:** Jim Kingsley; jim.kingsley@scheckandsiress.com

**Staff Liaison(s):** Betty Leppin, Senior Manager Member Services; bleppin@aopanet.org

## Accomplishments

- An in-person committee orientation meeting was held at AOPA, February 24-25, 2020. Committee members received an overview of AOPA's strategic plan, membership trends, communications, and programs products and services that are available to members.
  - Out of this meeting, three initial goals were developed and included in the committee's action plan framework: (1) Defining the target market (2) Evaluating products and services and (3) Refining the branding experience.
- The committee met virtually on March 16 to discuss goal one, defining the target market.
  - Review of ABC/BOC/NPI lists suggests AOPA has a 50% market penetration in the patient care facility category. Based on AOPA National Assembly and international meetings, AOPA estimates that it has a 60% market penetration in O&P suppliers.
  - The committee agreed to focus efforts on maintaining current members, recruiting former members, and finding new members in the patient care and supplier categories. Specific strategies are needed for each segment: current members, former members, never members, and unreported affiliates. There was a preference for using personal contacts and grassroots efforts.
  - The group discussed the feasibility of targeting additional membership categories (e.g. physical therapists, pedorthists, referral sources). The consensus was to focus on those companies that provide custom O&P solutions that require reimbursement, and their suppliers.

## Next Steps

- Monthly meetings will be held virtually, the third Monday of each month, to eventually transition to bi-monthly. The committee's next activity is to systematically evaluate member communications, products and services, for usefulness, relevance, and quality.

## **Challenges**

- None.

## **Assistance needed from the Board**

- Not at this time.
- **Parking lot items for consideration:**
  - AOPA staff will consider implementing a monthly O&P Almanac article series featuring a member talking about why they are an AOPA member.
  - It was suggested that AOPA try to leverage its free membership to O&P schools for additional online educational programming. AOPA staff to follow up.
  - It was suggested that AOPA consider educational opportunities for suppliers.

