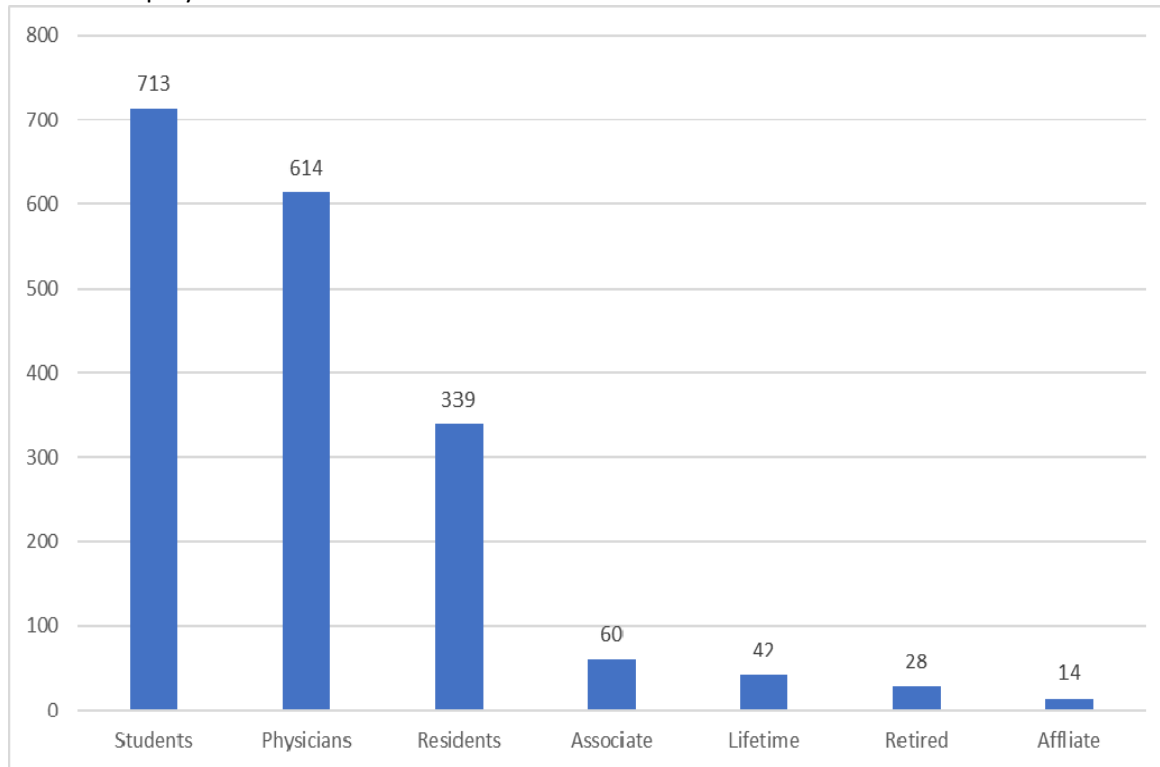


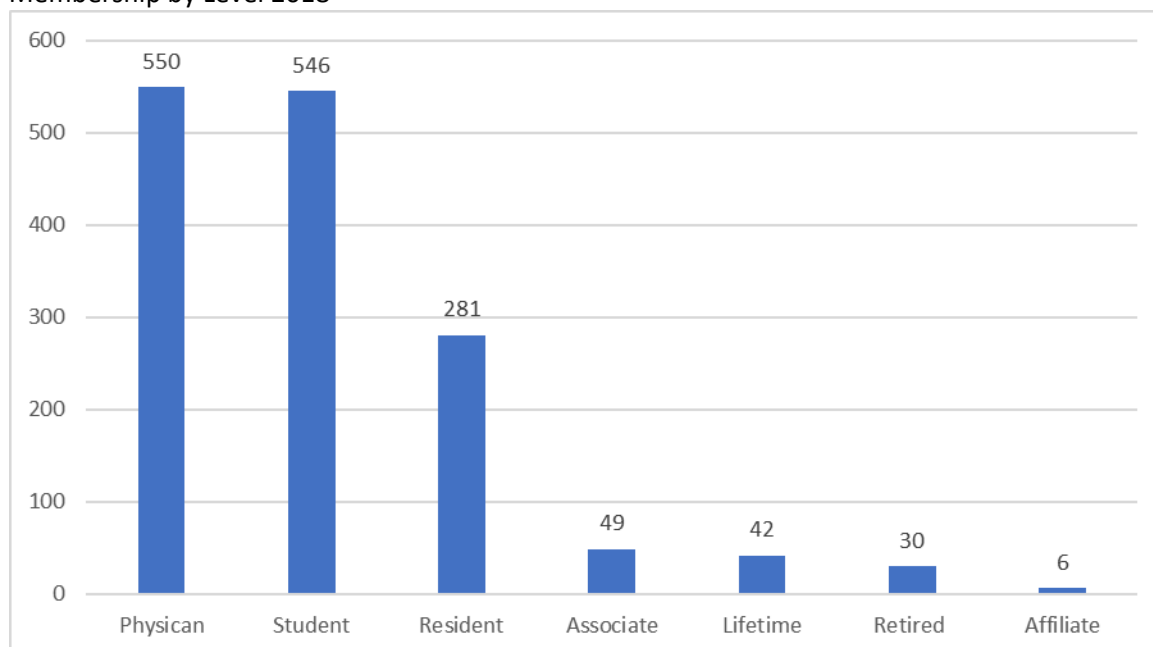
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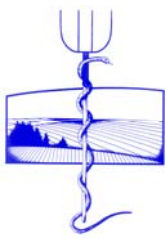
SRPC Membership Report

Membership by Level 2019



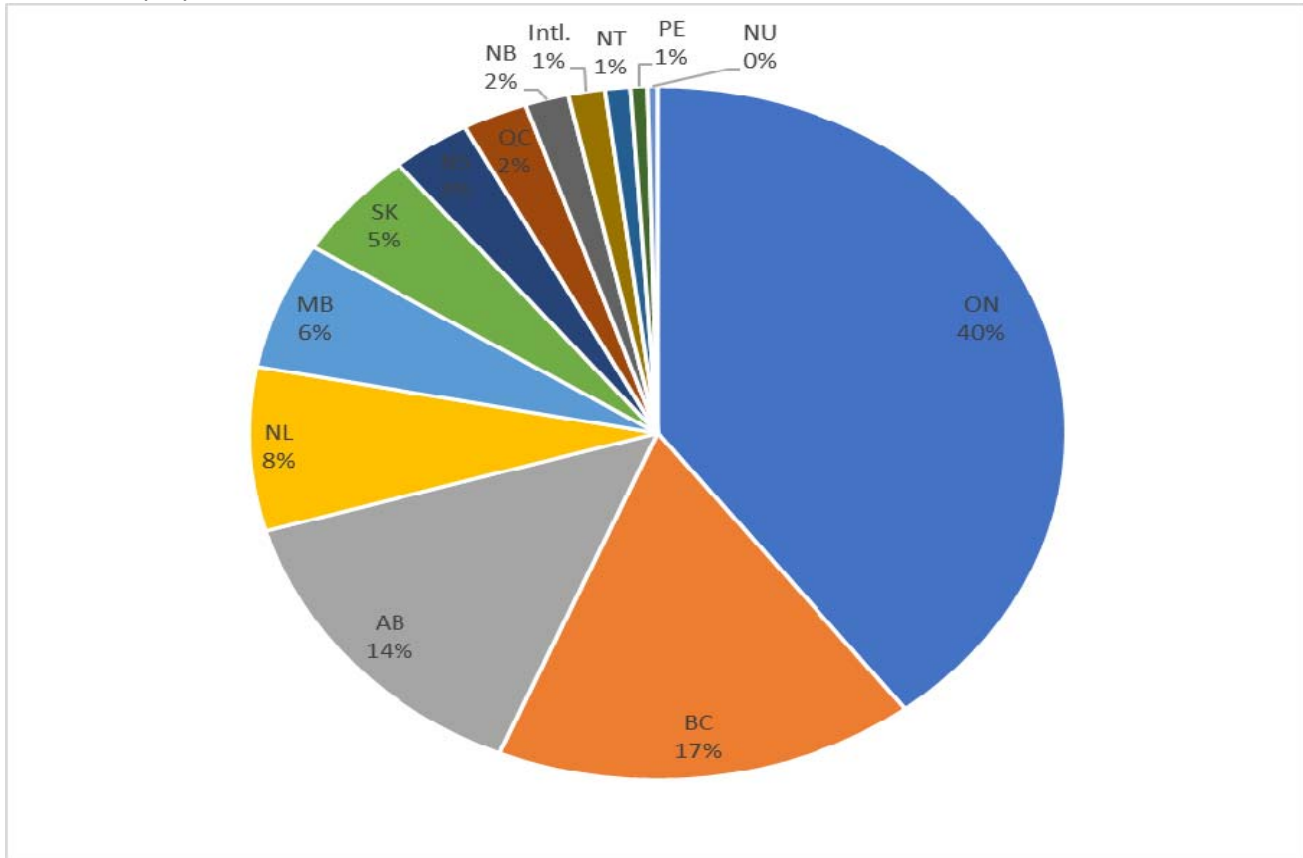
Membership by Level 2018



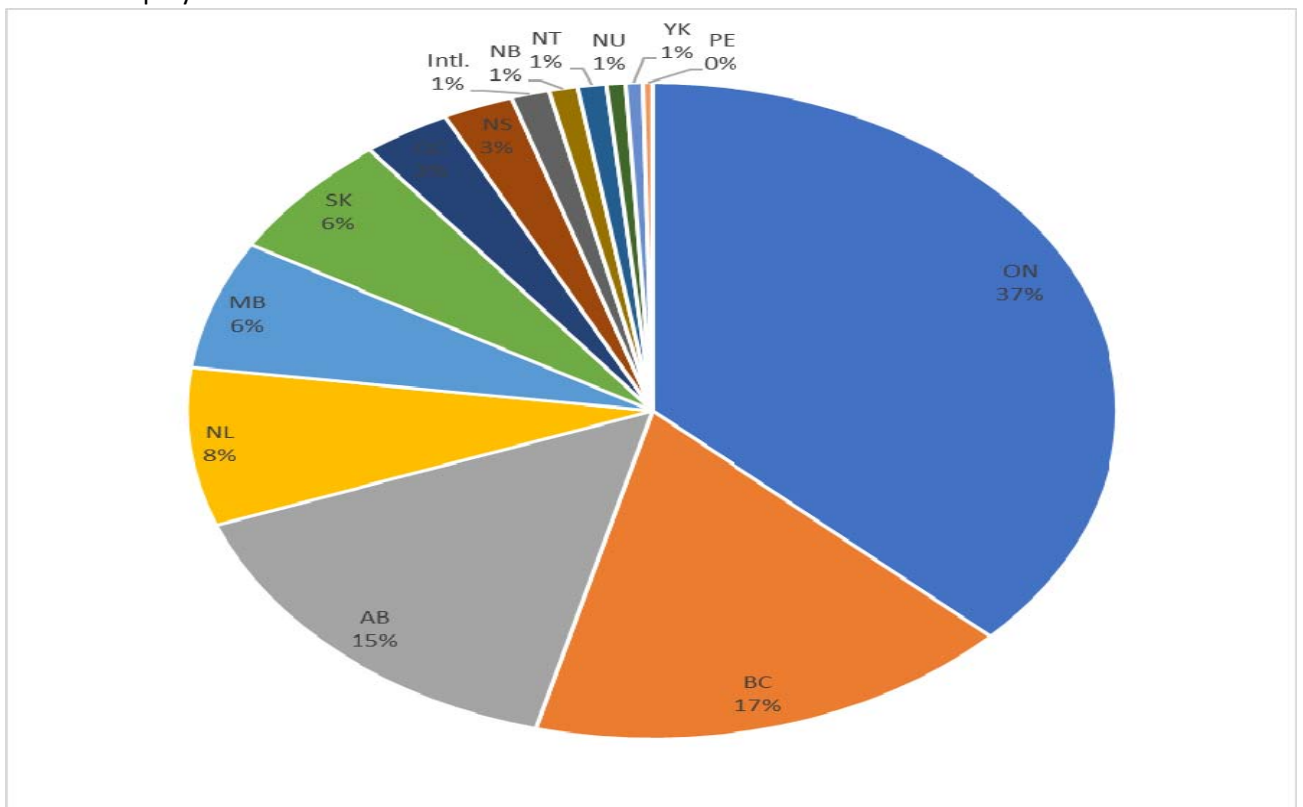


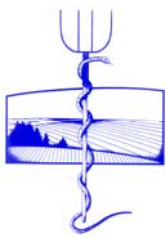
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Membership by Province 2019



Membership by Province 2018





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2019 Data

Total Members as of April – 1810

Physicians on auto renewal – 139 (included in physician count)

Group Renewals – 5 clinics = 51 physicians (included in physician count)

2018 Data

Total Members as of October – 1504

Physicians on auto renewal – 102 (included in physician count)

Group Renewals – 6 clinics = 48 physicians (included in physician count)

Newsletter

We started sending newsletters in June of 2018 and they are being sent to all members.

Average of 65% open and 9% click rate.

We also have a condensed version that is sent to all contacts (non-members). The newsletter makes it clear they are not members of our organization and the link to join is available several times throughout the letter.

Average of 47% open and 4% click rate.

Renewal Process

We now have a very structured renewal/contact method in place.

Automatic emails are sent:

- 30 days prior to renewal date
- 15 days prior to renewal date
- Day of renewal date
- 14 days after renewal date
- 30 days after renewal date a personal email from Jenna is sent
- 60 days after renewal date indicating they are lapsed

Once the member is lapsed we send them a letter in the mail.

Exit Survey

An exit survey has been implemented for any member who chooses not to renew so we can collect data on why members are not renewing. Seven people have completed this survey and the results are below.

Exit Survey Results

1. I am a

Physician	75% (12 people)
Resident	18.75% (3 people)
Student	6.25% (1 person)

2. What was the reason behind your decision not to renew your SRPC membership?

I pay too many membership fees to various organizations.	43.72% (7 people)
My career path has shifted to urban/city.	18.75% (3 people)
Retired (Not interested in \$50 SRPC Membership)	6.25% (1 Person)
Other (please specify)	14.29% (5 person)



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3. Is there anything we could have done differently to prevent you from leaving?

No	66.67% (10 people)
Yes (please specify)	33.33% (5 people)

4. Would you still refer the SRPC to a colleague?

Yes	100.00%
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5. Might you rejoin at some point in the future?

No	18.75% (3 people)
Yes	81.25% (13 people)

6. What might encourage you to rejoin?

If I become interested in rural practice again, current interests shifted to pathology.
When I have more money.
As a fairly new grad (just finishing my 2nd year) who locums, I find the price a strong consideration.
Lower fees. Attending a conference.