CASE STUDY FEATURING

ACP American College of Physicians
Leading Internal Medicine, Improving Lives
New York Chapter



THE SINGLE QUESTION QUIZ CAMPAIGN THAT DOUBLED NYACP'S MEMBER SATISFACTION

The New York Chapter American College of Physicians (NYACP) is a membership organization dedicated to advancing the specialty of Internal Medicine in New York State through education, advocacy and quality improvement.

When NYACP started with PropFuel in fall of 2019, they sent out a Net Promoter Score (NPS) campaign to gain a baseline understanding of member satisfaction. The initial NPS was significantly low: 25. They knew they had some work to generate better online engagement with their members.

Find out how they doubled their member engagement while establishing a novel use of PropFuel!

PROPFUEL ©2021

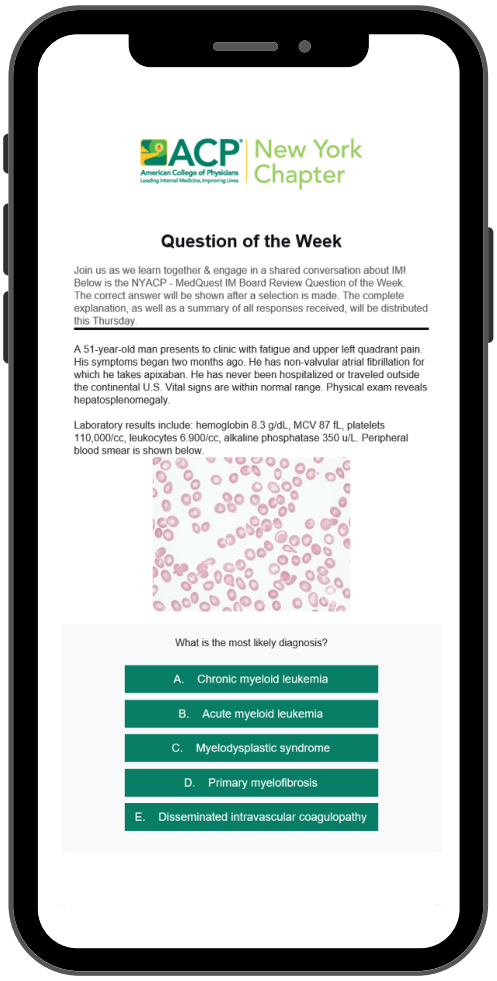
ASK - CAPTURE - ACT

THINKING OUTSIDE OF THE CAMPAIGN BOX

A Weekly Educational Quiz Idea

Following the low NPS score, NYACP staff got creative and proposed a novel use of PropFuel to the Client Success team: weekly board review quizzes! Board certified physicians need to keep their knowledge fresh for their practice and eventual certification renewal. What better way to engage members than with a weekly clinical question?

To establish the quiz campaign, the association needed to source weekly questions to present to membership. The communications team leveraged a great resource for quality clinical content: two NYACP members, who happened to have written exam prep materials for courses they offer.



Campaign Launch

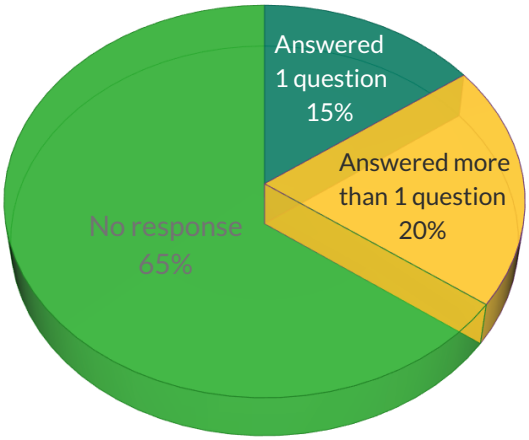
Once staff had the quiz content ready, they set up the campaign in PropFuel with recurring questions scheduled to go out weekly on Tuesday morning. The actions associated with each quiz answer directed members to a unique landing page depending on how they answered, providing an immediate “Solved” or “Unsolved” response. Then, to encourage newsletter engagement on Thursdays, staff included the correct answer and a more detailed explanation in the publication. Physicians used it to study for the board certification exam, residents and medical students used it as a learning opportunity and active and retired physicians used it to test their knowledge and keep their minds sharp.

Campaign Successes

Immediately, NYACP saw increased engagement from this campaign. The first quiz sent had a response rate of 7 percent. As of late February 2021, 4,867 unique responses were recorded (sent to 13,565 members), with 20 percent of the participants answering more than one question. Some other impressive outcomes for the newsletter:

- The average newsletter open rate increased from 28 percent to 34 percent
- Click-throughs *doubled*
- The board review answer section in the newsletter accounts for more than 50 percent of total click-throughs

35% Membership Participation



In addition, members anecdotally shared with NYACP that they shared the quiz with their staff and students each week. The association also saw an increase in members asking to be re-subscribed to the newsletter and making sure to update their email addresses with NYACP when there was a change.

Ask, Capture, Act as a Foundation



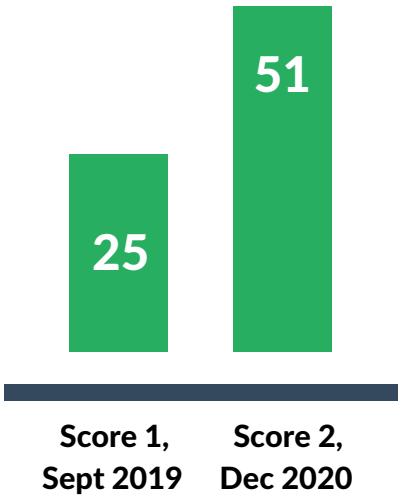
ASK
What is the best next step in the management of this patient?

CAPTURE
Member answers to clinical question

ACT
Deliver correct answer immediately, follow up with detail in newsletter

The quiz campaign was a novel use of PropFuel, demonstrating the many possibilities for starting a conversation with members to establish personal communications. Still, the Ask, Capture and Act philosophy exists as an underlying foundation to capture the Voice of the Member and trigger personal actions accordingly.

NET PROMOTER SCORES



Ongoing Quiz Engagement

NYACP's quiz campaign made a large impact on overall engagement across all NYACP member types and across the entire state of New York. This type of ongoing, incremental interaction provided an innovative educational opportunity for members, showed membership value and increased total member engagement over email.

In addition, after NYACP's initial NPS campaign in 2019, staff published a second NPS campaign in late 2020 to gauge member satisfaction. The results were impressive: a greatly improved NPS of 51!

"Who knew that members would start asking for emails from us?! PropFuel opened doors to two-way communication with members. It's easy for us to set up and simple for them to respond."

-Amanda Allen, Manager, Communications and District Relations, NYACP



We would love to get to know more about your organization and how PropFuel's conversational engagement platform can help you start personal conversations with your members.
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