



CASE STUDY:

## AMGA Cuts Turnaround Time by 1/2 and Drives Member Loyalty Through Infosurv

*“Our practice members who have taken both the paper-based and online survey **overwhelming prefer the online method.** Infosurv enables us to lift the administrative burden of research off of our members—**and that makes us the hero.**”*

—Mark Miller, Program Manager for the American Medical Group Association

### The Infosurv Advantage

- 50-60% reduction in turnaround time compared to paper surveys
- 50-75% increase in member survey response rate
- Dramatically easier online survey process with less administrative burden for participating organizations

### The Challenge

The American Medical Group Association (AMGA) is a membership organization devoted to multi-specialty group practices and clinics. One of the primary benefits of AMGA membership is access to the results of the organization’s **provider satisfaction survey** that the AMGA conducts 5 times a year. These surveys deliver to members a valuable baseline to compare the satisfaction levels of their own physicians against national averages and trends.

But there was a problem in how these surveys were deployed. “Our original survey method was strictly paper-based,” said Mark Miller, Program Manager for the American Medical Group Association. “This put the responsibility to administer, distribute and track the surveys on our members. With some practices having 500-600 physicians within their group, the volume of paperwork involved was simply too much.”

Infosurv was brought in to help the AMGA develop a new survey process to alleviate the burden on their membership. The firm responded with online surveys that are easily administered and maintained by the AMGA, freeing up association members to focus on more important tasks. The new surveys are clear to understand and navigate, and quick for physicians to complete. And the resulting data is more accurate. “With the paper-based surveys, we have to farm out the data entry to be keypunched in manually,” relates Miller. “This process creates many errors in the results, and it usually takes 7-10 days to complete. Infosurv gives us very **accurate and compelling data** with a **3 day maximum turnaround.**”

But it’s not just the quality of the surveys that impresses Miller. “Infosurv is extremely customer service committed,” he shares. “They are Johnny-on-the-spot and get things done quick. On the rare occasion that something does need to be rectified, they’re very prompt in taking action.”

Miller feels that Infosurv’s approach has caused member acceptance of online surveys to skyrocket stating, “There are a few paper holdouts, but since we launched the online program, membership adoption has increased by 50-75%. And the feedback we get from online users is very positive. Our members really appreciate that they are no longer bogged down in administrating these surveys on their own. This summer, I expect to have approximately 20 survey groups participating in our provider satisfaction research, and probably 3/4 of those will be using online surveys.”

### About Infosurv

Infosurv leads the field of online survey research. They specialize in customer and employee surveys that build valuable and actionable business intelligence for a wide range of Fortune 500 corporations, major government agencies, national associations, and a number of smaller companies and non-profit organizations. Infosurv’s core value lies in its PhD-level researchers, experienced project managers, and highly trained technical and analytical staff that possess a unique combination of market research expertise and technical prowess that delivers superior results.