



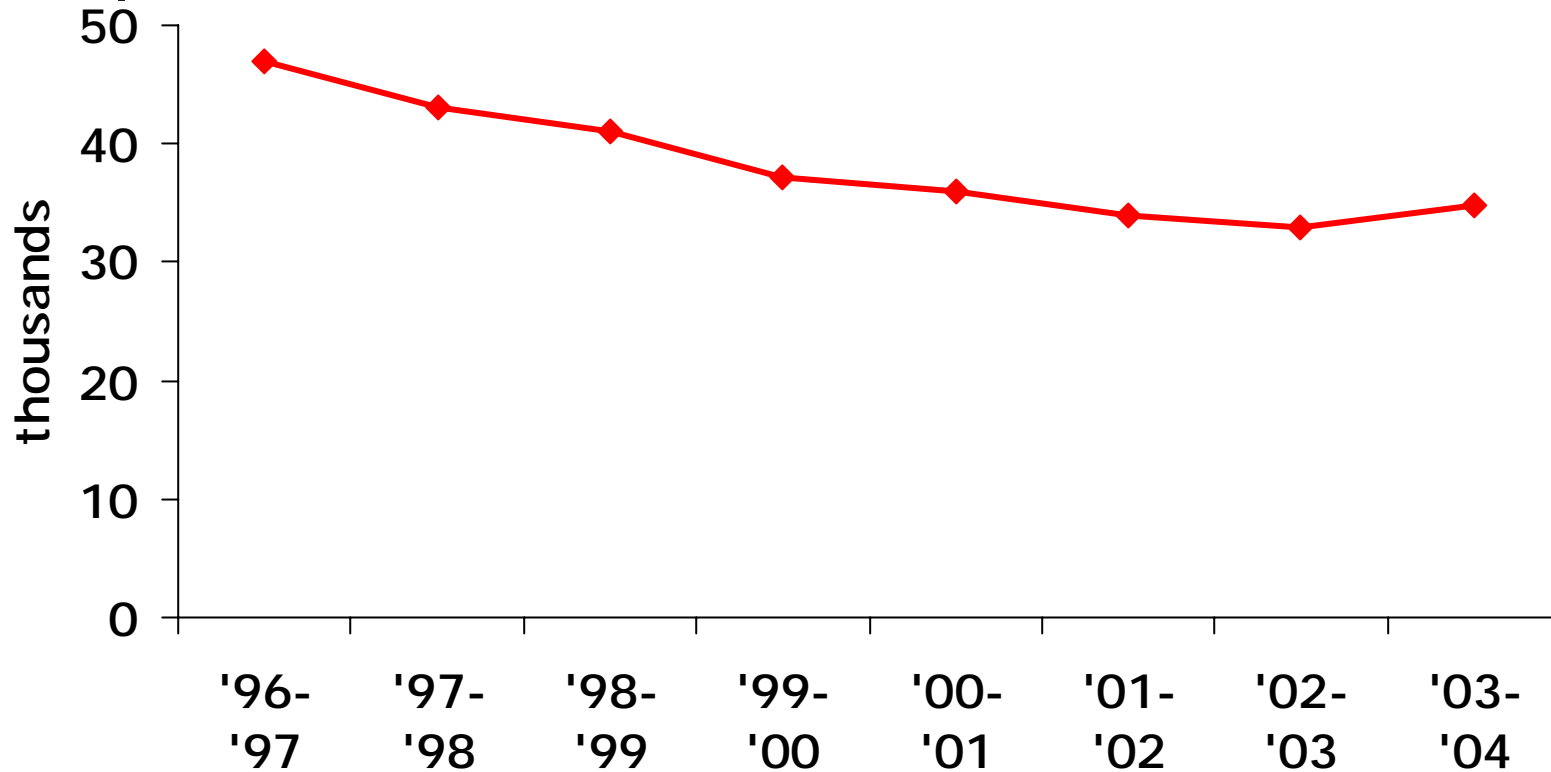
Membership Issues & Strategies

Update on ACS Membership



To serve all with skill and fidelity

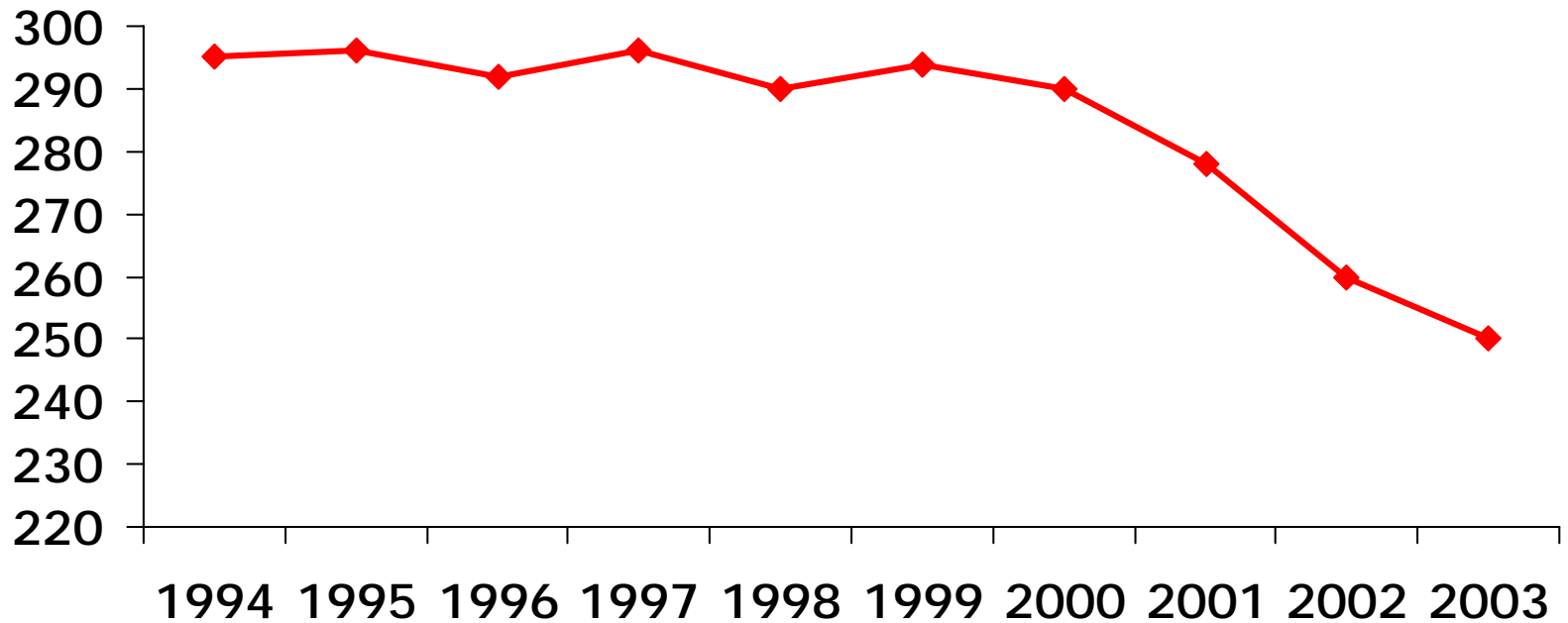
Applicants to US Medical Schools



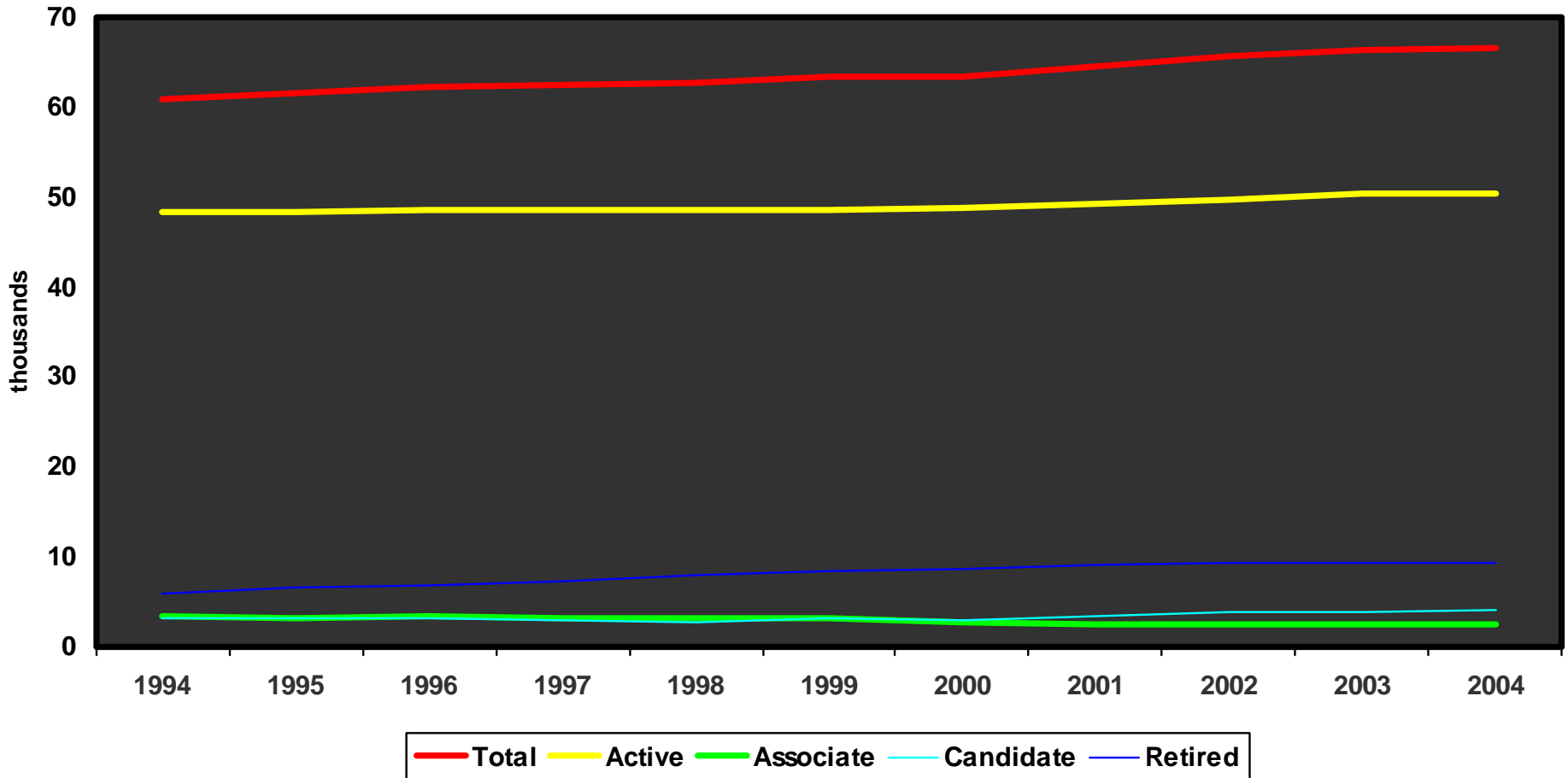
126 LCME accredited allopathic schools (11-12% enter surgery)

10 Year AMA Membership History

Year end members (in thousands)



10 Year ACS Membership Trends





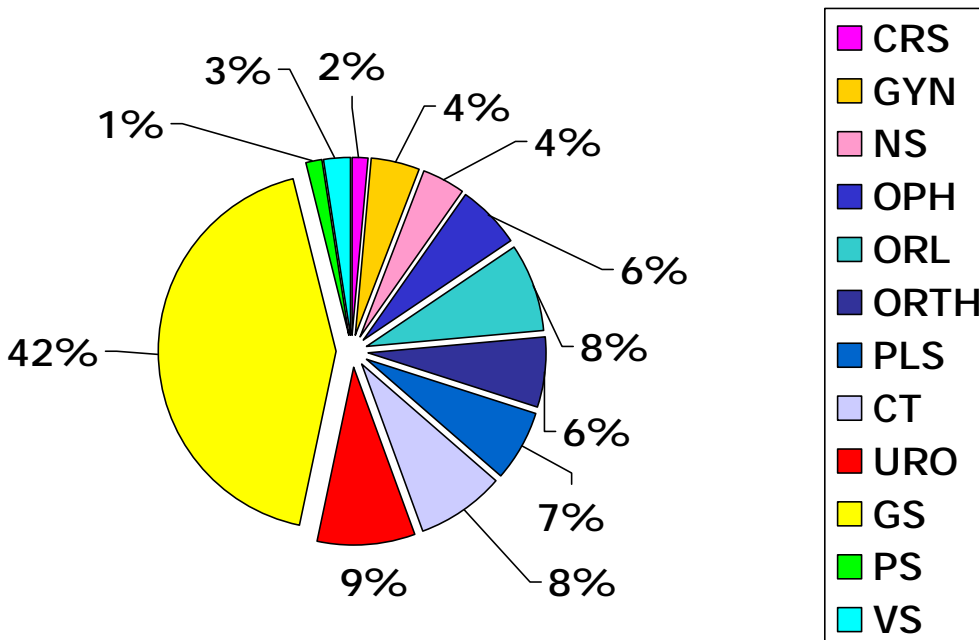
Surgeons by Age & Specialty

Specialty	Total	Under 35	35-44	45-54	55-64	65 & Over
CRS	1,197	85	365	387	232	128
GS	37,203	8,117	8,425	8,293	6,819	5,549
NS	5,008	715	1,154	1,304	1,039	796
OB/GYN	41,038	6,498	10,213	11,236	7,753	5,338
OPTH	18,584	2,088	4,670	5,159	4,080	2,587
ORTHO	23,211	3,635	5,679	6,153	4,930	2,814
ORL	9,826	1,537	2,552	2,418	2,040	1,279
PLS	6,535	544	1,754	1,971	1,554	712
CT	5,056	191	1,271	1,465	1,238	891
URO	10,431	1,170	2,379	2,573	2,664	1,645

Surgeons by Age & Specialty

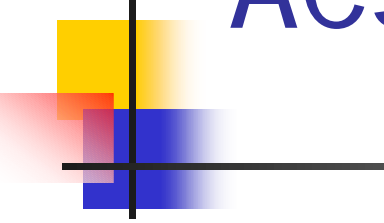
	Total	≤35	35-44	45-54	55-64	≥65
OB/GYN	41,038	6,498	10,213	11,236	7,753	5,338
GS	37,203	8,117	8,425	8,293	6,819	5,549
ORTHO	23,211	3,635	5,679	6,153	4,930	2,814
OPTH	18,584	2,088	4,670	5,159	4,080	2,587
URO	10,431	1,170	2,379	2,573	2,664	1,645
ORL	9,826	1,537	2,552	2,418	2,040	1,279
PLS	6,535	544	1,754	1,971	1,554	712
CT	5,056	191	1,271	1,465	1,238	891
NS	5,008	715	1,154	1,304	1,039	796
CRS	1,197	85	365	387	232	128
	<u>158,089</u>	<u>24,580</u>	<u>38,462</u>	<u>40,959</u>	<u>32,349</u>	<u>21,739</u>

American College of Surgeons



Domestic	54,454
Canadian	1,301
International	3,899
Associates	2,645
Candidates	4,199
Students	759
TOTAL	66,498

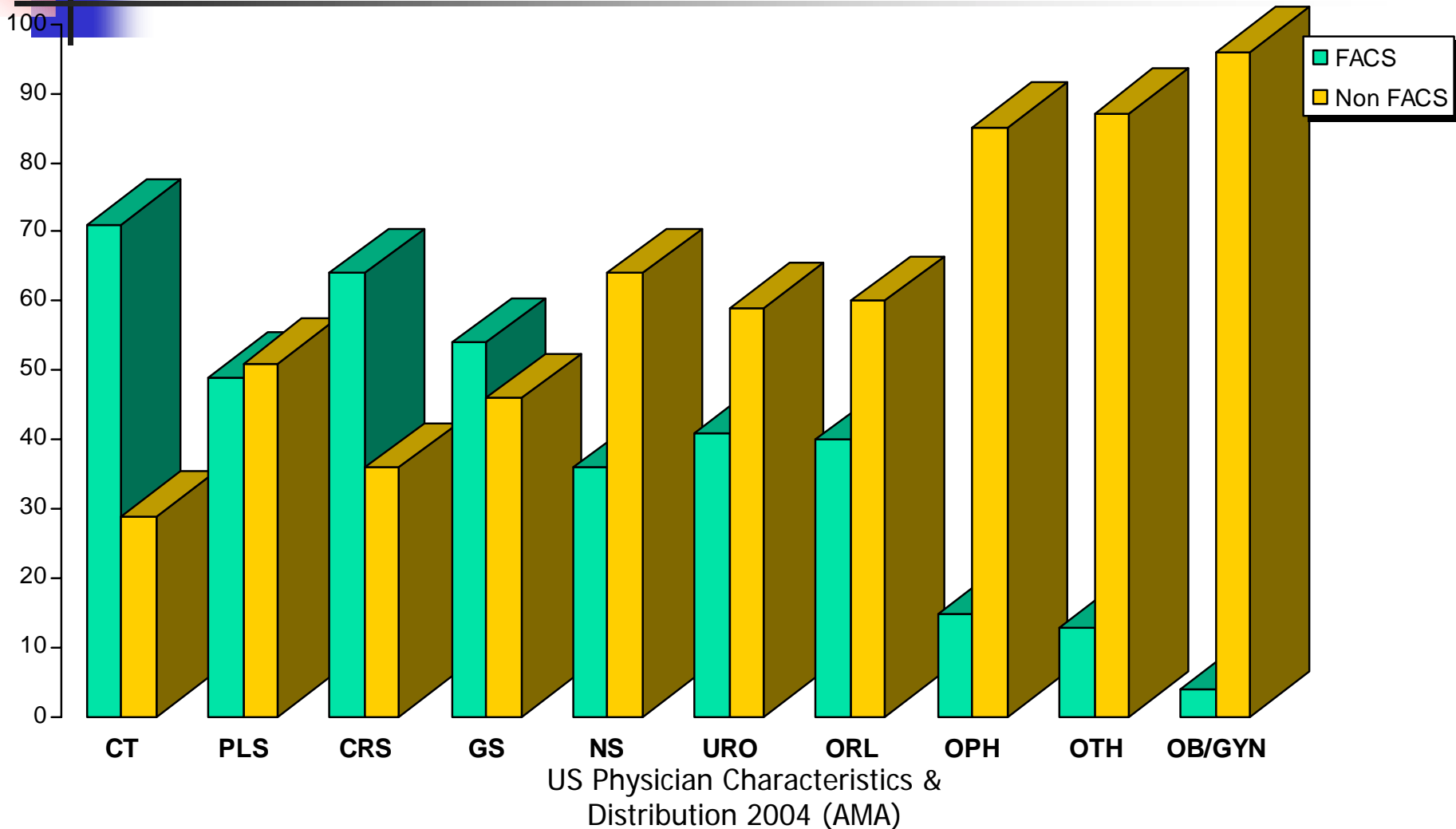
ACS Market Penetration



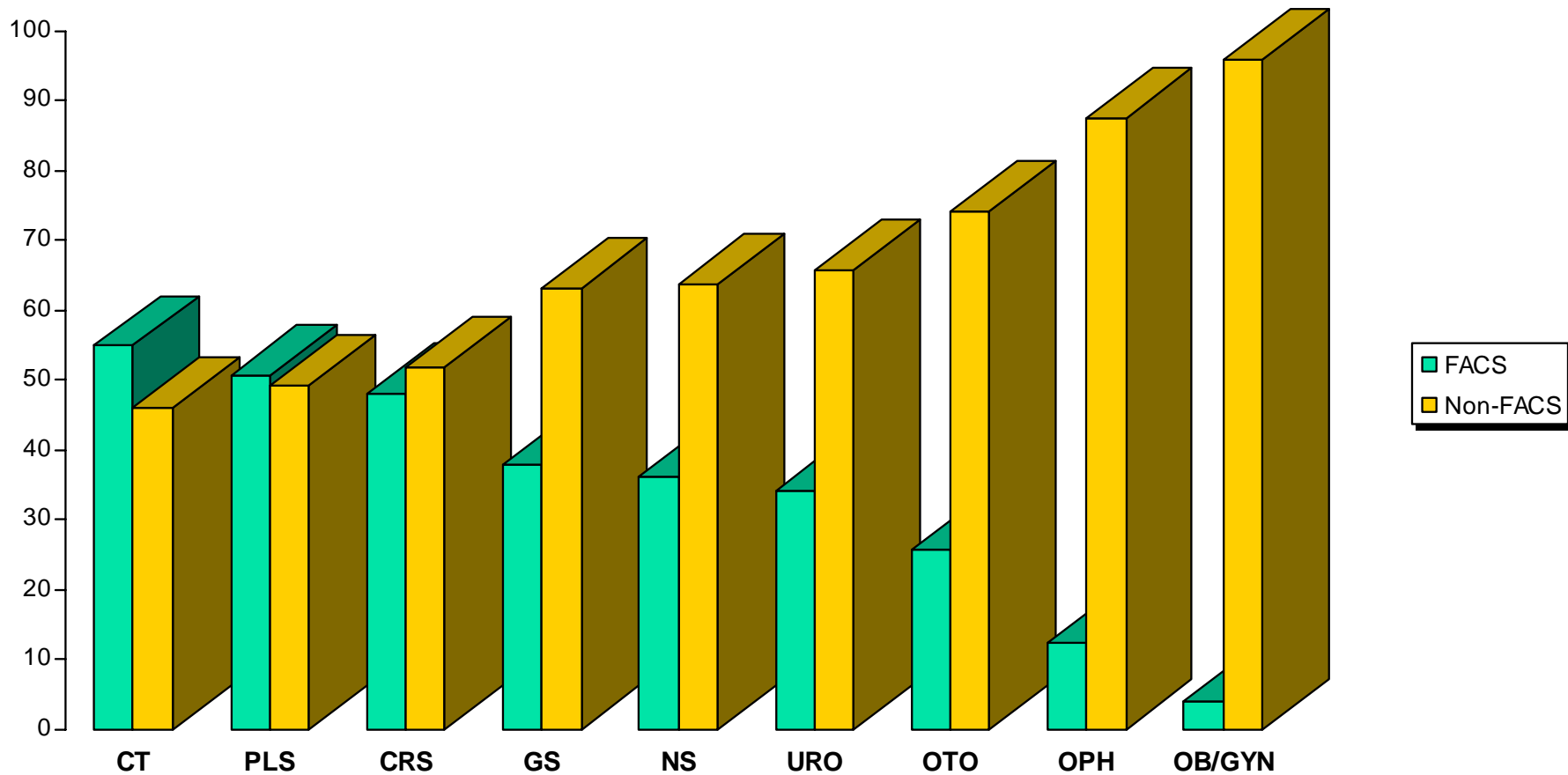
Specialty	Total	ACS	% Share
CRS	1,197	766	63.99%
GS	37,203	20,192	54.28%
NS	5,008	1,791	35.76%
OB/GYN	41,038	1,748	4.26%
OPTH	18,584	2,816	15.15%
ORTHO	23,211	2,948	12.70%
ORL	9,826	3,881	39.50%
PLS	6,535	3,186	48.75%
CT	5,056	3,599	71.18%
URO	10,431	4,272	40.95%
TOTAL	158,089	45,199	28.59%

US Physician Characteristics 2004
(AMA)

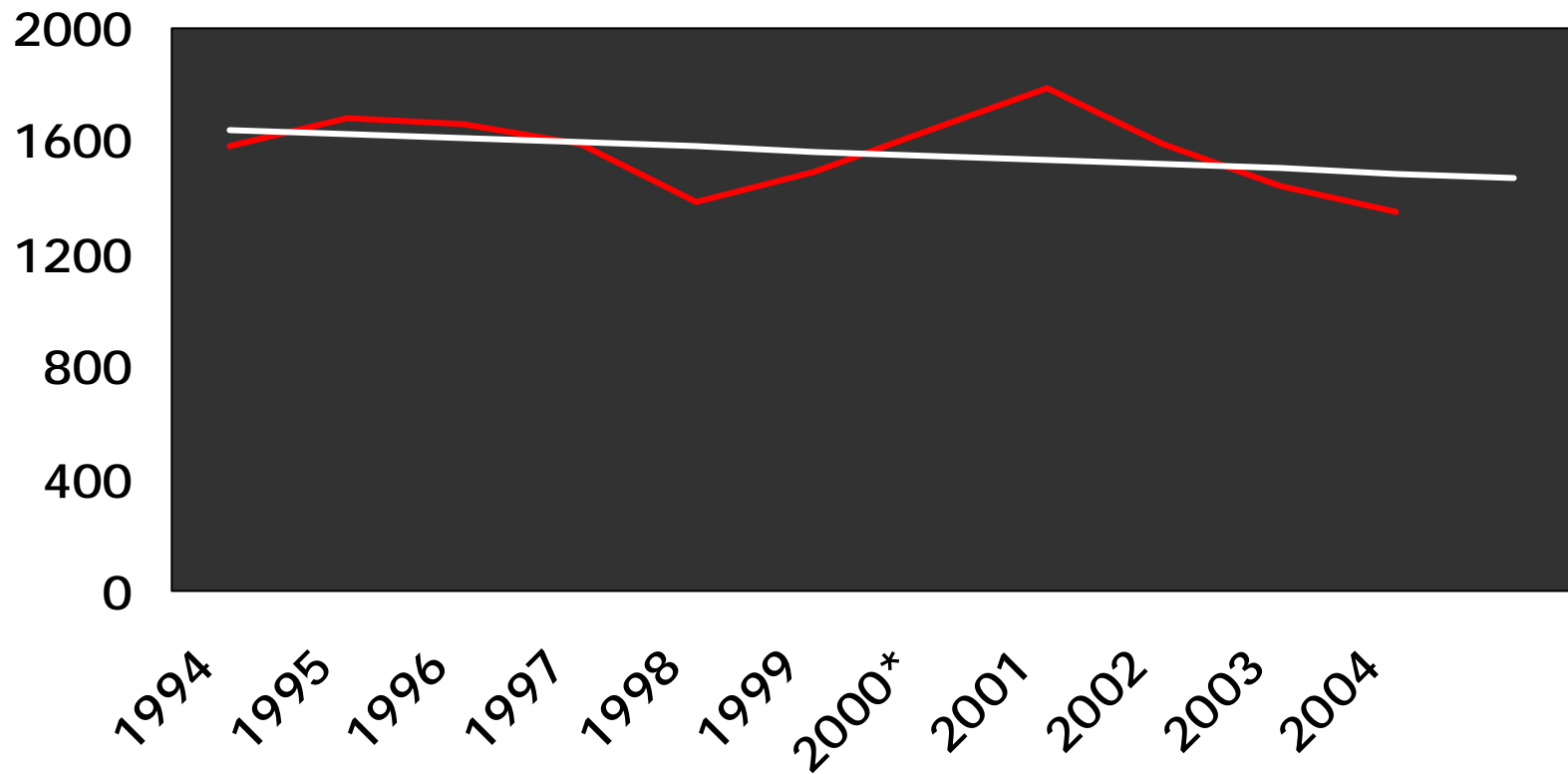
% ACS Members vs. AMA Profile



% ACS Members vs. ABMS



10 Year Initiates Trends



* Altered two year practice requirement



ACS Membership Trends

- Erosion of active dues paying Fellows
- Increasing numbers of non dues paying members
 - Dues exempt after 65 years of age
 - Dues exempt upon retirement
- Essentially static number of Initiates
- Total membership increasing
 - Medical Students
 - Affiliate Members

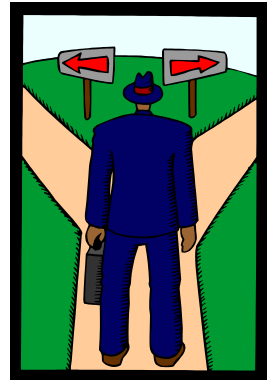


Distinct Physician Segments

- “Uninvolved medical society cynics”
- “Worried and value conscious”
- “Specialty focused”
- “Positive society supporters”
- “Medical society activists”

Physician Attitudes

- Selective about societies they join.
- Expect tangible value.
- Join three societies on average.
- Spend \$1000 annually on dues.
- Focus on five decision factors.





Five Offerings Factors

1. Advocating on physician “pocketbook issues”.
2. Advocating on professional standards.
3. Promoting public health/patient advocacy.
4. Promoting advancement of science.
5. Providing clinical information/educational resources.



ACS Member Benefits

- Low perceived value versus cost of membership. Inconsistent communication of benefit value.
- Similar benefits to other organizations.



Proposed Solutions

- Focus on retention and recruitment
- Complimentary membership for PGY 1
- “Generic” ACS traveling exhibit
- ↑ Initiates by 3%/year
- Designated “recruiters”
 - Retired ACS Fellows
 - ACS Governors
 - Chapter Officers
- ACS Recruitment symposium



Options

- Recognition of training programs with 100% of all surgery residents enrolled
- Recognition of group practices with 100% enrollment
- Recognition of “recruiters”



Summary

- Need to ↑ specialty market share
- Focus on “offerings” factors
- Adopt/modify proposed solutions
- Consider more options