Membership Assessment Survey Result Highlights

Information from the 2015 survey results.
Introduction to survey results

GENERAL INFORMATION
Research Objectives & Methodology

- Almost 24,000 invitations were sent to members and nonmembers
- Overall, 1,816 surveys were completed for an overall response rate of 7.6%
  - 1,453 SGNA members completed the survey, a response rate of 10.5%
  - 363 lapsed SGNA members completed the survey, a response rate of 3.6%

Note: The number of completions necessary for a 95% confidence level (+/-5) is 378; therefore, a response of 1,816 far exceeds this level and makes the data in this report statistically significant.
Who Responded – AGE

- 30 and under
- 31 - 40
- 41 - 50
- 51 - 60
- 61 and over

members
nonmembers
Who Responded – EXPERIENCE

- Under 5 years
- 5 - 10 years
- 11 - 16 years
- 17 - 20 years
- 21 - 25 years
- More than 25 years

- in healthcare
- in specialty
## Who Responded

<table>
<thead>
<tr>
<th>Location</th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambulatory Surgical Center (Endoscopy only)</td>
<td>19.3%</td>
<td>26.5%</td>
</tr>
<tr>
<td>Ambulatory Surgical Center (multi-specialty)</td>
<td>6.8%</td>
<td>10.5%</td>
</tr>
<tr>
<td>GI Clinic</td>
<td>3.7%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Hepatology</td>
<td>.6%</td>
<td>.3%</td>
</tr>
<tr>
<td><strong>Hospital (Inpatient/Outpatient)</strong></td>
<td><strong>62.1%</strong></td>
<td><strong>46.1%</strong></td>
</tr>
<tr>
<td>Hospital (Outpatient only)</td>
<td>1.9%</td>
<td>2.2%</td>
</tr>
<tr>
<td>IBD Clinic</td>
<td>.1%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>.4%</td>
<td>.8%</td>
</tr>
<tr>
<td>Physician Office</td>
<td>1.7%</td>
<td>-</td>
</tr>
<tr>
<td>Sales (equipment/pharmaceuticals)</td>
<td>.1%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>3.1%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>
99% would recommend SGNA to colleagues
HIGHLIGHT: ISSUES OF IMPORTANCE
When Asked to Rate Issues Based on Importance, These Issues Were Ranked “Very Important”
Comparison – Issues Ranked “Very Important”

<table>
<thead>
<tr>
<th>MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Infection Prevention</td>
<td>1. Infection Prevention</td>
</tr>
<tr>
<td>2. Developing Competency Tools</td>
<td>2. Developing Competency Tools</td>
</tr>
<tr>
<td>3. Incorporating Evidence-based Practice</td>
<td>3. Training for Technicians</td>
</tr>
<tr>
<td>5. Training for Technicians</td>
<td>5. Standardizing Practices for Technicians in all Practice Settings</td>
</tr>
</tbody>
</table>
## Comparison – Members ranking “Very Important”

<table>
<thead>
<tr>
<th>2015</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Infection Prevention</td>
<td>• Infection Prevention</td>
</tr>
<tr>
<td>• Developing Competency Tools</td>
<td>• Incorporating Evidence-based Practice</td>
</tr>
<tr>
<td>• Incorporating Evidence-based Practice</td>
<td>• Emerging Technology and Equipment</td>
</tr>
<tr>
<td>• Emerging Technology and Equipment</td>
<td>• Sedation</td>
</tr>
<tr>
<td>• Training for Technicians</td>
<td>• Developing Competency Tools</td>
</tr>
</tbody>
</table>
Comparison – Non-members ranking “Very Important”

<table>
<thead>
<tr>
<th>2015</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Infection Prevention</td>
<td>• Infection Prevention</td>
</tr>
<tr>
<td>• Developing Competency Tools</td>
<td>• Sedation</td>
</tr>
<tr>
<td>• Training for Technicians</td>
<td>• Emerging Technology and Equipment</td>
</tr>
<tr>
<td>• Emerging Technology and Equipment</td>
<td>• Incorporating Evidence-based Practice</td>
</tr>
<tr>
<td>• Standardizing Practices for Technicians in all Practice Settings</td>
<td>• Funding for Continuing Education</td>
</tr>
</tbody>
</table>
Rate Issues Based on Importance

Unimportant or Very Unimportant

1. Impact of nursing shortage
2. Legislative issues/needs for lobbying at state or federal level
3. Certification for technicians/nursing assistive personnel
4. Staffing ratios
HIGHLIGHT: CONTINUED EDUCATION
<table>
<thead>
<tr>
<th>Topics Need Continuing Education</th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anatomy and Physiology</td>
<td>25.3%</td>
<td>28.4%</td>
</tr>
<tr>
<td>Communication</td>
<td>18.6%</td>
<td>19.8%</td>
</tr>
<tr>
<td>Disease</td>
<td>46.2%</td>
<td>42.4%</td>
</tr>
<tr>
<td><strong>Emerging Technology</strong></td>
<td><strong>59.1%</strong></td>
<td><strong>46.3%</strong></td>
</tr>
<tr>
<td>Evidence-based Practice</td>
<td>62.6%</td>
<td>45.2%</td>
</tr>
<tr>
<td>Equipment</td>
<td>35.5%</td>
<td>40.2%</td>
</tr>
<tr>
<td><strong>Infection Prevention/Control</strong></td>
<td><strong>63.8%</strong></td>
<td><strong>65.6%</strong></td>
</tr>
<tr>
<td>Leadership Skills</td>
<td>35.0%</td>
<td>31.1%</td>
</tr>
<tr>
<td>Management/Staffing/Supervisory Skills</td>
<td>29.0%</td>
<td>22.6%</td>
</tr>
<tr>
<td>Nursing Assistive Personnel</td>
<td>9.7%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>5.8%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Pharmacology</td>
<td>27.5%</td>
<td>22.6%</td>
</tr>
<tr>
<td>Procedure Skills</td>
<td>48.4%</td>
<td>44.6%</td>
</tr>
<tr>
<td>Pulmonary</td>
<td>15.8%</td>
<td>15.4%</td>
</tr>
<tr>
<td><strong>Reprocessing</strong></td>
<td><strong>45.6%</strong></td>
<td><strong>46.0%</strong></td>
</tr>
<tr>
<td>Research</td>
<td>21.5%</td>
<td>18.5%</td>
</tr>
<tr>
<td>Sedation</td>
<td>41.7%</td>
<td>32.0%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>2.3%</td>
<td>.8%</td>
</tr>
</tbody>
</table>
What technology advancements/developments or trends in the field do you see affecting your career or practice within the next five years?

- Infection Control/Equipment Reprocessing/Superbugs: 14%
- EBUS/EUS/ERCP/Other Procedures: 13%
- Staffing/Training/Certification Issues: 13%
- Anesthetic/Sedation: 12%
- New Technology/Equipment: 11%
- Healthcare Reform/Insurance/Financial Issues: 11%
- Electronic Medical Records/Computer Documentation: 10%
- New/Advanced Procedures: 13%
- Noninvasive Screening/Virtual Colonoscopy: 13%
- Changes in Procedure Location: 12%
- Evidence Based Practice/Research/Standards: 11%
- Government Regulations: 5%
- Misc: 9%

Total: 100%
What influenced decision to purchase SGNA educational product?

<table>
<thead>
<tr>
<th>Influence</th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colleague recommended</td>
<td>10.8%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Regional Society representative recommended</td>
<td>3.7%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Sale or promotion offered by SGNA</td>
<td>23.8%</td>
<td>12.0%</td>
</tr>
<tr>
<td>SGNA is the only known provider of the product(s)</td>
<td><strong>31.8%</strong></td>
<td>27.5%</td>
</tr>
<tr>
<td>SGNA’s reputation</td>
<td>29.9%</td>
<td><strong>37.7%</strong></td>
</tr>
<tr>
<td>There was an immediate need for the product(s)</td>
<td><strong>31.3%</strong></td>
<td>25.7%</td>
</tr>
<tr>
<td>Value of product for cost</td>
<td>14.6%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Vendor representative recommended</td>
<td>1.7%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>9.6%</td>
<td>6.0%</td>
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</table>
What are most valuable or influential attributes when you are considering to purchase or participate in education?

(3) Subject matter expert reputation

(1) Practice/application

(2) Availability of CE credit

Access to subject matter expert(s)

(4) Affordability (related costs, travel)

Supporting materials

Access to peers/other learners

Venue (for live events)

Other (please specify)
Formats most prefer to receive education

(1) In-person local or regional conferences/events
(2) Continuing education programs/courses
College degree or certification program(s)
CD-ROMs
(3) In-person national conferences
On-demand Web-based seminars
Live/Real-time virtual seminars (Web and audio)
Online discussion forum(s)
Podcasts
Print (i.e. white papers, books, journals, research studies, etc.)
Other (please specify)
Top Four Reasons Pursue Continuing Education

1. Personal satisfaction
2. Increase opportunities for professional growth
3. Maintaining certification
4. Maintaining licensure
HIGHLIGHTS: DETAILS FOR MANAGEMENT SIG
## Importance of issues facing industry – Very Important

<table>
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<th>Role</th>
<th>ONE</th>
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# Top reasons to become member of SGNA

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<th>Role</th>
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<tbody>
<tr>
<td>Administrator/Director</td>
<td>Keep up to date on current and future trends/best practices</td>
<td>Access to SGNA informational resources</td>
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<td>Keep up to date on current and future trends/best practices</td>
<td>Access to SGNA informational resources</td>
</tr>
<tr>
<td>Technician</td>
<td>Keep up to date on current and future trends/best practices</td>
<td>Increase my visibility within the GI/endoscopy field</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Advance my career goals and satisfaction</td>
</tr>
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</table>
Rating of Issues (full details)

- Certification for Technicians/Nursing Assistive Personnel
- Define the Roles of Nurses and Technicians in Patient Care
- Developing Competency Tools
- Emerging Technology and Equipment
- Funding for Continuing Education
- Impact of Healthcare Reform
- Impact of Nursing Shortage
- Incorporating Evidence-based Practice
- Infection Prevention
- Legislative Issues/Need for Lobbying at State or Federal Levels
- Patient Education Programs/Support Groups
- Sedation
- Staffing Ratios
- Standardizing Practices for Nurses in all Settings
- Standardizing Practices for Technicians/Nursing Assistive Personnel in all Practice Settings
- Training for Technicians/Nursing Assistive Personnel
Administrators/Directors: Very Important and Important

- Certification for Techs
- Role Definition
- Developing Competency Tools
- Emerging Technology and...
- Funding for Continuing Education
- Impact of Healthcare Reform
- Incorporating Evidence-based...
- Infection Prevention
- Legislative Issues/Lobbying
- Patient Ed
- Sedation
- Staffing Ratios
- Nurse Practice Standards
- Tech Nurse Practice Standards
- Training for Techs

Very Important

Important
Supervisors/Managers: Very Important and Important

- Certification for Techs
- Role Definition
- Emerging Technology and...
- Funding for Continuing Education
- Impact of Healthcare Reform
- Incorporating Evidence-based...
- Infection Prevention
- Legislative Issues/Lobbying
- Patient Ed
- Sedation
- Staffing Ratios
- Nurse Practice Standards
- Tech Nurse Practice Standards
- Training for Techs

Very Important
Important
Rating of Product Value
(Top Three Most Valuable Attributes in Education)

ADMINISTRATORS/DIRECTORS

• Number One: Subject matter expert reputation
• Number Two: Availability of CE credit
• Number Three: Access to peers/other learners
Rating of Product Value
(Top Three Most Valuable Attributes in Education)

SUPERVISORS/MANAGERS

• Number One: Subject matter expert reputation
• Number Two: Access to peers/other learners
• Number Three: Venue (for live events)
Current Educational Formats Used

ADMINISTRATOR/DIRECTOR

1. In-person local or regional conferences/events
2. Continuing education programs/courses
3. Print (i.e., white papers, books, journals, research studies, etc.)
4. On-demand Web-based seminars
5. In-person national conferences
Current Educational Formats Used

SUPERVISOR/MANAGER

1. Continuing education programs/courses
2. In-person local or regional conferences/events
3. Print (i.e., white papers, books, journals, research studies, etc.)
4. On-demand Web-based seminars
5. Live/Real-time virtual seminars (Web and audio)
HIGHLIGHTS: DETAILS FOR ASSOCIATES SIG
## Importance of issues facing industry – Very Important

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Rating of Issues (full details)

- Certification for Technicians/Nursing Assistive Personnel
- Define the Roles of Nurses and Technicians in Patient Care
- Developing Competency Tools
- Emerging Technology and Equipment
- Funding for Continuing Education
- Impact of Healthcare Reform
- Impact of Nursing Shortage
- Incorporating Evidence-based Practice
- Infection Prevention
- Legislative Issues/Need for Lobbying at State or Federal Levels
- Patient Education Programs/Support Groups
- Sedation
- Staffing Ratios
- Standardizing Practices for Nurses in all Settings
- Standardizing Practices for Technicians/Nursing Assistive Personnel in all Practice Settings
- Training for Technicians/Nursing Assistive Personnel
Associates/Technicians: Very Important and Important

- Certification for Techs
- Role Definition
- Developing Competency Tools
- Emerging Technology and...
- Funding for Continuing Education
- Impact of Healthcare Reform
- Incorporating Evidence-based...
- Infection Prevention
- Legislative Issues/Lobbying
- Patient Ed
- Sedation
- Staffing Ratios
- Nurse Practice Standards
- Tech Nurse Practice Standards
- Training for Techs

- Very Important
- Important
Rating of Product Value
(Top Three Most Valuable Attributes in Education)

ASSOCIATES/TECHNICIANS

• Number One: Availability of CE credit
• Number Two: Access to subject matter expert(s)
• Number Three: Supporting materials
Current Educational Formats Used

ASSOCIATE/TECHNICIAN

1. Continuing education programs/courses
2. In-person local or regional conferences/events
3. Print (i.e., white papers, books, journals, research studies, etc.)
4. In-person national conferences
5. On-demand Web-based seminars
Certification for Associates/Technicians

• We asked nursing assistive personnel if they held or were aware of CFER certification, with highest number of participants stating they were unaware of this certification.

• Most felt certification was important, citing personal satisfaction as leading reason for members.
  > Helping reach future career goals/change in career OR respect/trust of patients were top reasons for non-members.

• Majority felt certification was important to facility, primarily for achieving magnet status or to have competitive edge compared to other facilities in local area.