

# AACE 2024

## Tactic Dashboards

BOD Meeting Report  
May 7-8, 2024

# AACE Tactic Dashboards

- Community Engagement
- Live & Online Learning
- Public & Patient Awareness
- Stakeholder Engagement
- Clinical & Scientific

KPI results as of April 30, 2024



# 2024 Tactic Dashboard: Community Engagement

## Major Initiatives

### Become more Member Centric & Increase Member Value

- \*Membership Retention & Growth (Endos, Fellows, FACE, ECT)
- Increase Engagement of NP/PAs in Committees & Leadership
- Awards & Convocation
- Develop Pricing Strategy across all Products
- Develop Data Analytic Tools and Processes
- Continue to Enhance DEI Initiatives across AACE
- Endocrine Careers
- Podcasts

### Growth Strategies Goals

- Outreach for Early Career Member Growth Launched
- ECT Steering Committee & BOD Liaison Launched and active
- AACE staff and volunteers will exhibit at AANP, AAPA, ADCES.

\*Membership report at the end

KPI's	Goals	YTD Actual	
Total Membership		5,900	4,945
Early Career Members		300	80
Endocrine Care Team Members		355	365
Nurse Practitioners (NPs)		N/A	206
Physician Assistants/Associates (PAs)		N/A	52
New FACE Individuals <i>Fall 2024</i>		60	TBD
Total Member Retention		70%	74%
Endocrine Careers Views		+21,000	+6,800
Podcast Downloads		+13,000	+7,000
Activity	Contribution Margin YTD Actual through March '24	Contribution Margin YTD Budget through March '24	Variance
<b>Community Engagement</b>			
Community Relations	841,319	941,573	(100,254)
<b>Subtotal - Community Engagement</b>	<b>\$ 841,319</b>	<b>\$ 941,573</b>	<b>\$ (100,254)</b>

# 2024 Tactic Dashboard:

## Live & Online Learning

### Major Initiatives

Deliver high quality education to Endocrinologists and members of the ECT.

- Annual Meeting 2024 (detailed report to be provided 5/7)
- Endocrine University (FIT engagement activities post EU)
- Online Education
- International Programming –
  - India and MENA Education (via Insignia Learning)
  - MENA Conference, Dubai (via DiaEdu)
  - MENA CV Met Conference, Abu Dhabi (via DiaEdu)
- Certificate Programs-NEW for 2024!
  - Diabetes Technology for NPs, PAs: May Launch planned
  - Obesity and Weight Loss for NPs, PAs: in development
  - Inpatient Diabetes, Osteoporosis, Lipids: in development

### Growth Strategies Impact

- First Certificate Program Launch-May 2024
- Exploratory Certification Initiative – Subcommittee has reviewed marketing research and there is consensus that there is interest from the community to explore an AACE certification in clinical endocrinology for the care team clinician. The Subcommittee has drafted initial requirements for initial certification and recertification. An RFI for test development partners has been issued. To date 4 have submitted responses.

KPI's	Goals	YTD Actual	
Annual Meeting Paid Attendees as of 5/1 (total 1562)		1,220	1,086
Endocrine University Attendees			
	EU 1	272	277
	EU 2	277	TBD
MENA Conference, Dubai		+1,100	TBD
MENA CV Met Conference, Abu Dhabi		500	591 registered, due to extreme flooding 265 checked in
Other India/MENA Program Participants		+20,000	+1,225
Activity	Contribution Margin YTD Actual through March '24	Contribution Margin YTD Budget through March '24	Variance
<b>Live &amp; Online Learning</b>			
Annual Meeting	(7,350)	(20,400)	13,050
Certificates and Certification Programs	(700)	(20,501)	19,801
Endocrine University	278,240	225,040	53,200
International Programming	36,000	10,000	26,000
Online Education	16,936	13,942	2,994
<b>Subtotal - Live &amp; Online Learning</b>	<b>\$ 323,127</b>	<b>\$ 208,081</b>	<b>\$ 115,046</b>

# 2024 Tactic Dashboard: Patient & Public Awareness

## Major Initiatives

**Deliver patient focused content and collaborate with patient organizations**

- Thyroid Patient Journey Y2+Y3
  - Review & Refresh Content, Create Interactive Elements
- Obesity Patient Journey Y1+Y2
  - Promos, Content Review, Create Interactive Elements
- Diabetes Technology Patient Journey Y1
  - Content Development & Medical Writing, Promos, Launched March 22, 2024
- GHD Patient Resource Webpage – Launched Jan. 16, 2024

## Growth Strategies Impact

- Currently no major impact projected from the growth strategies beyond obtaining more industry support through extended industry relations' outreach.

KPI's	Goals	YTD Actual	
Sponsor Reinvestment	75%+		
Webpage Engagement	+30,000	66,700+	
Social Media / Ad Engagement	+6,000,000	7,000,000+	
Patient Org Engagement Y1 /Y2/Y3 (Thyca, OAC & DiabetesSisters)	100%	100%	
GHD Patient Resource Page	15,000	3,717	
Activity	Contribution Margin YTD Actual through March '24	Contribution Margin YTD Budget through March '24	Variance
<b>Patient and Public Awareness &amp; Engagement</b>			
Guide for Patients with GHD from Childhood to Adulthood	25,952	23,202	2,750
Patient Journey 1 – Thyroid	32,291	21,249	11,042
Patient Journey 2 - Obesity	105,939	97,000	8,939
Patient Journey 3 - Diabetes Technology	22,505	55,804	(33,299)
<b>Subtotal - Patient and Public Awareness &amp; Engagement</b>	<b>\$ 186,688</b>	<b>\$ 197,255</b>	<b>\$ (10,567)</b>

# 2024 Tactic Dashboard: Stakeholder Engagement

## Major Initiatives

### CAP

- Enhance CAP meetings by soliciting agenda topics from CAP representatives and focusing on clinical topics, and ensure CAP members remain engaged in the program through activation of their benefits,

### Branding & Sponsored Content

- Expand contacts within existing corporate partners to include marketing representatives and diversify sales that support branding and/or custom content needs – using “off the shelf” programs that have a high margin and require minimal staff resources .
- Continue building out relevant Algos with AvoMD, transforming AACE’s Guidelines into actionable decision support at the point of care.

### Advocacy Training Program

- Introduce new program to corporate community, create and present proposals, and secure funding from a minimum of 3 companies.

### Growth Strategies Impact

- The Relationship Centered Growth Task Force goal is increased CAP membership (2 new companies to 2024 roster) and revenue growth through Branded and Sponsored Content program sales – as a result of development efforts (deeper relationships with existing customers, discovery calls with new customers).
- Research, development and piloting of "AACE Research Solutions."

KPI's	Goals	YTD Actual	
Advocacy Training Program Funders/Corporate Supporters	3	3	
Total 2024 CAP Members	25	22	
NEW CAP Members	2	4	
NEW Branding and Sponsored Content Program Sales	3	2	
Activity	Contribution Margin YTD Actual through March '24	Contribution Margin YTD Budget through March '24	Variance
<b>Stakeholder Engagement</b>			
Corporate Advisory Partnership	747,000	737,500	9,500
Branded and Sponsored Content	78,420	87,253	(8,833)
<b>Subtotal - Stakeholder Engagement</b>	<b>\$ 825,420</b>	<b>\$ 824,753</b>	<b>\$ 667</b>

# 2024 Tactic Dashboard:

## Clinical & Scientific Contribution Margin

Activity	Contribution Margin YTD Actual through March '24	Contribution Margin YTD Budget through March '24	Variance
<b>Clinical &amp; Scientific</b>			
ACCR	(3,938)	(4,189)	251
Diabetes MATCH	(475)	60	(535)
Endocrine Practice	64,805	64,967	(162)
Guidelines and Consensus Statements	(3,047)	(6,000)	2,953
Improving Obesity Diagnosis and Treatment	17,747	16,999	748
Intensifying Diabetes Therapies	47,553	47,680	(127)
Managing NAFLD and NASH	9,337	8,500	837
Specialty Societies Advancing Adult Immunization	84,551	117,451	(32,900)
Optimizing Insulin Therapy in Type 2 Diabetes	17,648	17,544	105
Treatment of Obesity for Primary Care	22,696	20,243	2,453
<b>Subtotal - Clinical &amp; Scientific</b>	<b>\$ 256,877</b>	<b>\$ 283,254</b>	<b>\$ (26,378)</b>

# 2024 Tactic Dashboard: Clinical & Scientific Guidance Docs and Journals

## Major Initiatives

- Guidelines & Guidance Docs
  - Obesity Algorithm Consensus Statement - development in progress, target publication Q1 2025
  - Multiple Endocrine Neoplasia, Type 1 (MEN1) Consensus Statement - development in progress, target publication Q1 2025
  - Dyslipidemia Clinical Practice Guideline - development in progress, target publication Q1 2025
  - Dyslipidemia Algorithm Consensus Statement with co-sponsors - empanelment in progress, target publication Q2 2025
  - Diabetes Technology Consensus Statement - call for authors in Q2 2024
  - Postmenopausal Osteoporosis Clinical Practice Guideline - call for authors in Q2 2024
  - Type 2 Diabetes Algorithm Update – call for authors Q2 2024
- Endocrine Practice
  - Recruit 3-5 more editorial board members who practice outside of the United States for a more diverse and global facing editorial board and increase manuscript submissions
- ACCR
  - Increase submission rates and decrease rejection rates

AACE JOURNALS: KPIs	Goals	YTD Actual *
Endocrine Practice Impact Factor	4.2+	TBD in June 2024
Endocrine Practice Acceptance Rate	23-27%	18%
Endocrine Practice submission to decision	15 days or less	5 days
ACCR Submissions Increase	5%	62 (-26%)
ACCR Rejection Rate Decrease from 64%	55%	31%

*\*as of April 30, 2024*



# 2024 Tactic Dashboard: Clinical & Scientific Programming

## Major Initiatives

Programming for Endos & ECT: PCPs, NPs, PAs:

- Diabetes Technology
- Improving Obesity Diagnosis and Treatment
- Intensifying Diabetes Therapies
- Managing NAFLD and NASH (Now MASLD and MASH)
- Optimizing Insulin Therapy in Type 2 Diabetes
- Treatment for Obesity for Primary Care
  
- SSAAI – CDC/CMSS Grant
  - Engage with all 7 Health System Partners to support their QI interventions, submit quality reporting data, participate with CDC and CMSS on all milestones as required by the CDC grant to improve vaccination rates

## Growth Strategies Impact

- Currently no additional major impact projected from the growth strategies beyond obtaining more industry support through extended industry relations' outreach.

KPI's	Goals	YTD Actual
Diabetes Technology Learners ( <i>releases May 2024</i> )	2,000	0
<b>Improving Obesity Diagnosis Treatment Learners</b> ( <i>ends June '24</i> )	1,400	5,205
<b>Intensifying Diabetes Therapies Learners</b> ( <i>Program ends July '24</i> )	1,350	2,772
<b>Managing NAFLD and NASH Learners</b> ( <i>ended in Feb '24</i> )	550	2,135
Optimizing Insulin Therapy in Type 2 Diabetes Learners ( <i>Launched Dec '23</i> )	4,500	4,410
Treatment for Obesity for Primary Care Learners ( <i>Launched Dec '23 LMS, Feb. 14, 2024, myCME</i> )	1,150	1,048



# AACE 2024 Community Engagement Report

*As of May 6, 2024*

# AACE 2024 Community Stats - 5/6/24

**2024 Budget = \$1,242,495**

Current 2024 Revenue as of 5/6/24 = \$841,319 (**68%**)

**2024 Community Member Goal = 5,900**

Total # of Members as of 5/6/24 = 4,945 (**84%**)

- **33%** Informed
- **67%** Engaged
- 1,464 **NEW** Members
- **32% FACE**
- **7% ECT**
- **23% International**

FYI:

2022 Member Count in Dec 2022 = 5,951

2023 Member Count in Dec 2023 = 5,740

# Community Engagement Tactics for May

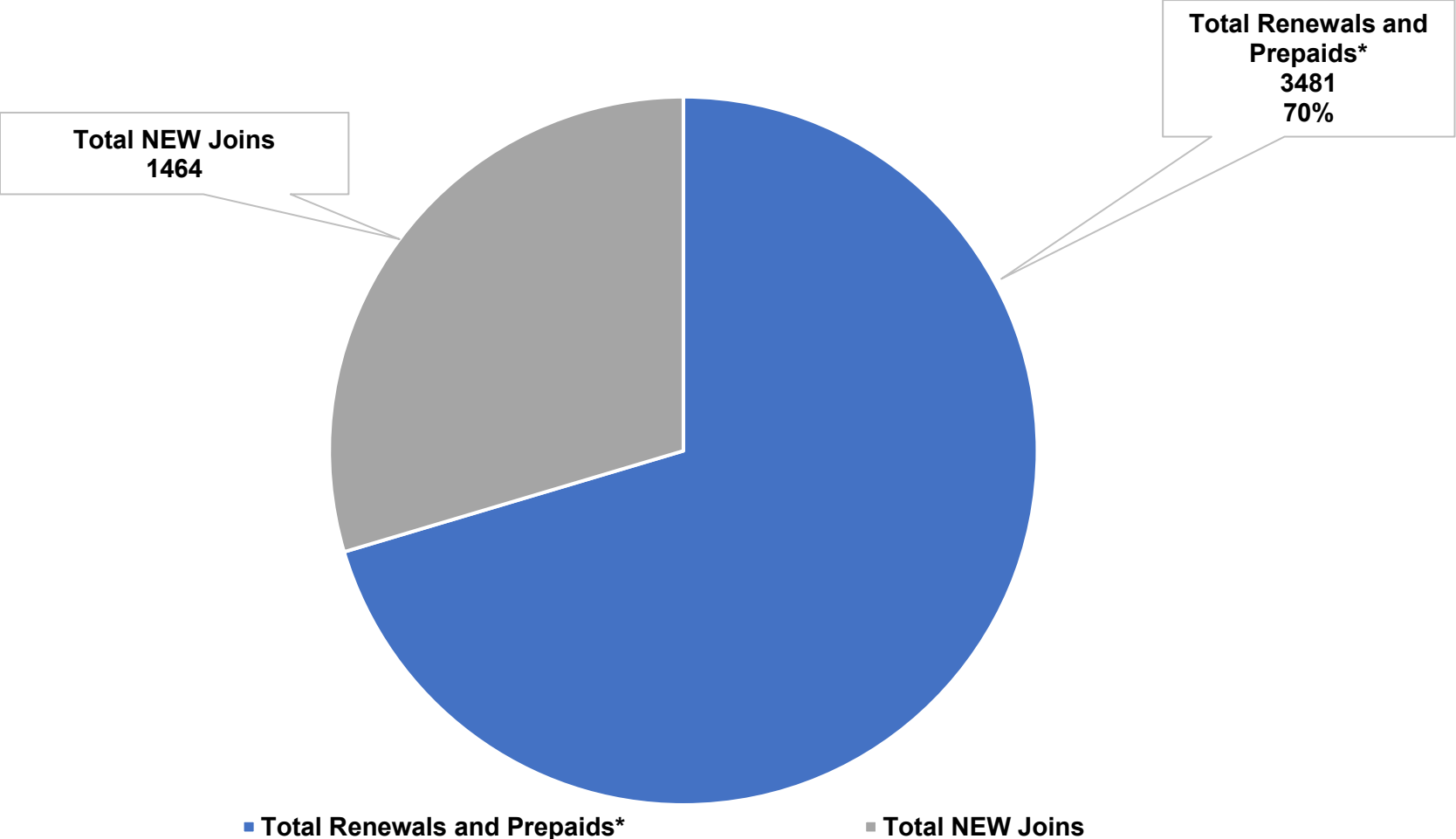
## Recruitment

- Post-meeting message to nonmember Annual Meeting attendees - “Stay Engaged with AACE by Joining Our Community”
- Run Google retargeting ads that promote community membership
- Exhibit at the American Association of Physician Assistants (AAPA) Annual Meeting
- Complimentary membership for AACE MENA Cardiometabolic Conference attendees
- Continue win-back campaign to 2024 dropped members

## Retention

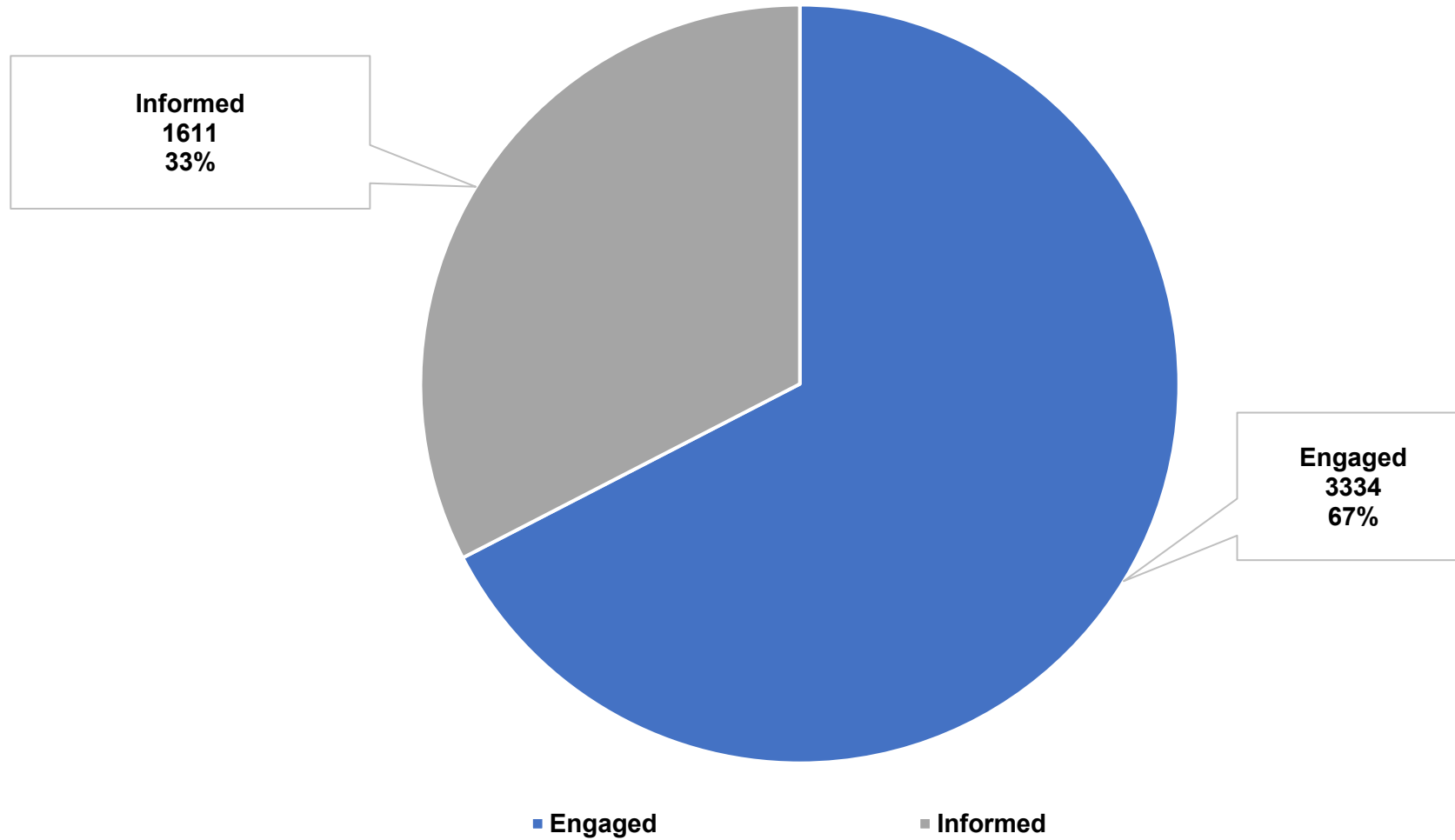
- 2024 Annual Meeting Engagement Activities
  - FACE/MACE Networking Breakfast
  - AACE Leadership and ECT Breakfast
  - International Meet-Up
  - Fellows & Early Career Meet-Up
- Launch of AACE Community Online Topical Interest Groups
- Reach out to Student/Resident/Fellow community members who will complete their programs in the next few months encouraging them to update their contact information and stay up-to-date with AACE as an early career member
- Continue with AACE community members only monthly update from the AACE President and CEO

### Total 2024 Members

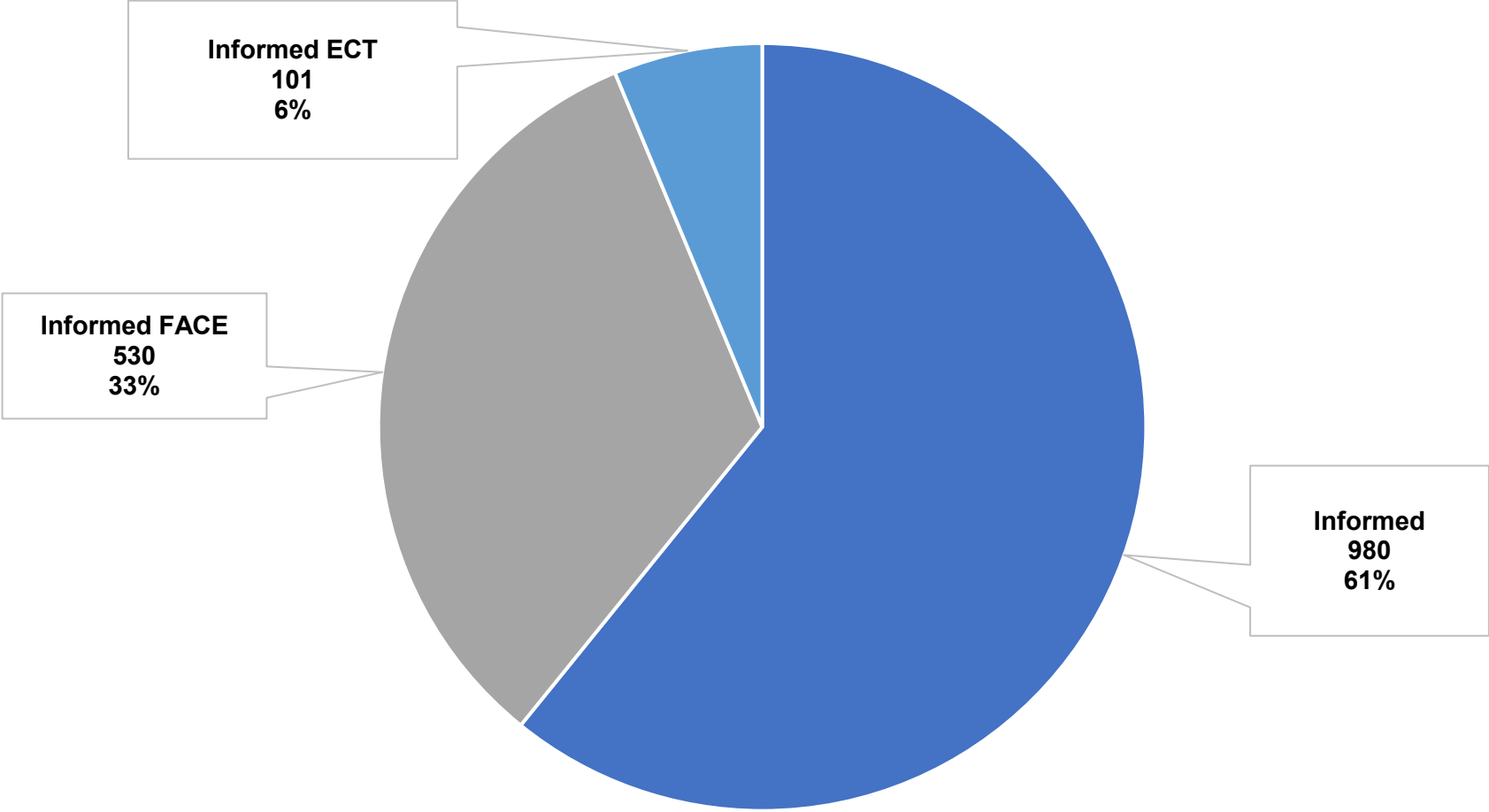


\*includes members who were dropped on February 1, 2024 and subsequently paid and rejoined

### Total 2024 Members by Tiers



**Total 2024 Members in Informed Tier**



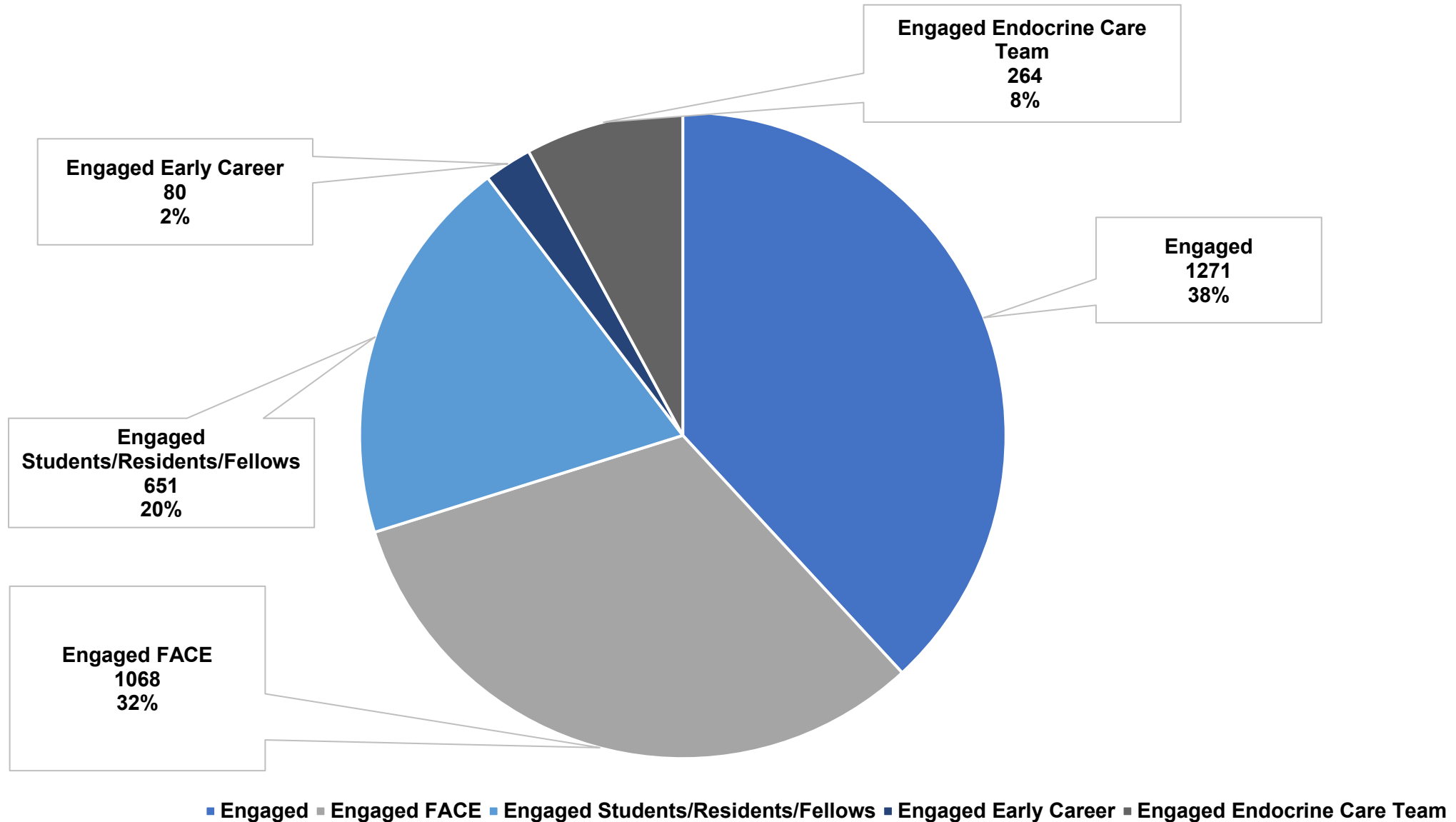
■ Informed

■ Informed FACE

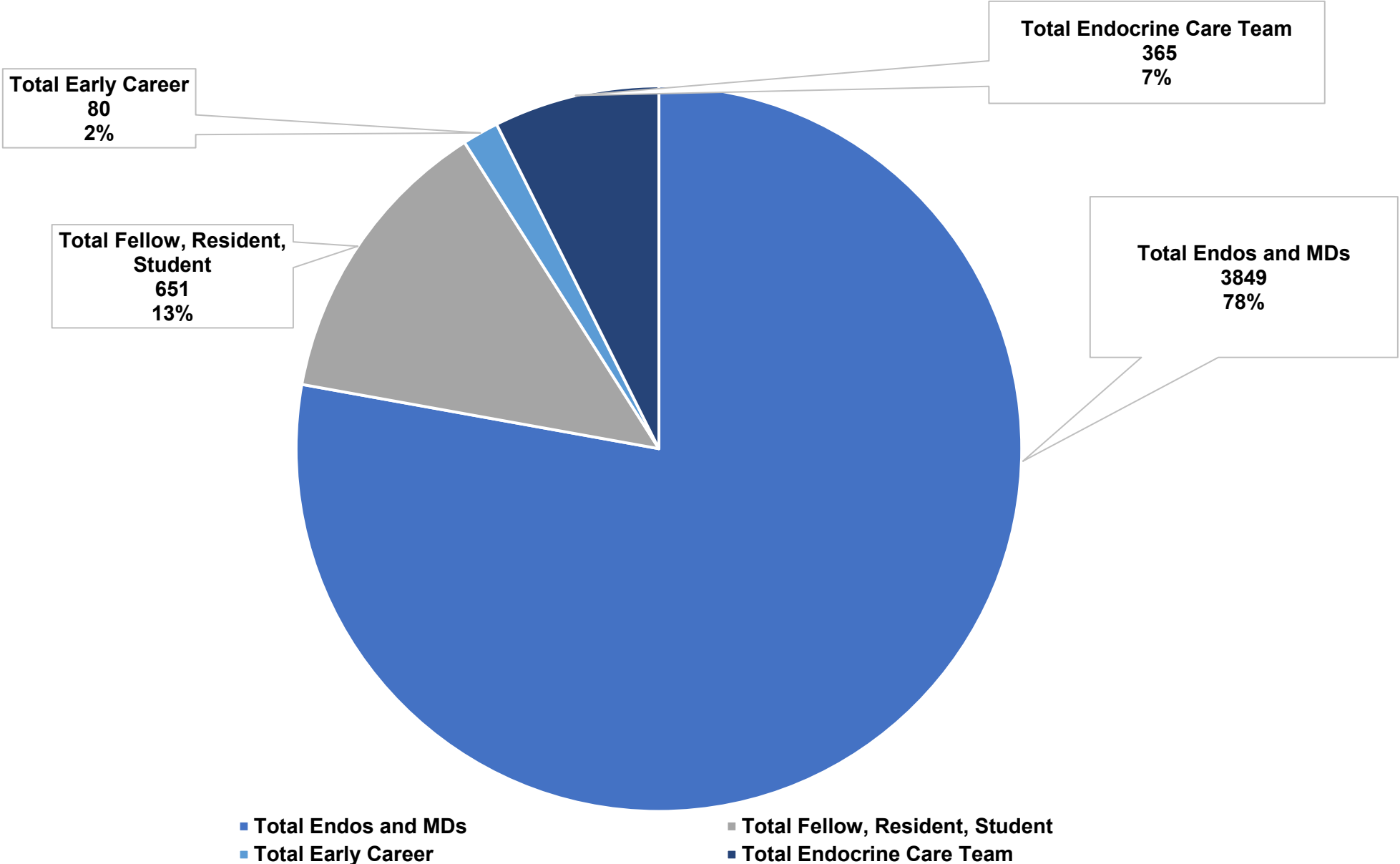
■ Informed ECT



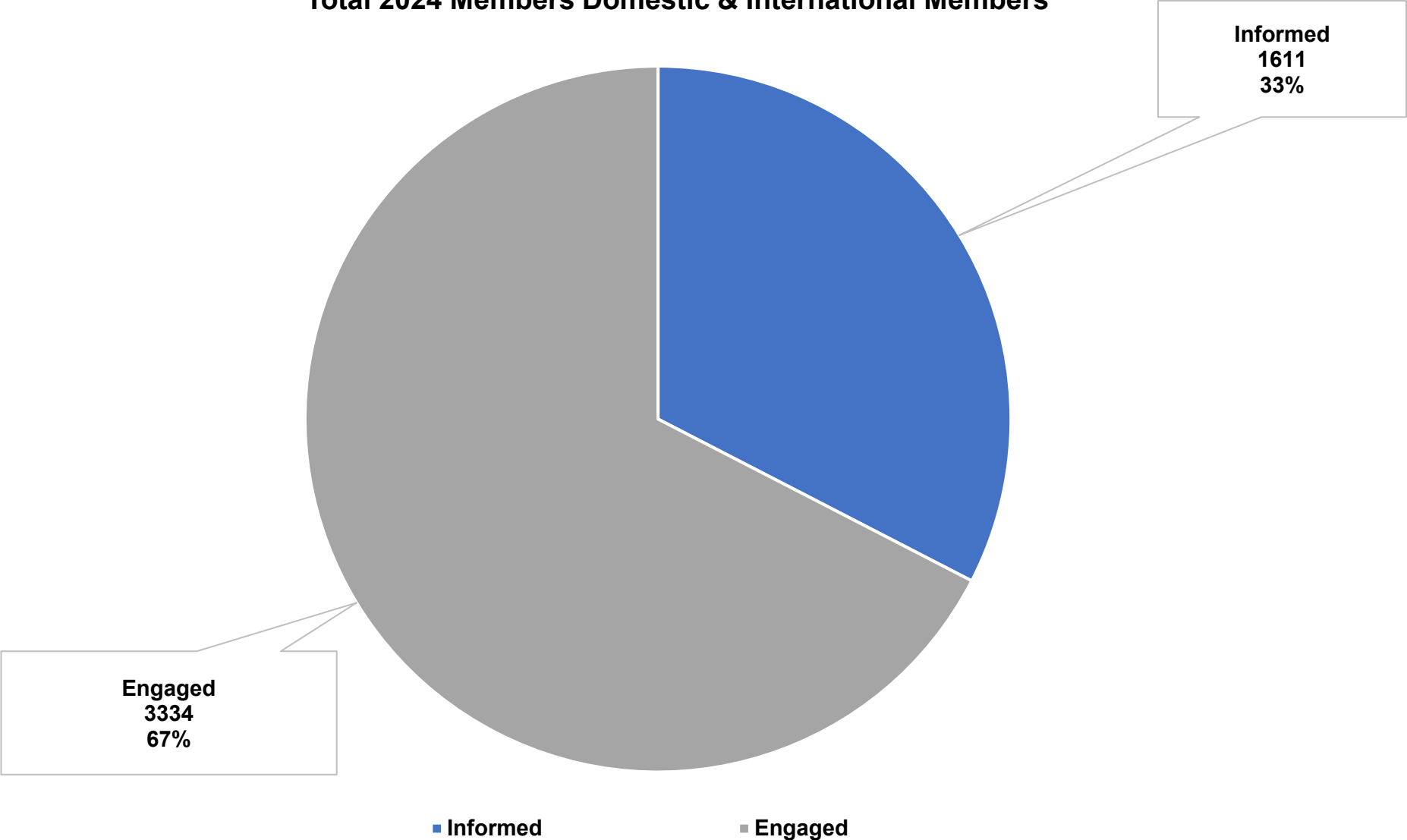
# Total 2024 Members in Engaged Tier



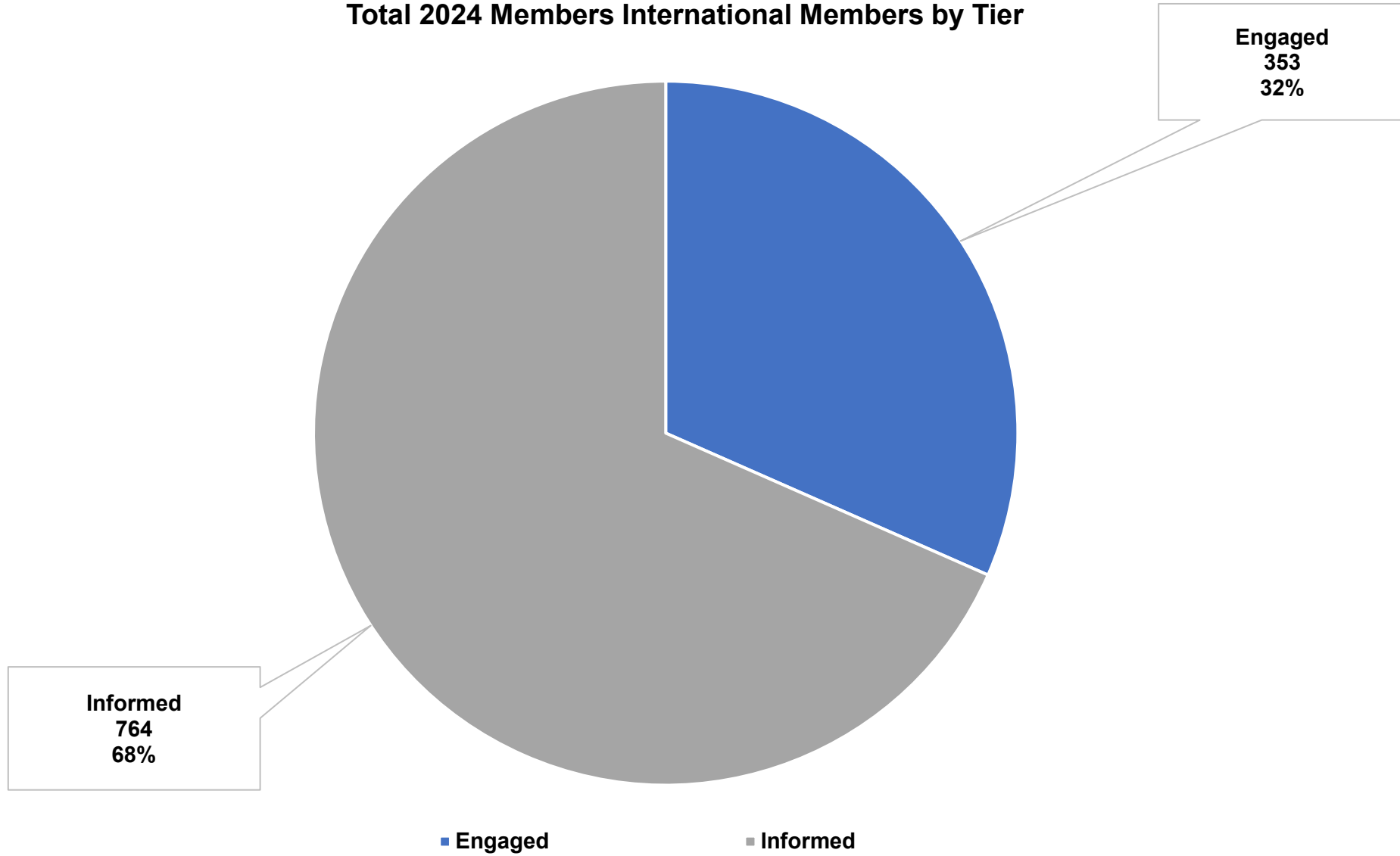
# Total 2024 Members by Career Level/Type



**Total 2024 Members Domestic & International Members**



### Total 2024 Members International Members by Tier



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- *Please contact any of the following AAACE team members with questions*
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