



Effective Communication Strategies Across Generations: Retain Members and Improve Patient Satisfaction

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American Speech-Language-Hearing Association



- Overview of ASHA
- Communication Styles
- Communication Methods
- Retention Strategies
- Patient Satisfaction



- Founded in 1925
- Not-for-profit, professional, scientific, credentialing organization
- 191,500 Audiologists, SLPs, & affiliates
- Volunteer and staff leadership
 - Board of Directors; 16 elected members
 - Facilitating Team; 6 CSOs & CEO
 - Approximately 300 staff



Vision

Making effective communication, a human right, accessible and achievable for all.



Mission

- Empowering & supporting speech-language pathologists, audiologists, & speech, language, & hearing scientists by:
 - Advocating on behalf of persons with communication and related disorders,
 - Encouraging the advancement of communication science,
 - Promoting effective human communication.



- Communication Styles and Generations



Generations

	Born	Stereotypes
Millennials	1980- 2001	Tech/Web savvy, immediate feedback, respect must be earned
Gen Xers	1965-1979	Balance home/work, demand clear expectations
Baby Boomers	1946-1964	Self-worth in job, rebellious
Traditionalists	1925-1945	“We” generation, trust authority



Communication Style Preferences: Traditionalists (Silents)

- High regard for interpersonal communication skills
- Verbal face-to-face and phone



Customer Service Preferences: Traditionalists (Silents)

- Human touch, not digital
- Face to face
- Honest and transparent



Communication Style Preferences:

Baby Boomers

- Email and internet
- Prefer face-to-face
- Phone calls
- Email after business hours



Customer Service Preferences:

Baby Boomers

- Be upfront and honest don't try to trick them
- Demanding and inquisitive consumers
- Expect integrity and courtesy



Communication Style Preferences: Gen Xers

- Send emails and text messages
- Tweets
- Instant replies
- May avoid meetings and phone calls



Customer Service Preferences: Gen Xers

- No-nonsense, get to the point
- Efficiency is key
- Cost value is a major consideration



Communication Style Preferences: Millennials

- Social media and text messaging
- Constant contact throughout the day
- Working in groups to exchange ideas and divide the work



Customer Service Preferences: Millennials

- Buy online
- Marketing savvy



Communication Styles Across Generations

- Expand strategies
- Include representatives from different generations
- Mentoring should be ongoing
- People friendly, group thinkers



Communication Styles Across Generations

- Embrace diversity
- Celebrate multigenerational staff
- Flexible work environments



Communication Methods

- Phone calls
- Emails
- Social Media
- Snail mail
- Web chat



Communication Methods

- Phone calls (2016)
- 123,210 incoming calls to action center
 - Application process and procedures
 - Dues renewal (17%)
 - Continuing Education (11%)
 - Balance (42%)
 - membership status changes, products & services, technical assistance



Communication Methods

- Phone calls (2016)
- Number trending down slightly



Communication Methods

- Emails – 33,640+
- Trending upward
- Technical assistance contacts increasing for practices and reimbursement questions



Communication Methods

- Social Media
- Consider your target audiences
- What are the desired outcomes
- Which vehicles for what initiatives
 - FB, Instagram, Twitter, etc.



Communication Methods

- Snail mail
- Costly, ask if the ROI meets your objective
- Consider your target audiences



ASHA / ASHA—We Communicate

Latest Information

Latest news about the professions through the *Leader* (member publication)





Communication Methods

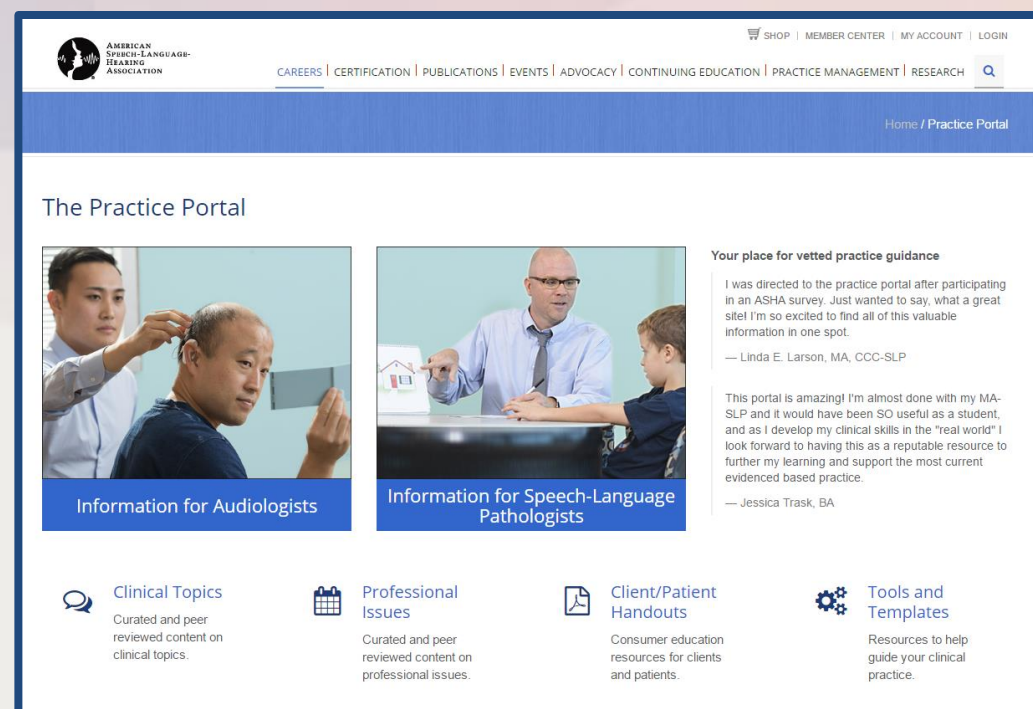
– Web chat

- Introduced on a trial basis to offer members an additional channel for contacting Action Center
- Online self-service features increasing with topics i.e. changes in standards, new programs and services



Latest Information

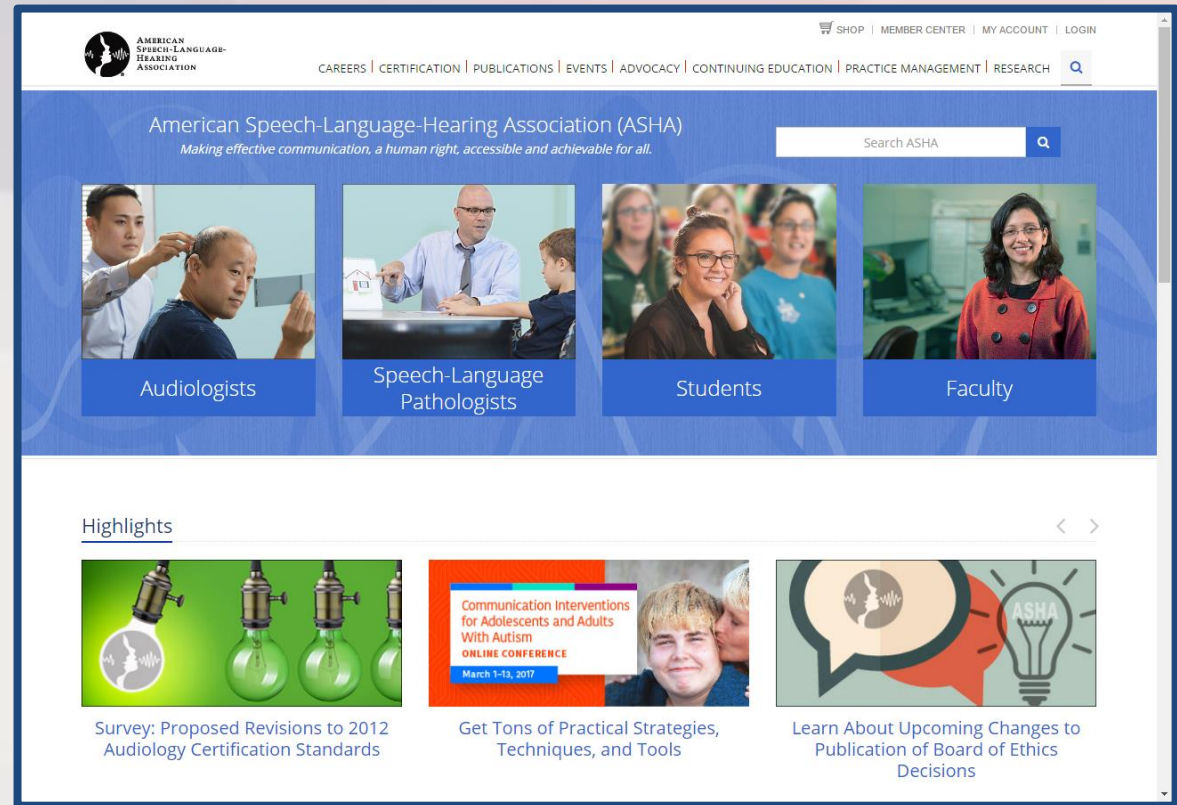
ASHA Practice Portal,
the place for vetted practice
guidance on clinical topics
and professional issues.
For audiologists &
speech-language
pathologists.





Latest Information

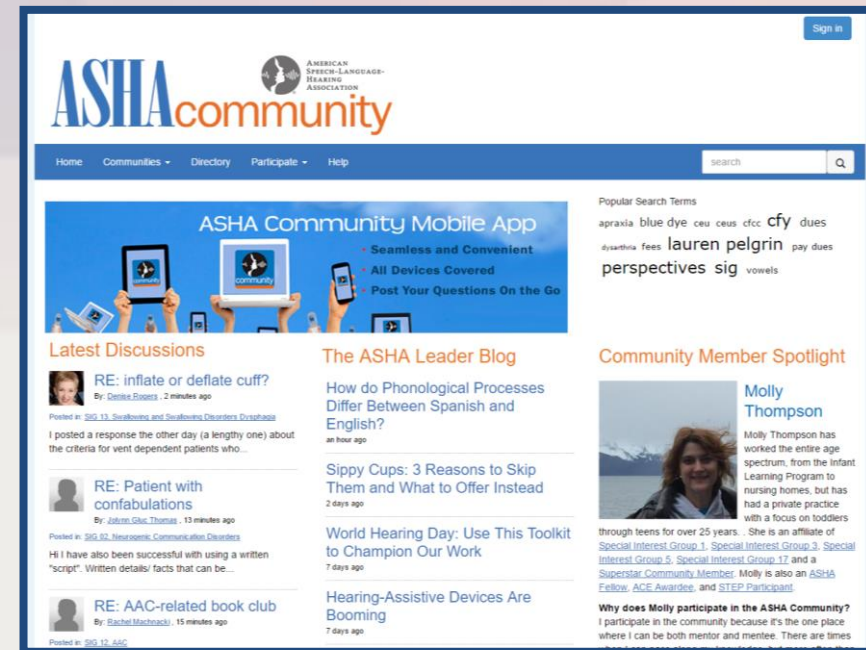
- Robust website www.asha.org
- E-mails, podcasts, e-newsletters, national convention, blog, and more





ASHA Community

- State-of-the-art member community
- Provides member-only area to share, discuss, question, and participate





- Presence on Facebook, Twitter, Pinterest, LinkedIn, YouTube, and Instagram.
- More than 700,000 “sessions” or “visits” to ASHA's website from social media in 2016:

Jan.1 – Dec. 31, 2016

Social Network ?	Sessions ?	↓	Pageviews ?
1. Facebook	676,097 (86.43%)		1,101,931 (81.63%)
2. Twitter	39,944 (5.11%)		90,966 (6.74%)
3. Pinterest	35,364 (4.52%)		67,983 (5.04%)
4. LinkedIn	8,137 (1.04%)		18,490 (1.37%)



ASHA / ASHA—WE ADVOCATE

Increase Public Awareness

IDENTIFY THE SIGNS
OF COMMUNICATION DISORDERS

AMERICAN SPEECH-LANGUAGE-HEARING ASSOCIATION

Campaign Signs Help Español

Not Understanding or Responding
Unclear Speech
Not Combining Words
Saying Few Words
Not Interacting Socially
Struggling to Talk

The early stages of speech and language disorders are easier to spot when you know the signs.

[Learn about the signs](#)

ABOUT THE CAMPAIGN

KNOW THE SIGNS

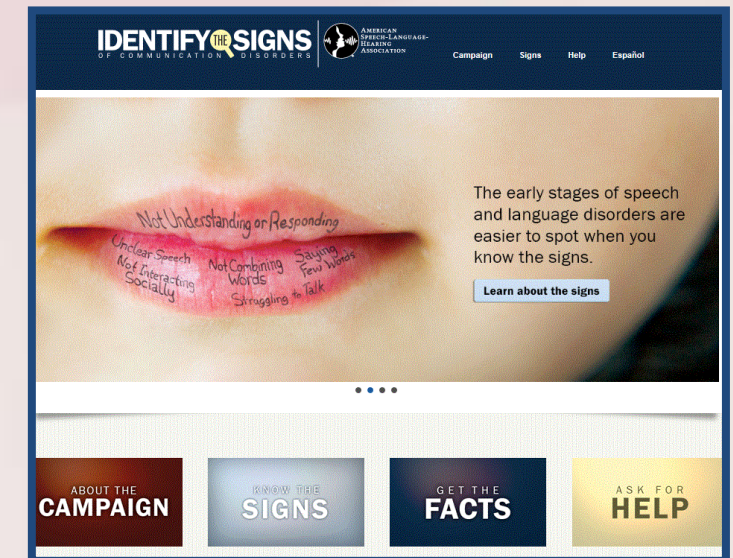
GET THE FACTS

ASK FOR HELP



Increase Public Awareness

- www.identifythesigns.org
- Educate the public about the warning signs of communication disorders
- Television, radio, and print public service announcements
- Member toolkit on the identifythesigns.org website







ASHA / ASHA—WE ADVOCATE

The Value of the CCCs Campaign:


[HOME](#) [LEARN](#) About ASHA Certification [FIND](#) an ASHA-Certified Professional [HIRE](#) an ASHA-Certified Professional [VIEW](#) Photo Gallery



FOR PHYSICIANS
FIND A CERTIFIED AUDIOLOGIST OR SPEECH-
LANGUAGE PATHOLOGIST IN YOUR AREA.
SEARCH NOW




FOR EMPLOYERS
HIRE A CERTIFIED AUDIOLOGIST OR SPEECH-
LANGUAGE PATHOLOGIST IN YOUR AREA.
LEARN MORE




**WHY DOES
CERTIFICATION
MATTER?**
LEARN MORE


CATALYST



MAESTRO



TRAILBLAZER

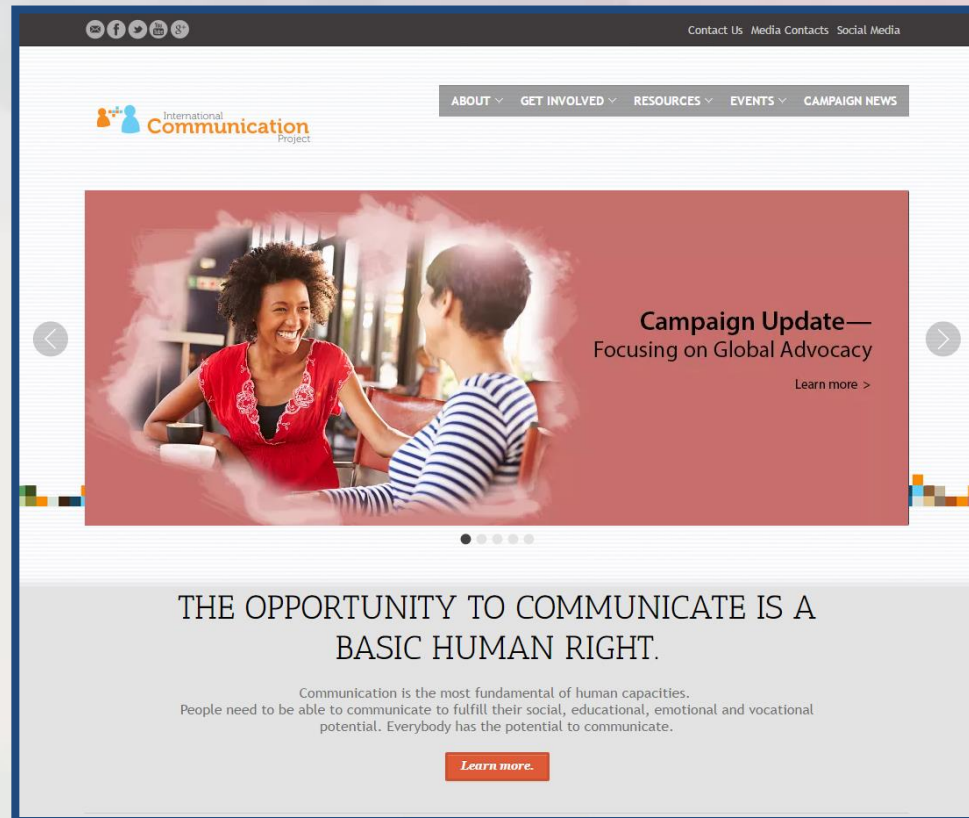


www.ashacertified.org



ASHA / ASHA—WE ADVOCATE

Increase International Awareness

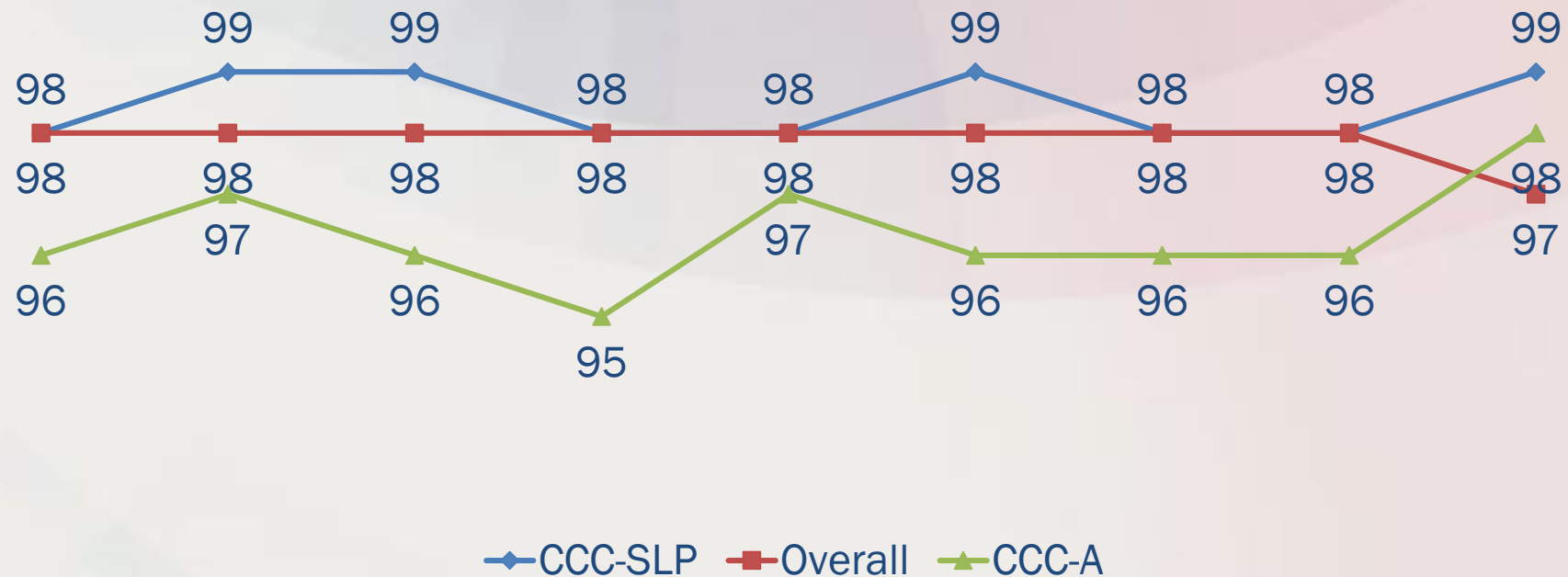




- Member Retention Strategies
 - Outbound Phone calls - 6,657
 - Technical Assistance
 - Touch points



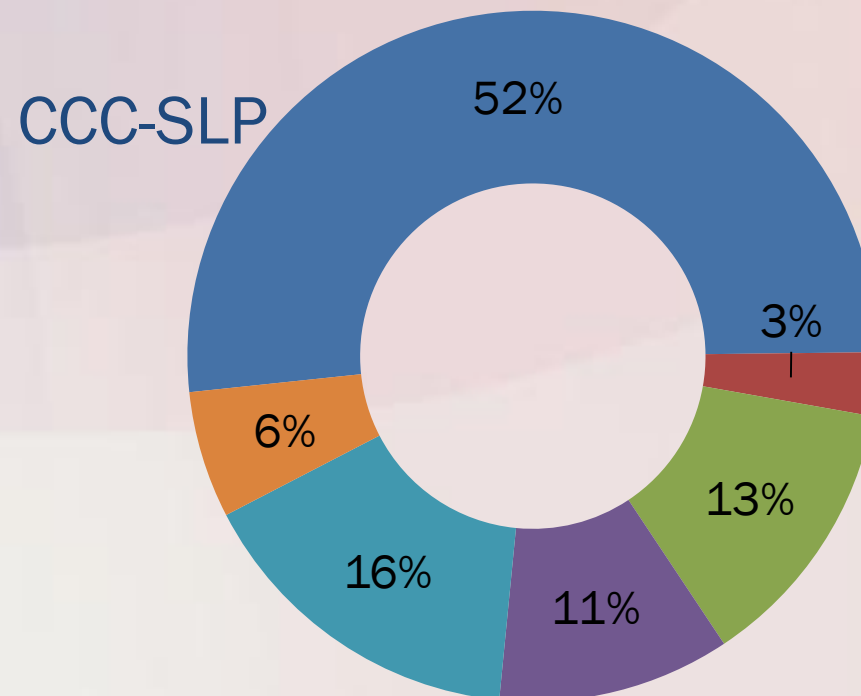
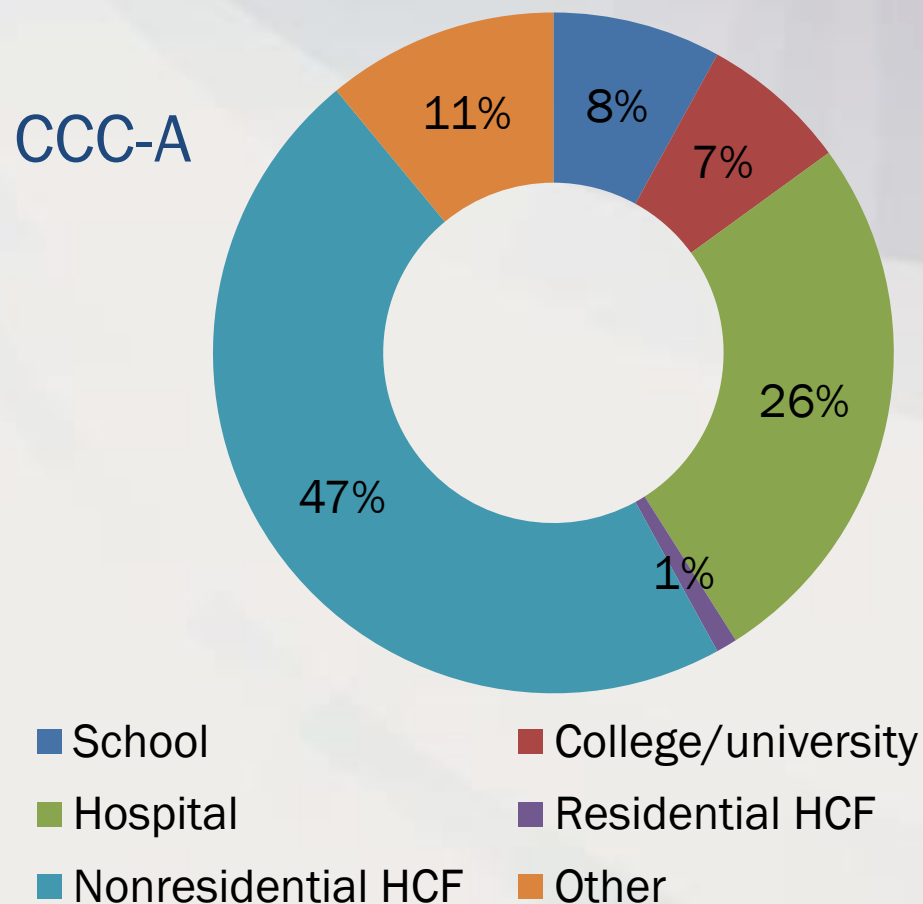
ASHA's Retention Rates (% Rounded)



2007-08 2008-09 2009-10 2010-11 2011-12 2012-13 2013-14 2014-15 2015-16



Primary Employment Facility





ASHA / GET INVOLVED WITH ASHA

- Join, maintain your membership
- Provide feedback
- Volunteer for a committee





- Contribute an article
- Volunteer to speak to media
- Volunteer your story
- Advocate with Congress





- Take Action on Federal Issues
 - takeaction.asha.org
- Sign up for ASHA Headlines
 - <http://www.asha.org/Publications/ASHA-Headlines/>



- Members can assess and develop their leadership skills
- Professional development and/or preparation for ASHA volunteer leadership
- Strong pipeline of future leaders
- Includes three levels: entry, emerging, and experienced
- Opportunity to earn CEU's

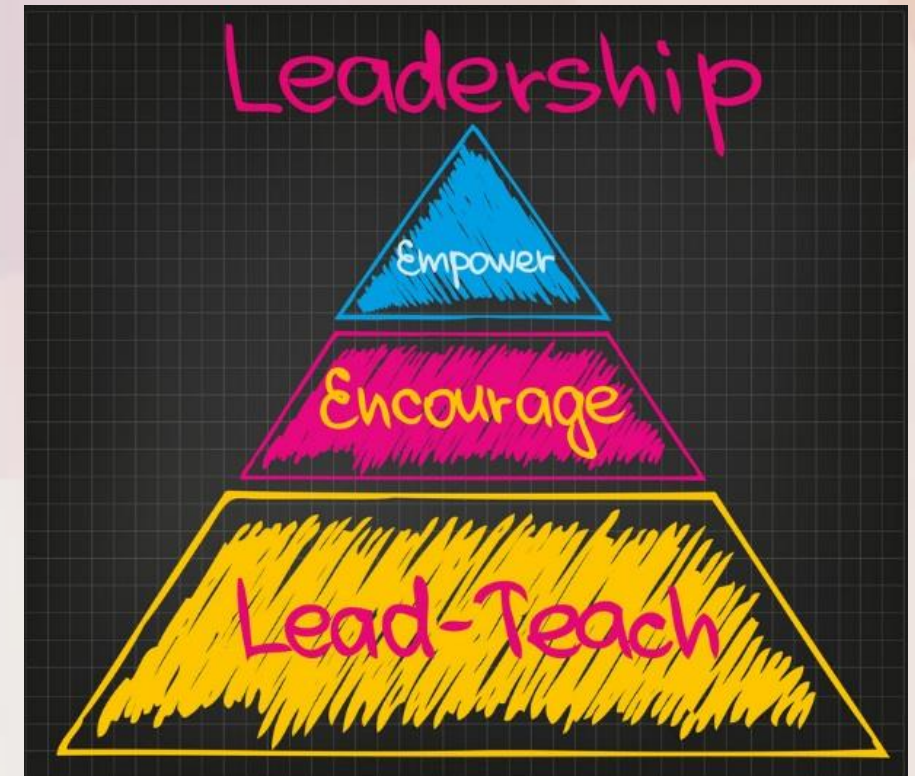
★
**EVERY
ACCOMPLISHMENT
STARTS WITH
THE DECISION
TO TRY.**
★



Outcomes for Phase 1:

Leadership Academy Webpage (new site) includes:

- 11 On-demand webinars
- 2 leadership assessments
- Leadership Mentoring Pilot Program
- Leadership Online Community
- Links to current ASHA Leadership Programs
- Leadership Resource Center





- Further develop your leadership skills
- Build a network of colleagues
- Have an impact on the entire profession





Patient Satisfaction

- Surveys
- Communication on line and frequency
- Variations based on generations, cultures and language



Patient Satisfaction

- Surveys
 - What types of questions to ask?
 - What format to use (paper/pencil, online)
 - Interviews



Patient Satisfaction

- Communication style on line
- Frequency of solicitation
 - per session,
 - monthly,
 - at the end of treatment



Patient Satisfaction

- Consider variations based on
 - generations,
 - cultures and
 - language



Patient Satisfaction Results

- How will the information be used to change
 - logistics
 - treatment approaches
 - personal interactions



Summary

- Key Factors that Impact Communications
 - Data, Culture, Generation, Preferences
- Member Retention Factors
 - Receive Relevant Information
- Patient Satisfaction Results
 - Surveys, Recommendations



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 - Surveys, Recommendations



References/Resources

- <http://www.providesupport.com/blog/four-generations-of-customers/>
- <http://www.cincom.com/blog/customer-communications/how-different-generations-prefer-different-customer-service/>
- www.asha.org



ASHA / HPN Fall Conference

Thank You!!!

Questions/Comments

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www.asha.org

