

Canadian Arthritis Patient Alliance: Understanding Member Profiles and Needs

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Poster number:
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Background

Established in 2002, the Canadian Arthritis Patient Alliance (CAPA) is a grass-roots, patient-driven, independent, national organization with members across Canada. We assist members to become advocates not only for themselves but all people with arthritis.

CAPA underwent a strategic renewal in 2013, re-establishing its focus and operations. Since that time, CAPA has produced an annual strategic plan, and reported on yearly achievements in relation to the plan. CAPA reaches out to its membership regularly through a quarterly newsletter, as well as through various emails and surveys.

In 2017, CAPA decided to conduct a membership survey to directly engage with our members and understand if we were meeting their needs.

Methods

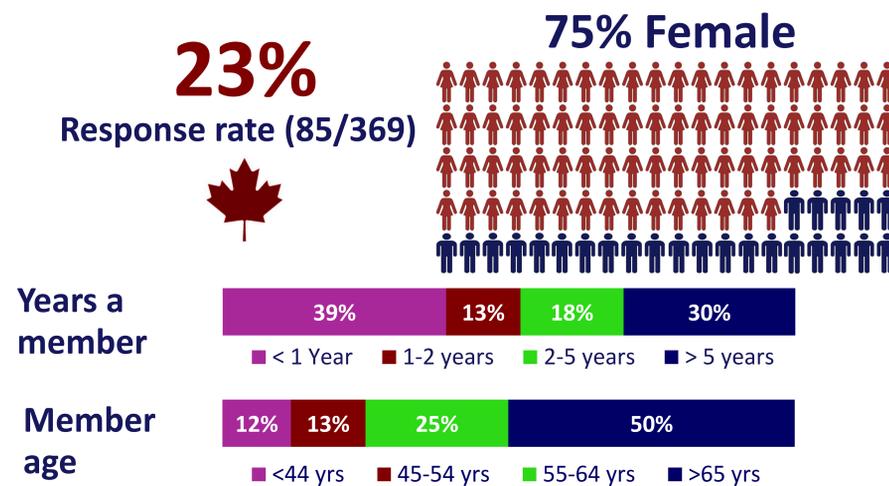
A Board member acted as a project manager and created a survey using Survey Monkey (in English and French). The survey was designed with three objectives in mind:

- 1) Understand our membership's profile and interests,
- 2) Understand member awareness and support for CAPA projects and strategic direction, and
- 3) Seek membership input on CAPA's website.

A membership drive was conducted for a 7-week period prior to the survey being sent out. The membership was circulated to all members and was open for a 21-day period (1-April-2017 to 21-April-2017). As an additional incentive, two C\$50 VISA gift cards were drawn from among Canadian respondents.

 www.arthritispatient.ca
 @CAPA_Arthritis
 www.facebook.com/CAPA.Aca/

Results



Members joined CAPA to...

- 1 Stay informed (40%)
- 2 Educate themselves (32%)
- 3 Become an advocate (17%)

Also to:
Connect with others
Participate in projects

TOP 3 things members are looking for:

- Information about drugs (77%)
- Arthritis community information (56%)
- Learning about arthritis (53%)

CAPA met expectations*



*Completely or in part

CAPA activities were listed and reviewed by members. **ALL** areas scored over 50% support. Those activities viewed as most important by members were:

- Patient input into **drug reviews and research**
- Patient and stakeholder **education**

Good **website** content. Suggestions for the site:

-  Moving to mobile-friendly
-  Adding more pictures

Discussion

Results of the membership survey confirmed that CAPA is focused on the right activities, and is effective in communicating its activities and information products to members. Additional comments will help inform CAPA future direction.

Conclusion

CAPA values its members; our strategic direction is intended to meet the needs of our members, as we are an organization created by patients to support patients and their networks.

Our continued focus moving forward will be on providing information, connecting with key stakeholders in the arthritis community (Canadian and abroad), and undertaking focused projects as they arise.

Member feedback has been critical in guiding the website redevelopment, which is currently underway. We expect to launch our new site by fall 2018.

Acknowledgements

CAPA would like to thank the organizations and pharmaceutical companies that collaborate with us and whose funding enables our operation.

About CAPA

Canadian Arthritis Patient Alliance (CAPA) is a grass-root, patient-driven, independent, national organization with members across Canada and supporters both Canadian and International. CAPA believes the first expert on arthritis is the individual who has the disease, as theirs is a unique perspective. We assist members to become advocates not only for themselves but all people with arthritis.