



John Nienstedt
President, Competitive Edge
1620 5th Avenue, Suite 825
San Diego, CA 92101

1520 Pacific Avenue
San Francisco, CA 94109
TEL: 415.345.8667
FAX: 415.345.8668
EMAIL: cafp@familydocs.org
www.familydocs.org

Dear John:

Thank you for the great work Competitive Edge research did to design and conduct the California Academy of Family physicians' (CAFP) first random sample survey of member preferences. This survey was essential to our organization's ability to benchmark member satisfaction and uncover the dynamics underlying member retention.

Your research and analysis provided clarity about which programs and services are most important to our members, and will help us make informed decisions about where to invest our limited resources. The survey results also identified which member groups are firmly attached to CAFP and which may need more intensive retention efforts. Knowing where to put our resources and what programs to highlight is a huge benefit to CAFP.

Competitive Edge was an invaluable partner in this research project. You and your team made the complex process of developing the survey questions and timing the release of the survey easy to understand. I appreciated that you were willing to work with us to understand the results and present them to our leadership in a way that was understandable and usable.

Your work gave us reliable information CAFP can use to best serve our members. We will rely on Competitive Edge's research as we make evidence-based decisions, and look forward to future research projects. I highly recommend your firm to other organizations.

Sincerely,

Lisa Folberg
CEO, California Academy of Family Physicians