

RESULTS OF SURVEY OF FOM MEMBERSHIP

OCTOBER 2011



The survey

Five questions were asked using Survey Monkey:

- 1. What are the key characteristics of the Faculty brand and image in your view?**
- 2. What do you think the key characteristics of the Faculty brand and image should be?**
- 3. What do you think the Faculty can do to increase recruitment into the speciality?**
- 4. The following are the seven priorities for FOM agreed for the five year period 2008-2013. Please indicate your view of the order of importance for these.**
 1. Promote closer relationships with others in the occupational health community and seek their support for the establishment of a College of Occupational Health/Health and Work
 2. Raise the profile of occupational health and occupational medicine, so that it is better recognized and understood by other occupational health professionals, including and especially general practitioners, by employers and employees and by Government.
 3. Maintain and improve standards of practice in occupational medicine through specialist training, training for occupational medicine and other specialists and for other occupational health professionals; through the development of a robust system of recertification; and through the issuing of professional guidance.
 4. Strengthen the Faculty's position as a focus of expertise by providing an improved information service to the public, to other professionals and to policy makers on health and work issues.
 5. Encourage the establishment of more training posts and attract more doctors into the specialty
 6. Explore the potential for widening training and membership to include other health care professionals.
 7. Improve services to members and seek to attract and retain more affiliating diplomates
- 5. Do you consider there are other important priorities for FOM?
Yes / No If yes, please give your views.**

Response rate

A link to the survey was sent out to all members by email. Approximately 10% of the membership responded so the results cannot be considered to be representative of the whole membership.

Responses

RESPONSES TO QUESTIONS 1 AND 2 ABOUT BRAND

Broadly speaking the responses to the questions about brand could be divided into two – those who equated the brand to what they perceive that FOM does and were, on the whole, complimentary or neutral about that, and those who equated brand with how they perceive that FOM behaves and were, on the whole but not exclusively, uncomplimentary about that. Several responses were counted twice as they described both FOM's function and behaviour.

Summary of responses to questions about brand	
Brand equated with the respondents' perception of what FOM does	Brand equated with respondents' perception of the way FOM behaves
Professional body / Standard setting / providing specialist training and assessment / guidance / quality / gatekeeper / academic excellence / authoritative voice <i>70 responses</i>	High integrity / democratic / independent / collegial / professional – <i>14 responses</i>
	Aloof / remote / exclusive / out of date / NHS focused / bureaucratic / staid / inwardly focused / inefficient / poor value for money / poor administration <i>40 responses</i>

There were five comments about the logo. There were 23 respondents who did not like the question, thought that FOM has no or a weak brand or did not know.

The responses to Question 2 about what the brand should represent were divided into those whose answers to Question 1 had been positive or negative. Those who had been positive indicated that the brand should continue to represent the same things. Those whose responses had been negative indicated that the brand should represent the opposite qualities to those they had described in Question 1.

RESPONSES TO QUESTION 3 ABOUT RECRUITMENT

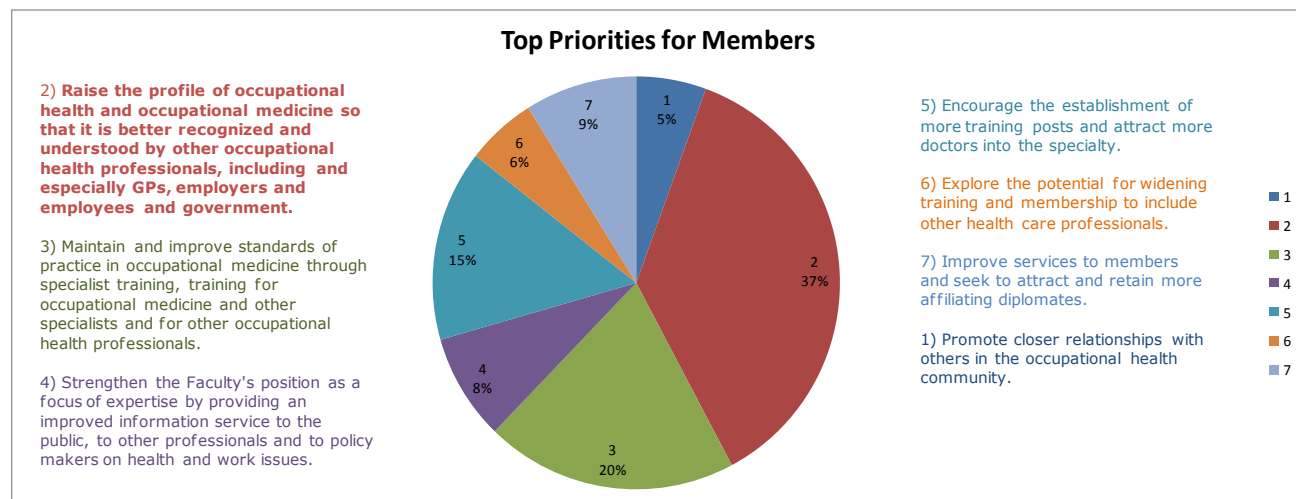
It was notable that nearly every respondent answered this question; the responses were overwhelmingly thoughtful and helpful.

The responses have been categorised into the following themes:

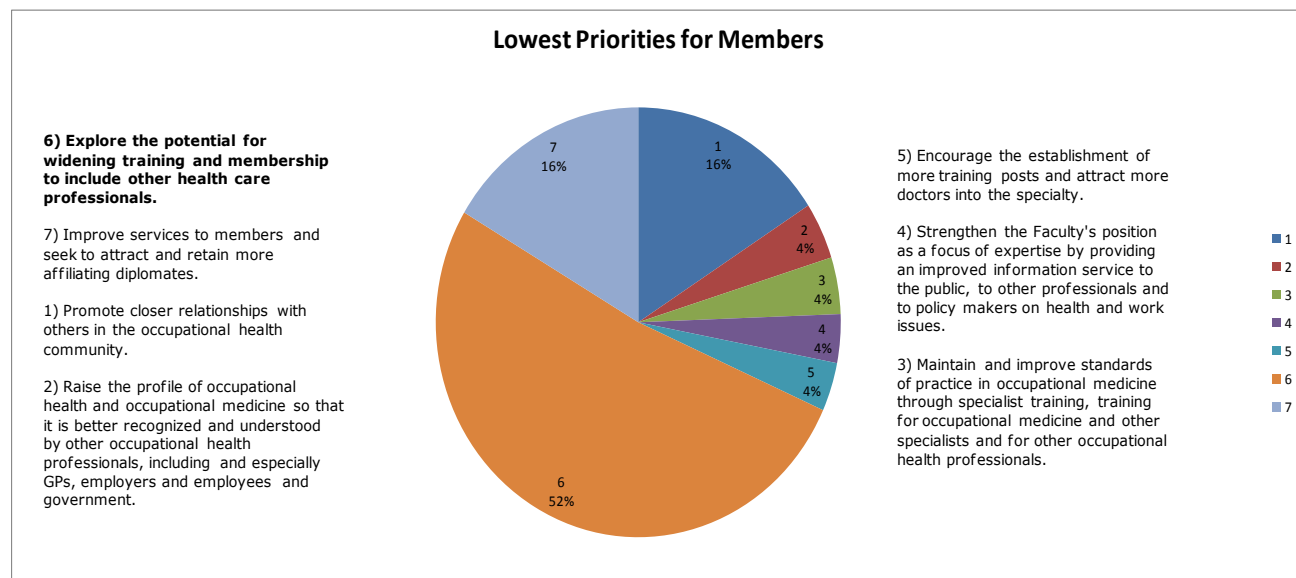
- Raise/change profile/attractiveness of the specialty (incl career paths) - *54 responses*
- Target medical students and junior doctors – *43 responses*
- Make training more flexible/accessible/ rigorous – *24 responses*
- Raise/change FOM profile/activities / value for money – *Nine responses*
- Expanding membership / merging with SOM / merging with Public Health – *Eight responses*
- More training posts - *Seven responses*
- Support private sector training – *Seven responses*
- Other – *Five responses*

RESPONSES TO QUESTION 4 ABOUT PRIORITISING CURRENT SEVEN AIMS OF THE 2008-2013 STRATEGY

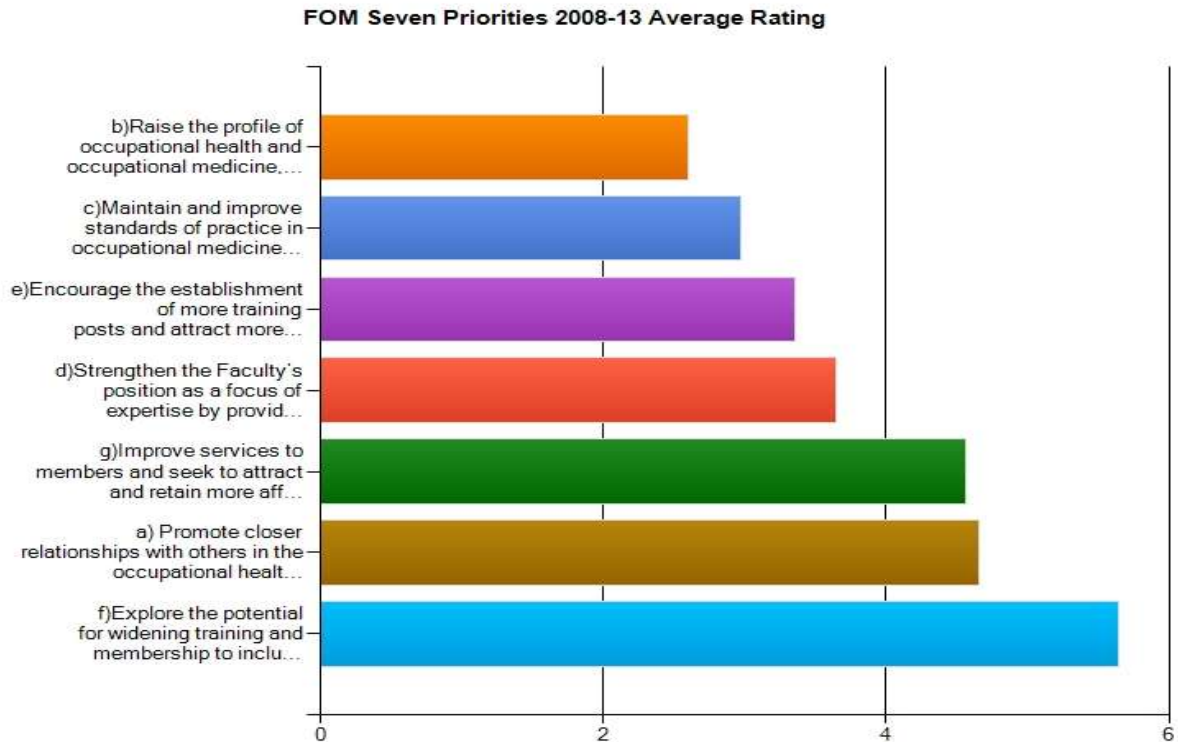
The survey asked respondents to list their priorities for the seven aims described in the existing five year FOM strategy for 2008 to 2013. Each aim is shown below with the number and percentage of respondents who rated that as their top priority. The number of the aim is the number assigned to it in the survey.



Each aim is shown below with the number and percentage of respondents who rated that as their lowest priority.



Members rated their priorities from one to seven, one representing their highest priority and seven representing their lowest. These ratings were added together to get the average. The graph below shows those results – the lower the average rating, the higher a priority that aim was considered to be in the combined results of all the survey respondents.



It is clear that for respondents the top priority is to raise the profile of occupational health and occupational medicine, so that it is better recognized and understood by other occupational health professionals, including and especially general practitioners, by employers and employees and by Government.

RESPONSES TO QUESTION 5 ABOUT OTHER PRIORITIES RESPONDENTS SUGGESTED

The following themes emerged from the responses to this question:

- develop international partnerships
- services too expensive
- FOM should be/should not be physicians only (both cases made)
- FOM should become a Royal College
- FOM should add environment to its remit
- strengthen public health links
- strengthen relationship with SOM