

Cystic Fibrosis Foundation boosts its community member engagement strategy by standardizing on an enterprise-grade research platform

Stats

15% reduction in time to create and analyze research
40% of branch offices reusing research designs and questions

Organization:

Cystic Fibrosis Foundation

Strategic goals:

Expand member community feedback
Inform strategic research plan
Standardize and streamline enterprise-wide research instrument creation
Solution: SurveyMonkey Enterprise

Success factors:

Establishing standard best-practices research designs and questions
Integrating research results with CRM platform



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“ROI wasn’t our first consideration, because SurveyMonkey Enterprise is necessary for doing what we do. It’s just like turning on the electricity at work.”

Linda Brennan

senior director of community partnerships, CF Foundation

THE CHALLENGE

Tapping into a broader community for deeper insights

The Cystic Fibrosis Foundation (CF Foundation) is a non-profit organization established to provide the means to cure cystic fibrosis (CF). With over 700 employees in 77 offices across the United States, the Foundation provides information about CF and finances CF research that aims to improve the quality of life for people with the disease.

Like many member organizations, the CF Foundation relies on continuous feedback from its members to drive strategic and operational planning. The CF Foundation’s Community Voice program brings a broad range of voices into the foundation and helps shape the organization’s work by providing a continuous feedback loop. When the CF Foundation launched the program, a simple online form was enough to capture feedback. As the program matured, however, so did the CF Foundation’s needs. It wanted to send a wider range of surveys, offer a richer brand experience, enable more flexible member engagement, integrate its data with Microsoft Dynamics, and better ensure surveys complied with standard research practices and HIPAA regulations.

It wasn't long before Linda Brennan, the senior director of community partnerships at the CF Foundation, and her colleagues turned to SurveyMonkey Enterprise for a solution. Many of the CF Foundation's employees have also been informally using SurveyMonkey Enterprise for years and found it simple and powerful. "SurveyMonkey Enterprise was already so ubiquitous and familiar to people and very customizable. In partnership with our IT team, we chose Enterprise so that we can continue to learn more about people, ask more questions, better manage our contacts, and offer a better user experience."

THE SOLUTION

Integrating technology and people for more strategic research

By migrating to SurveyMonkey Enterprise, the CF Foundation has been able to standardize and improve community research practices and brand consistency, integrate feedback data into its critical integrations to CRM, Microsoft Dynamics, and other systems, and most importantly, engage more voices in its critical work.

According to Brennan, better visibility has been a key benefit. In the past, it was unclear who was sending surveys, to whom, and when, and whether the surveys were well designed and on-brand. Enterprise has enabled the CF Foundation to centrally organize its research with members and to standardize on a common, professional look for its surveys. Now, the CF Foundation has a full view of survey activity, and employees have access to best-practice survey designs (sometimes copying them directly) for their own departmental or local needs.

Being able to flexibly determine the level of anonymity for survey data and collect feedback in a manner that complies with HIPAA are also very valuable to the CF Foundation's work. "We use SurveyMonkey Enterprise for both anonymous surveys, which don't get connected to people's profiles, and projects for which the results are integrated into our CRM so that we can track people's interests, opinions, and experiences, such as feedback on study disease or experiences with the many manifestations and effects of cystic fibrosis," said Brennan. Enterprise's HIPAA-compliant feature was also critical to choosing SurveyMonkey Enterprise.

But more than anything, Enterprise has enabled the organization to scale its engagement with members to drive strategic improvement.

THE RESULTS

An indispensable utility

Today, the CF Foundation Community Voice program relies on SurveyMonkey Enterprise to solicit community input to shape and influence much of what the Foundation does to prioritize cystic fibrosis research; designing studies, crafting care guidelines and educational content, and identifying unmet needs. The CF Foundation's five-year strategic plan was informed by a comprehensive study created and disseminated to members through SurveyMonkey Enterprise.

Employee awareness of a centralized research platform has also improved research quality and reduced survey redundancy. "It's a springboard for having conversations with people about survey design and proper data sharing," explained Brennan. Now, employees commonly use advanced SurveyMonkey Enterprise features like measuring statistical significance, coding comments, and copying question templates.

The CF Foundation sees significant ROI from its use of SurveyMonkey Enterprise. The organization saves time among a resource-constrained research team, and simultaneously, optimizes research design, participation, and results.