



The
Conscience
of EMS

JEMS

JOURNAL OF EMERGENCY MEDICAL SERVICES

NON-RENEWAL **SUBSCRIBER SURVEY**

Executive Summary | May 2010



Executive Summary

Survey Logistics

This report contains a detailed statistical analysis of the results to the survey titled *JEMS* April 2010. The purpose of this survey was to explore the reasons *JEMS* readers chose not to renew their annual subscriptions to the publication. The survey was active in the field from April 19, 2010 through 7, 2010.

167 completed responses were received to the survey during this time, a 2.2% response rate. For the people who opened the email, the response rate jumps to 17%.

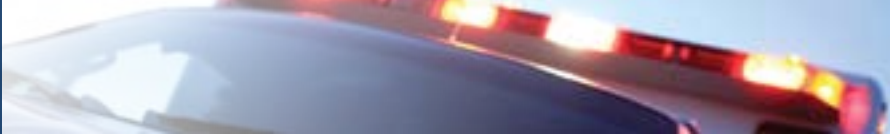
Sent: 9,232

Delivered:	7,617	82.5%
Undeliverable:	1,615	(17.5%)
Hard (Permanent) Bounce:	1,580	(17.1%)
Bad Email Address:	1,493	(16.2%)
Destination System Unreachable:	45	(0.5%)
Rejected Due To Message Content:	42	(0.5%)
Soft (Temporary) Bounce:	26	(0.3%)
Temporary Contact Issue:	3	(0.0%)
Destination System Temporarily Unreachable:	23	(0.2%)
Unclassified:	9	(0.1%)

Responses

Unique % Delivered Average per Contact Total

Opens:	983	(12.9%)
Click-Throughs:	281	(3.7%)



Survey Summary

- The main reasons given for not renewing: They forgot or moved, the cost is too high/too expensive, they read it at work and personal budget issues
- 49% said they are now getting their information from *JEMS* articles posted online at *JEMS.com*
- Just over 25% subscribe to *EMS Magazine*
- They aren't interested in subscribing to *JEMS* content via MP3/MP4 or mobile application formats
- Over 70% said their agencies do not pay for subscriptions
- Over 60% are aware there is a digital version of *JEMS* available
- They would be willing to pay \$33 for a print subscription to *JEMS*, and \$12 for a digital subscription

Demographics of respondents:

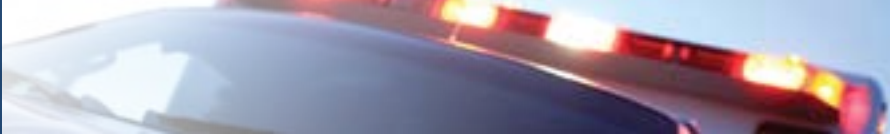
- 70% are male
- Almost 78% are 35+ years of age
- 73% are paramedics or administrators/supervisors/chiefs/company officers
- 55% of them work in the agency main office or station
- They have worked in EMS an average of 18 years
- Over 48% have some college or a college degree
- 22.8% make less than \$50,000 per year, while 40.2% make \$95,000 or more
- Over 73% have revised their household spending due to the economic downturn

Survey Results & Analysis

1. Please tell us why you chose not to renew your subscription to JEMS.

FORGOT, MOVED: 19
COST/PRICE/TOO EXPENSIVE: 17
PERSONAL BUDGETS: 17
READ JEMS AT WORK: 17
DID RENEW/THOUGHT THEY RENEWED: 16
NOT ENOUGH TIME TO READ IT: 10
AGENCY BUDGETS: 6
RETIRED: 3
NO REASON: 2
RENEWAL ISSUES
I didn't get the renewal. I had a address and name change
I didn't know it had expired
I really didn't know it was time
Never received a renewal notice
I never received a renewal email or mail.
I was unaware that I did not renew
I did not know that I had not renewed the subscription. I believe that it was renewed.
didn't realize I hadn't
Did not realize that I needed to
FULFILLMENT ISSUES
Poor delivery to the UK, i didn't receive a number of issues
It passed and honestly I was not happy with the way that I was receiving the subscription. Some months I never received and when I did, much of it had already been covered in the online pieces.
I moved around too much and the subscription was never correctly transferred to the new address after a few tries
I have not received an issue in over a year.
I thought I had. I sent my subscription card, but nothing else has occurred.
Probably slipped through the cracks of the normal hussle and bussle of life with four kids.
Moved to a new location & haven't had time to get completely set up in new residence. Will renew when I get time.
I had not been getting or they would come late. Not real impressed with you mail order thing. Love the magazine and content. getting it by mail sucks balls.

(continued)



RECEIVE FREE EMST SUBSCRIPTION

attended 4 days of EMS Today 2010 should be getting a complementary subscription

Subscription came with my attendance at EMS Today. I already get it at work.

received 6 month free subscription for attending jems conference will re suscribe when that is up

I beleive my subscription was renewed for the yeart when I attended this years EMS Today CONference. I guess your records are not up to date since I have the April issue on my desk right now.

Firstly, price. Secondly, I was under the understanding that my attendance to the 2010 EMSToday included a 1 year subscription to JEMS and I have not started receiving it yet. Why?

COST VS. CONTENT

cost to high to many non advanced medical articles seems to be leaning towards fire side

Lots of advertising for the price.

I find the cost high while there are only a few articles of intererst to me and a lot of advertisements. feels like I am paying mostly for ads.

Cost. I'm being advertised to anyway, why pay for blurb every few weeks that just comes in my email?

ONLINE SOURCES

I read Jems on line as much as I can. I no longer work EMS due to illness.

view it online

Cost, online alternatives

Thought I would use online news - and then did not. Will be renewing subscription.

DIGITAL FORMAT

I could not read it from my blackberry. Paper verizon are collecting dust

I could not download the magazine and read it on my ereader.

CONTENT

Poor content, more commercial than medecine

Quality of articles was poor

Purely product sales driven. Not enough educational information.

CEU and curret trends

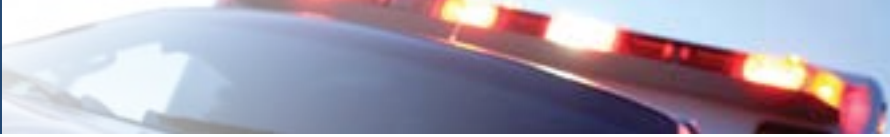
Tons of managerial and MCI stuff. All medical articles foolow a very stale format. Scenario. Vocabulary. Gotcha moment.

I found a lot of the information was fire department driven and I'm not a part of a fire department. Look at the advertising.

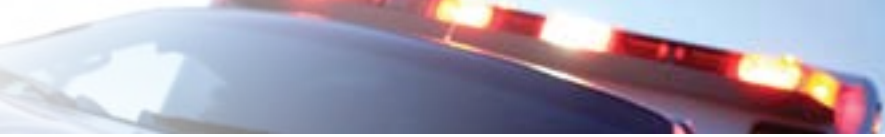
I became frustrated with the biased articles and the amount of advertisements in the publication.

The magazine is not interesting.

(continued)



Lost interest in the content. Although I continue to love EMS after being in it nearly 20 years, the magazine lost it's novelty.
Not enough new information to release a magazine on a monthly basis.
Not as interesting as before.
Seemed like a lot of articles I had read in JEMS in the past. Was not fresh information.
I am extremely disappointed with your unfair coverage of the labour dispute involving paramedics in British Columbia
Found that allot of the articles didn't apply to the advanced life support paramedics and if they did they didn't go very deep... would like an explanation at the cellular level. Found that some of the doctors articles were a little too dumbed down... I go to New England Journal of Emergency Medicine or Med scape for a better explanation. Your articles are interesting but focus on the interests of bigger EMS providers in the USA to support there arguments of not implementing expensive procedures and medications (that require more training and money like RSI or CPAP) and continue running all ALS systems that are proven to have poorer outcomes for patients.
MISC.
Just waiting to find a recent copy so I can check out special rates that may be advertised...just have not found a recent edition laying around yet...
multiple subscriptions, retirement, time (lack of)
great prehospital medicine journal
I just subscribed to Jems and have gotten my first issue.
Just got back from Iraq
personal interest
SAVING TREES, AND NOT ENOUGH TIME TO READ ALL THE SUBSCRIPTIONS I GET
I got the subscription for my son. He decided not to pursue his EMT career.
The one not renewed was from work. I have retired, and have a personal subscription. I have not left!



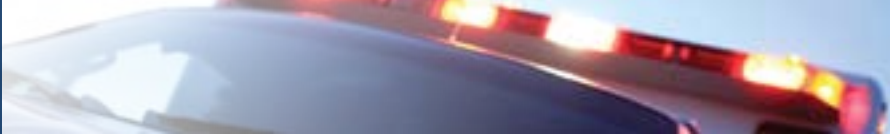
The following questions #2-4 pertain to your use of *JEMS* during your previous subscription period. On average, how much of the publication did you read each month?

Response	Percent
0%	1.8%
25%	15.0%
50%	22.2%
75%	37.1%
100%	24.0%

In each month's issue, what information did you find to be the most useful to you in your job?

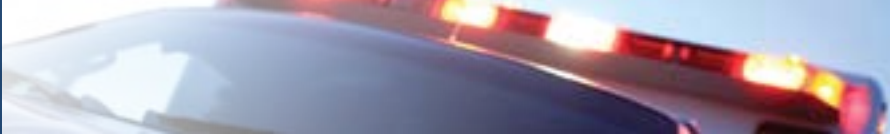
CASE STUDIES: 19
CE: 10
RESEARCH: 8
TRICKS OF THE TRADE: 6
EQUIPMENT/PRODUCT REVIEWS/ADS: 6
CAN'T RECALL: 5
BLS INFO: 3
CLINICAL/SPECIFIC TOPICS
clinical
Clinical info
The clinical articles.
Cardiac articles
I like those articles that deal with new ways of looking at what we have been doing as past practice for years now....like using the new Scoop EXL instead of the LBB for spinal immobilization..where AJ brought up what was published in the peer reviewed literature that we all don't see....and info from Nadine Levick's group ..the EMS safety foundation relating to us EMS sucker accepting the unsafe environment in the back of a truck and not demanding changed from the manufacturers.....ie...I like cutting edge stuff...
New clinical issues / equipment
medical treatment
I tried to read one clinical article and scan the rest.
Updates on various treatment modalities.
articles regarding the latest protocols and science
Latest trends in patient care, safety issues facing other EMT's, legal landscape.
Articles I can use to learn from for patient care.
Medical/physiology/interventions/meds.
The medical / protocol related articles. I enjoy the quizzes as well.

(continued)



Advanced airway management and trauma (penetrating, blunt, etc...)
handling patients and new technology
Articles about various injuries/illnesses we deal with in EMS.
For me the information you provided about latest medical findings were of the most interesting.
Clinical and research issues
Trauma related articles
The feature stories were good. Medical studies were even better.
Updates on new procedures and studies in EMS. Made me a better instructor if I knew more about what was up and coming. Also what were the pressing national issues in EMS, the direction of EMS nationwide.
TRENDS/NEWS/CURRENT ISSUES
I like to see what other areas are doing and the new procedures being used.
Just seeing what the latest topics people were talking about to make sure we were keeping up with current knowledge
current training and trends. New equipment
New trends
New techniques that real Paramedics use on real patients that work.
Current issues.
The news, research and featured articles.
new studies, what other States are doing including treatments
Varies from month to month based on what topics you covered.
Articles pertaining to changes that we are considering at the workplace.
different issues
It depends upon what is going on in my job and specifically in my community regarding EMS. Updates on equipment, different and unique treatments are always pertinent.
general trends
New and upcoming techniques and equipment, tips, seeing how various other systems perform
current trends
News, new topics, jobs, products, teaching tips.
MISC.
Varies
Skills.
I LOVE Hands On
educational content
Pro bono, Gary Ludwig's section
general how-tos
near miss and instructional articles
not enough reading done for me to grade
HR stuff

(continued)



Some of the articles were interesting and made you think.
Management
Have had this magazine in a year or two.
Monthly news and any operational discussions. tricks of the trade were always nice. I also appreciate the literature reviews by Elizabeth Criss since I oftne do not have the time to read all of the literature/ studies that are out there.
Articles on different treatments and causes
Trouble calls and how they were handled
the lessons learned from others - stories of rescues. & CEUS
various articles and items
Varied
Typically the main article
Articles that I could share with others
Articles
the articles
articles dealing with improving assessment skills
Articles & news
some info was good for work some for school
Anything pertaining to hands on
Informational issues
Any updates on day to day checks and or CE.
techniques, upcoming conferences, alternate views from veteran medics, emt's
there was a little information from all sections that apply. From the articles to new equipment to company information and updates
The articles, advertising
many articles
training ideas scenarios
Would vary based on what I was training the EMS squad with during that month or upcoming
New information. I can't remember exactly now.
Insight
all incorporated and articles
National Policy Changes
updates on recent EMS findings
Legal issues and national trends
NONE
i get more from jems.com more than magazine
None
Not much. Too far above my company's goals: which were to survive. It didn't.



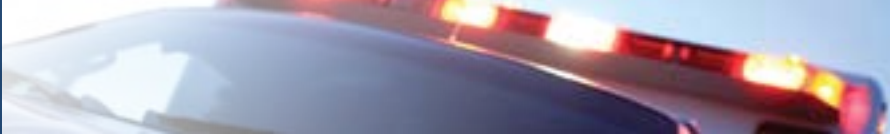
In each month's issue, what did you find to be the least useful to you?

ADS/CLASSIFIEDS/JOB LISTINGS: 60
NOTHING: 34
NOT SURE/DON'T KNOW/?: 16
SPECIFIC CONTENT
Studies and new equipment
Research Forum.....good idea, but doesn't really teach. More in-depth would be good. To much not geared toward practical street use, the man on the street.
Though I find the publication to be 'more than a sum of its parts,' I would be careful about the blending of article and advertisements.
well, I love all the info about new products, but my FD never has the \$ for any EMS stuff..
I don't anything to be a waste of time or not useful. Education and knowledge in any part of EMS is useful.
Articles on procedures or patho on medications that were written to a very low level or gave very little scientific evidence to support their explanation, instead gave analogies (though useful)
advanced skills, since I am an emt-b
I am not a medic however I have a graduate level degree in the med sciences...I taught anatomy... and I understand ALS care even though I can't administer most treatments...so with that intro...I least enjoy detailed ALS discussions on certain algorithms....but a discussion on STEMI treatment facility designation or hypothermia and CPR and the systems using it...well I enjoy that...cutting edge stuff... I am not sure how clear I was here but just thought I would try to explain..
Jokes,letters etc.I am interested in a more professional looking journal.You would not see a million ads and silly jokes in a Physicians journal or even in a Nursing Journal.
gear reviews - but only because I work for a volunteer service that does not invest in tools or products that make our work easier
Some of the information is redunant to me, because I work in a system that is very active in continuing to update it's information and skills
AJ Heightmans articles.
the articals
war stories
Anything related to product evaluation, followed by dispatch systems and communications.
editorials and advertisements
editorial comment
ALS info.
Ecg
EMT-P info
The End
equipmetn stories
Opinions about the equipment
Large, metropolitin department issues.

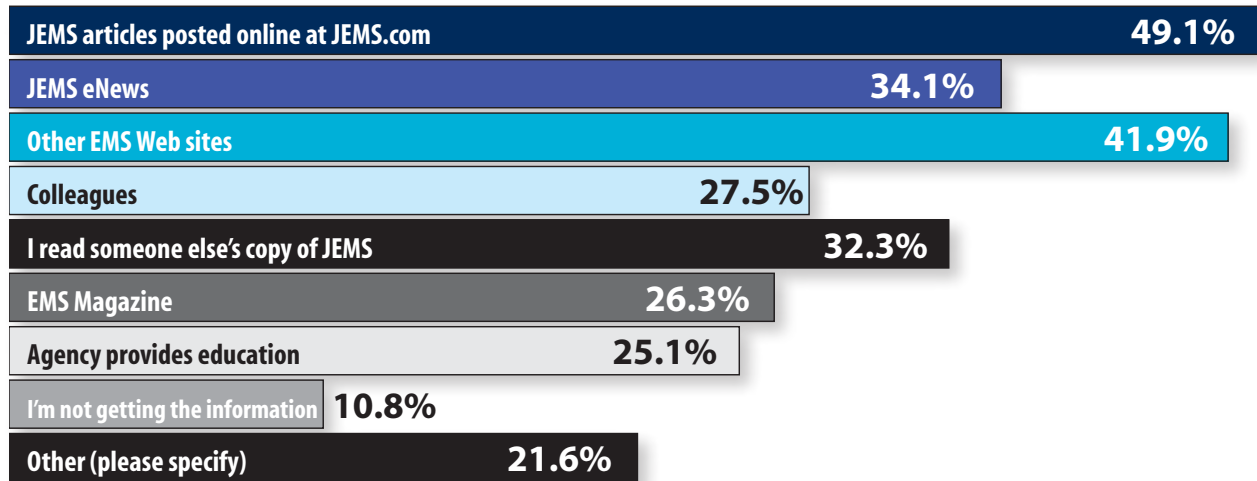
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Letters to the editor
management articles
Poorly written CME's designed for EMT-Basics.
The volunteer corner. Enough of the pandering to these small departments already.
I don't use the Continuing Education credits but often try to answer the questions for my own learning.
pro bono
Volunteer organizational stuff
Certain articles
Management stuff -- it is good, just that management does not want to hear/see it. :(
discussions about items and practices on "the Fringe" of EMS. I doubt any of that stuff will have application to my patients and career
any article pertaining to paid systems staffing and management styles. I am a volunteer provider and really could care less what a big city paid EMS system does.
CME, Ads
equipment reviews, as most equipment reviewed was related to US protocols
Articles addressing system management side of things.
Again, all the articles on MCI and Managerial stuff.
hands on, last word
blogs.
Non medical related information
MISC.
always learning something new
most of the magazine is a rehash of stuff
jokes
Varied
lack of CE
each month is different
some did not pertain
As above - old information rewritten. I think I outgrew JEMS. It is probably still very relevant for the new person. I have been in EMS for 18 years. I would want more advanced information.



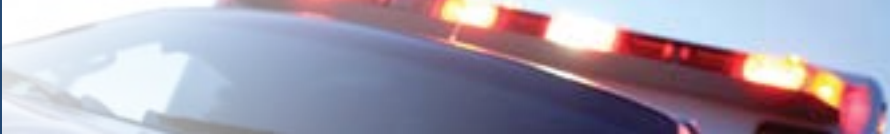
Now that you aren't getting EMS information via a JEMS subscription, where are you getting your information? *(Please choose all that apply.)*



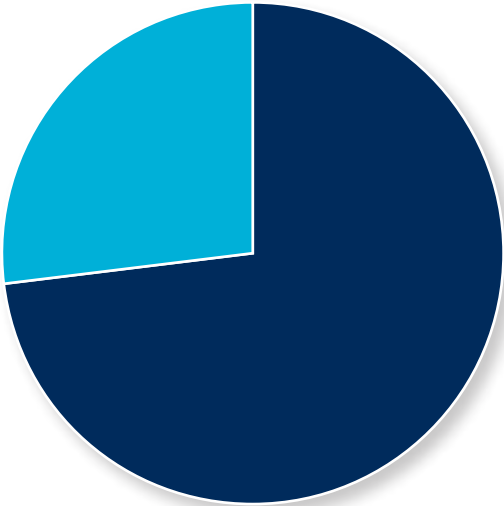
Other responses:

I didn't cancel my subscription...
 pre-hospital emergency care journal
 NEJEM, Med scape, Emed
 Aeromed journal, Canadian Emerg news
 EMSNetwork
 textbooks, up to date, regional meetings
 Emergency Nurse's Journal
 I try to read it online, but I never do.
 receive JEMS at work.
 will be resubscribing
 Continuing Education
 DHS Trng programs
 local networking
 I still am a subscriber
 professional journals
 other text books such as PHTLS
 Various medical journals, Wikipedia

www.EMSVillage.com
 Employer supplies the magazine (JEMS)
 other prof. joun.: PEC, PDM, AEM
 QA/QI at the hospital
 I get JEMS
 I do read JEMS
 As a Chief I am apparently still getting
 my subscription was supposed to be re-up
 I wouldn't go anywhere else
 I STILL GET jems
 I am still getting JEMS
 The Fire Department I vol. on.
 During County EMS committees
 Other journals
 I hope to renew
 still getting Jems
 Other medical journals
 EMS podcasts



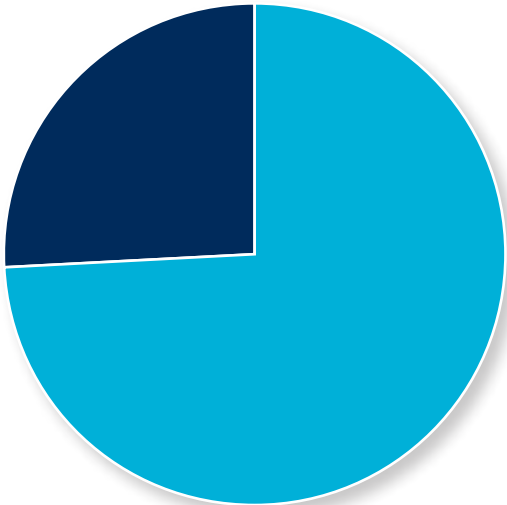
Do you subscribe to EMS Magazine?



26.9%
Yes

73.1%
No

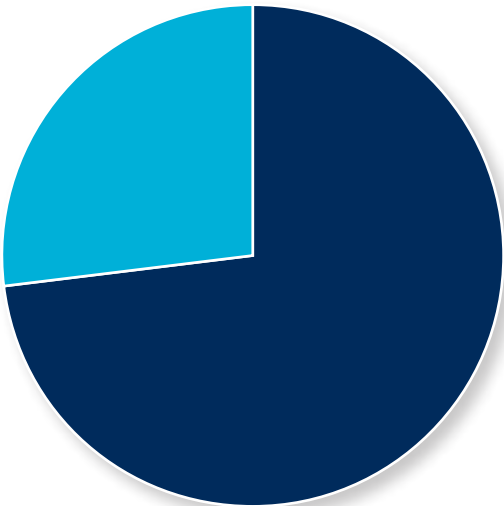
Do you prefer to receive information on a regular basis, or to go look for it when the need arises?



74.3%
Prefer to have information sent to me on a regular basis

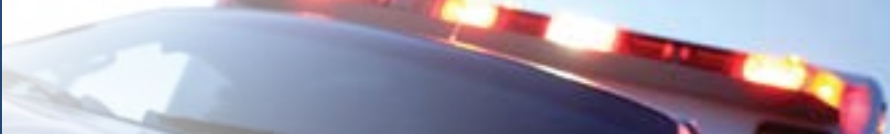
25.7%
Prefer to go look for it when the need arises

If JEMS were available via MP3/MP4 each month via a subscription, would that be of interest to you?

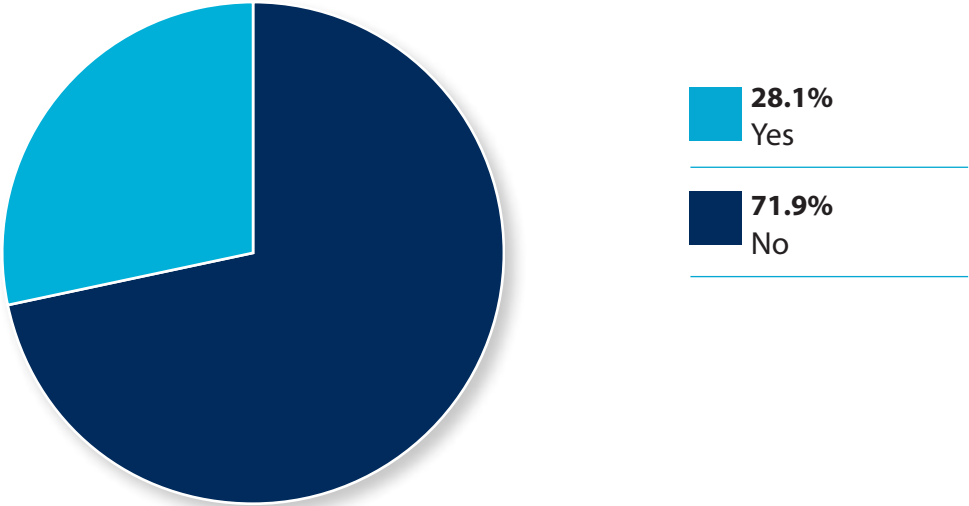


26.9%
Yes

73.1%
No

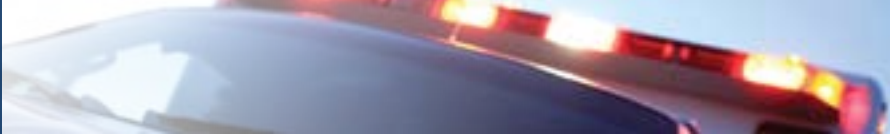


If *JEMS* were available via a mobile application each month via a subscription, would that be of interest to you?



Are you aware there is a digital version of *JEMS*?



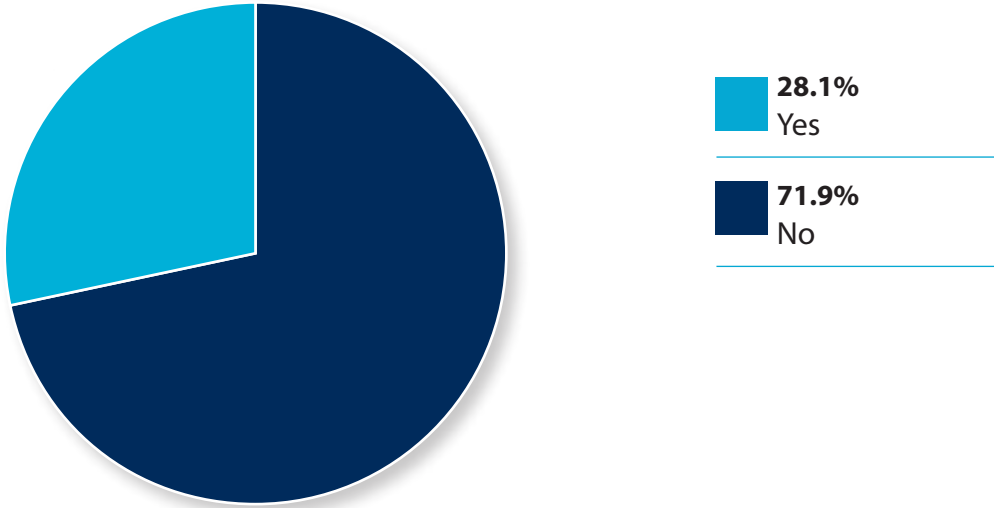


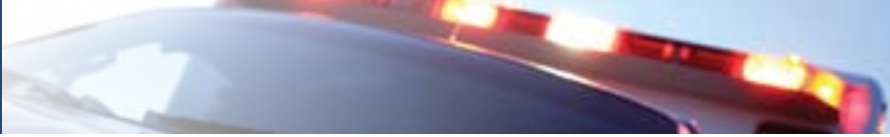
The digital version of *JEMS* contains the exact same content as in print. If the digital version is available at a decreased price, compared to print, how likely would you be to renew your subscription? 1= Not at all Likely, 10 = Extremely Likely

Response	Percent
1	21.0%
2	6.0%
3	3.6%
4	3.0%
5	15.6%
6	9.0%
7	15.0%
8	12.0%
9	5.4%
10	9.6%

There is a split on what respondents would do: 30.6% would not be likely to subscribe at a lower price to the digital edition, while 27% would be likely to subscribe.

Does your agency pay for subscriptions to publications such as *JEMS*?





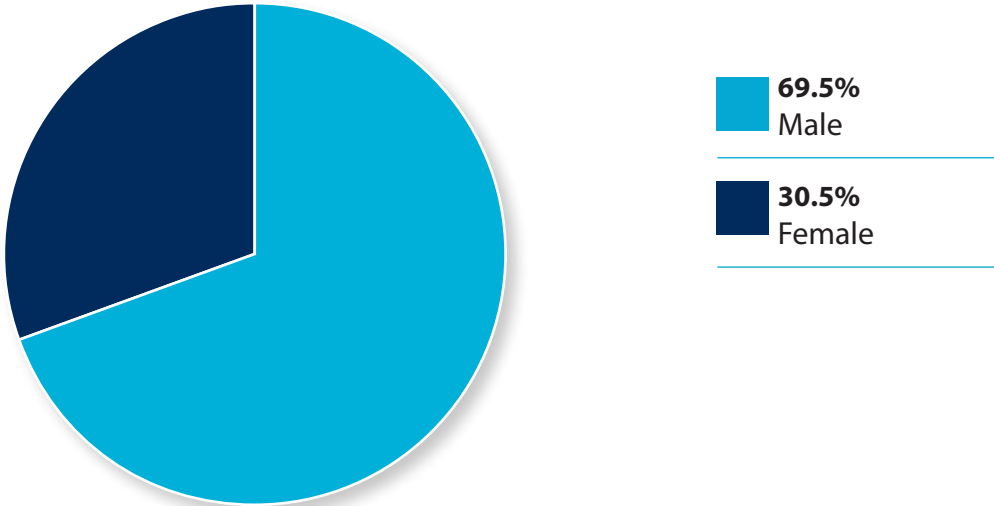
What price would you be willing to pay for an annual subscription to the print edition of a monthly publication such as *JEMS*?

Mean: \$32.79
Median: \$20.00

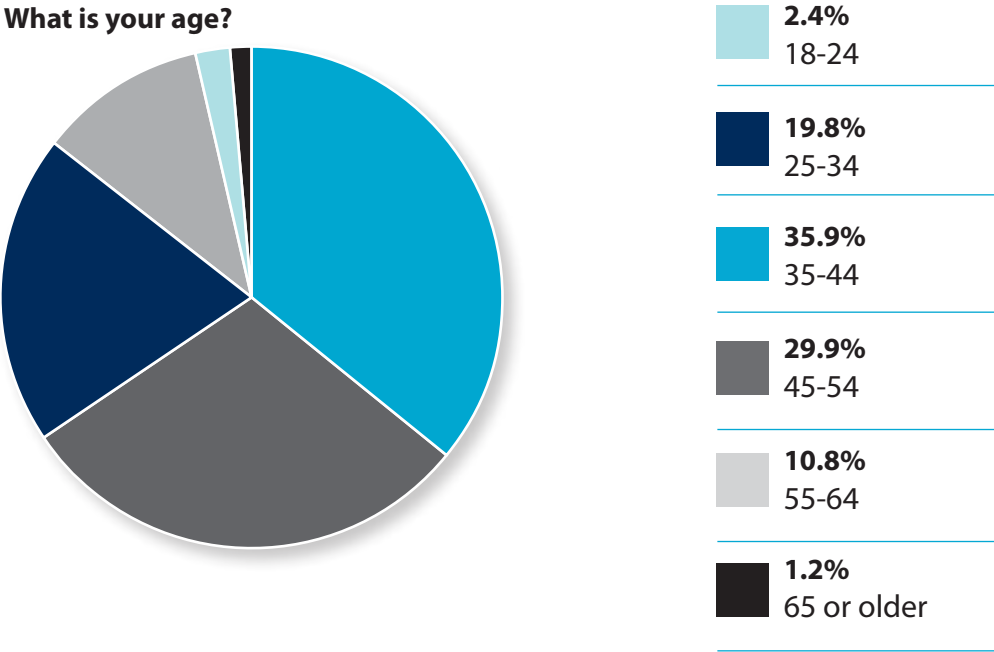
What price would you be willing to pay for an annual subscription to the digital edition of a monthly publication such as *JEMS*?

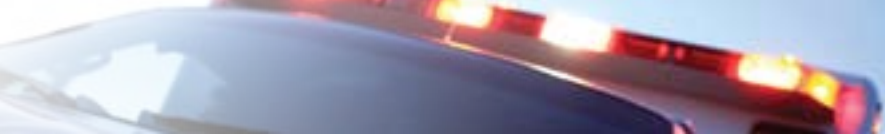
Mean: \$11.85
Median: \$10

What is your gender?



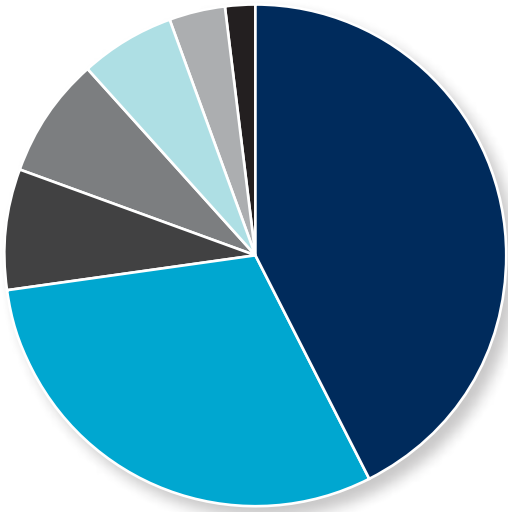
What is your age?





What is your primary occupation/position?

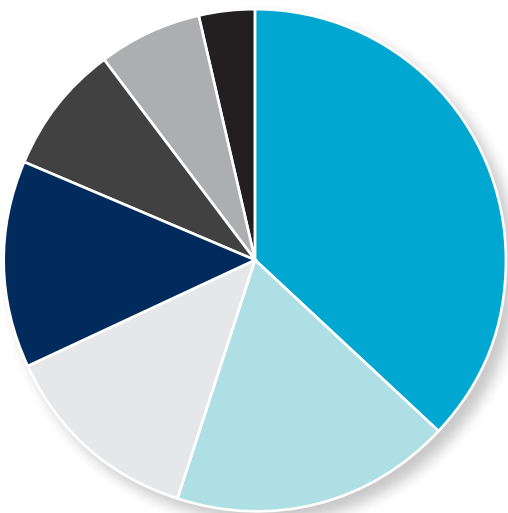
(Please choose one.)



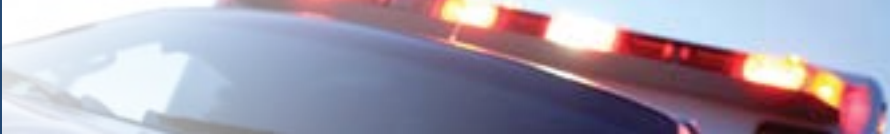
- 6.0%
EMT (Basic, First Responder)
- 42.5%
Paramedic, EMT-I, EMT-D
- 30.5%
Administrator, Supervisor, EMS Chief, Fire Chief, Other Chief, Company Officer
- 7.8%
Nurse, Instructor, Coordinator
- 3.6%
Physician
- 1.8%
Military
- 0.0%
Student
- 7.8%
Other (please specify)

Where is your primary work location?

(Please choose one.)



- 18.0%
Agency/organization main office
- 13.2%
Hospital
- 37.1%
Station
- 8.4%
Vehicle
- 6.6%
Field Office
- 3.6%
Home Office
- 13.2%
Other (please specify)



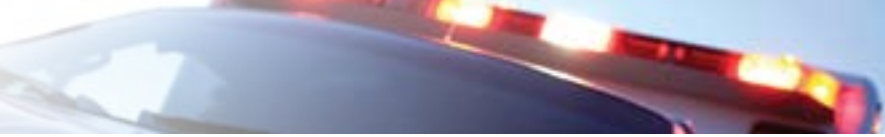
How many years have you been in EMS?

Mean: 18.20 years
Median: 18 years
Minimum: 1 year
Maximum: 49 years

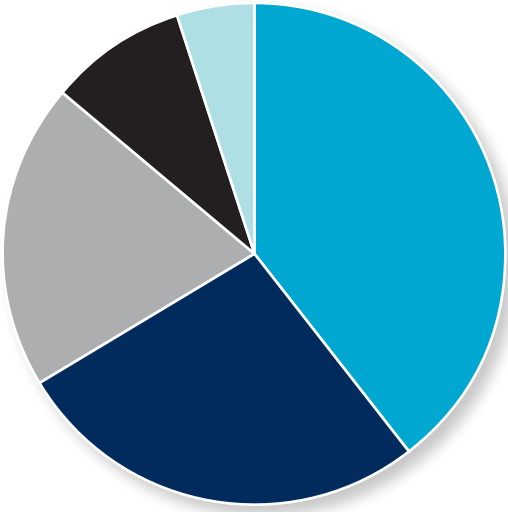
Where do you reside?

Response	Count	Percent
Arizona	3	1.8%
California	8	4.8%
Colorado	5	3.0%
Connecticut	1	0.6%
Delaware	4	2.4%
Florida	3	1.8%
Georgia	2	1.2%
Hawaii	3	1.8%
Illinois	4	2.4%
Indiana	4	2.4%
Iowa	2	1.2%
Kansas	3	1.8%
Kentucky	1	0.6%
Louisiana	1	0.6%
Maine	3	1.8%
Maryland	6	3.6%
Massachusetts	2	1.2%
Michigan	4	2.4%
Minnesota	3	1.8%
Mississippi	1	0.6%
Nevada	3	1.8%

Response	Count	Percent
New Jersey	8	4.8%
New Mexico	2	1.2%
New York	13	7.8%
North Carolina	4	2.4%
North Dakota	2	1.2%
Ohio	8	4.8%
Oklahoma	1	0.6%
Oregon	4	2.4%
Pennsylvania	8	4.8%
Rhode Island	1	0.6%
South Carolina	5	3.0%
Tennessee	3	1.8%
Texas	9	5.4%
Utah	2	1.2%
Virginia	8	4.8%
Washington	3	1.8%
West Virginia	1	0.6%
Wisconsin	3	1.8%
Wyoming	1	0.6%
International	15	9.0%

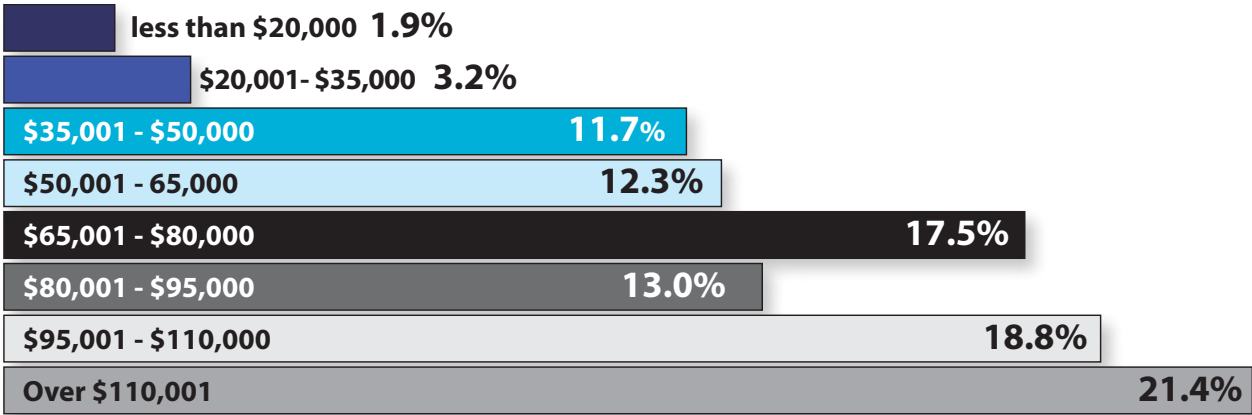


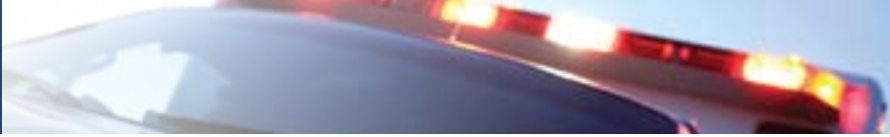
What is the highest level of education you have attained? *(Please choose one.)*



- 4.8% Post high school/vocational training
- 26.9% Some college
- 39.5% College graduate
- 9.0% Post-graduate work
- 19.8% Post-graduate degree

What was your total 2009 household income (U.S. dollars)?





Have you had to revise your household spending as a result of the economic downturn?

