In 2021, AAHA began commissioning independent market research to better understand what the veterinary profession and our members need from us. We’re excited to start sharing these results with you, so each month in this section of Trends, you will find takeaways from our research projects.

**You’re invited!**

AAHA surveys are conducted by an independent research firm. Participation is optional and we greatly appreciate those of you who take part. The more responses we get, the more we can shape our strategy around your timely and candid feedback. Learn more at [aaha.org/research](http://aaha.org/research).

### AAHA Omnibus Survey

*A monthly survey of AAHA members*

**Purpose**

Monthly online survey to measure AAHA member satisfaction and determine trends over time to better serve members.

**Who gets the survey?**

Each month, one-twelfth of the AAHA membership is invited by email, so every member should get an invitation once a year. The survey is optional, anonymous, and there is no compensation, but it is an opportunity for members to tell us what you think.

**Sample Questions from the Omnibus Survey:**

What kind of AAHA member are you (accredited, affiliate, student)?

How much do you value your AAHA membership?

What are your most valued membership features and what new benefits do you want?

### AAHA Veterinary Outlook Survey

*A quarterly outlook on the veterinary profession*

**Purpose**

Quarterly online survey to ask AAHA member and nonmember practice owners, managers, and teams about what’s ahead for the veterinary profession.

**Who gets the survey?**

AAHA members are invited to participate on a rotating basis. Nonmembers are added to AAHA’s list through a variety of sources, such as conferences, CE events, emails, and marketing outreach. Want to be added to the list? Email us at research@aaha.org.

**Sample Questions from the Outlook Survey:**

What is your role at your practice?

What are your predictions for your own practice in the next 6 months (e.g., revenue, number of patients, hiring and turnover)?

What changes, challenges, opportunities, or events should the profession be preparing for?
SPOTLIGHT ON HIRING

In our first year of conducting the Omnibus and Outlook surveys, veterinary professionals identified finding, hiring, and keeping qualified staff as their biggest challenges.

From the OMNIBUS SURVEY

34% of AAHA members over the course of 2021 said staffing, hiring, and pay are their biggest professional challenges in the coming year.

Staffing issues doubled from being a top concern for just over 20% of respondents in Q1 of 2021, to being a top concern for more than 40% of people by Q3.

From the VETERINARY OUTLOOK SURVEY

What do practices most need to prepare for in the next 6 months?

- 22% Wages and being able to afford qualified staff
- 19% Veterinary technician turnover and underutilizing techs

What are the biggest hiring pain points?

- 58% Finding qualified veterinary technicians
- 57% Finding any veterinary technicians to hire at all
- 41% Finding qualified DVMs
- 42% Finding any DVMs to hire at all
- 40% Finding staff to work for a “reasonable” wage
- 42% Knowing where to look for candidates

Will your practice be hiring in the next 6 months?

- 81% of veterinary professionals say their practice expects to hire new staff to fill new positions
- 73% of veterinary professionals say their practice expects to hire replacement staff due to turnover

How is your practice addressing burnout?

27% Hiring more

Look for more AAHA Research highlights next month.

Questions or feedback about the Omnibus or Outlook Survey? Email us at research@aaha.org.