



# 2017 DMEC ANNUAL REPORT

# INTRODUCTION

2017 marked DMEC's 25th anniversary, providing an opportunity to reflect on the changes and progress both DMEC and the industry have made in the last two decades. It also gave us a chance to look forward to what's ahead for the absence and disability management industry.

The 2017 Annual Report highlights each of DMEC's major programs and services, and the growth we've experienced over the past year.

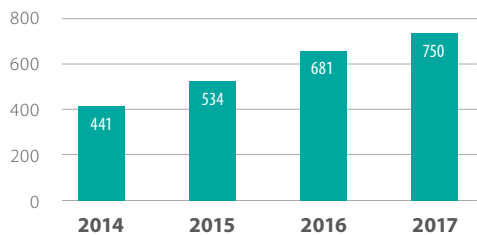
## DMEC MEMBERSHIP

### MEMBER COMPANIES & INDIVIDUAL MEMBERSHIPS

DMEC offers both individual and organizational memberships, and continues to see significant increases in membership year over year.

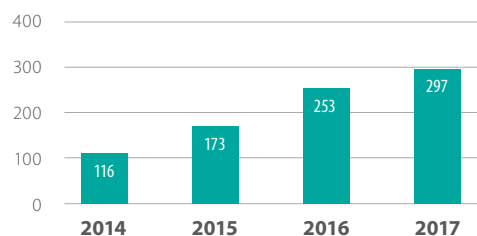
In 2017, DMEC had 750 member companies and individual memberships, a 10% overall increase in membership from 2016.

#### TOTAL MEMBER COMPANIES & INDIVIDUAL MEMBERSHIPS



We also had a total of 297 new member companies and individuals join DMEC in 2017, a 17% increase over 2016.

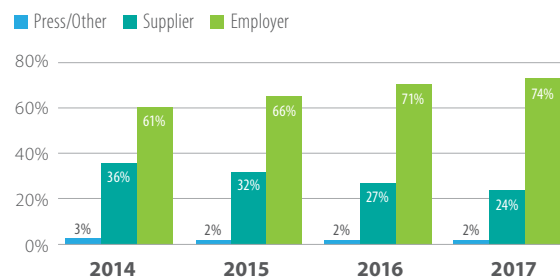
#### NEW MEMBER COMPANIES & INDIVIDUAL MEMBERSHIPS



### MEMBERSHIP CATEGORIES

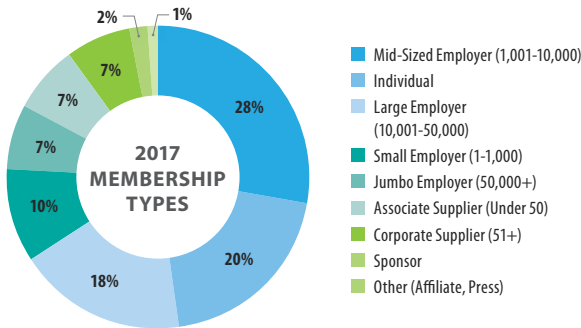
DMEC classifies its members into two main categories: employers and suppliers. In 2017, 74% of our members were employers. The percentage of employer members has steadily grown over the last four years.

#### MEMBERSHIP CATEGORIES



## MEMBERSHIP TYPES

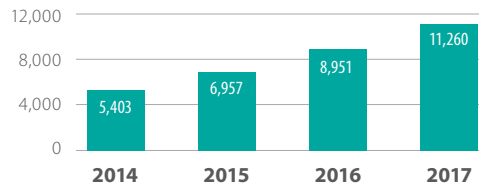
DMEC has a variety of memberships based on the size and type of organization. While mid-sized employers (1,001-10,000) remained the largest membership type, individual membership doubled in 2017, and now represents 20% of overall DMEC memberships.



## MEMBER CONTACTS

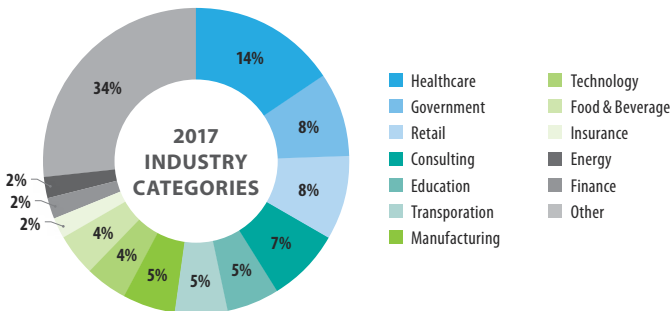
Expanded organizational membership resulted in additional member contacts who take advantage of DMEC resources. The total number of member contacts increased by 26% in 2017, expanding the reach and visibility of DMEC's education and services.

### MEMBER CONTACTS



## INDUSTRY CATEGORIES

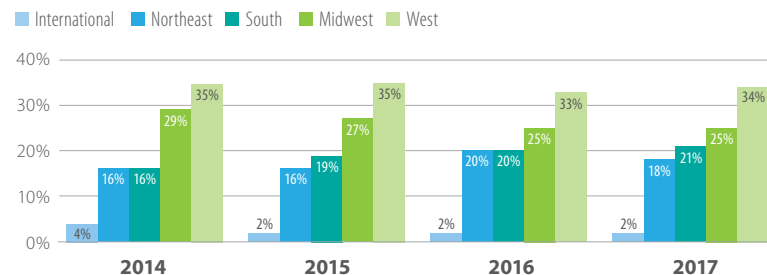
DMEC organizational members represent a variety of industries. The three largest categories include healthcare (14%), consulting (8%), and manufacturing (8%).



## REGIONS

DMEC organizational members are located throughout the United States and Canada. Below is a breakout of member organizations by region. In 2017, as membership grew, the number of organizations in the South and West regions expanded.

### REGION



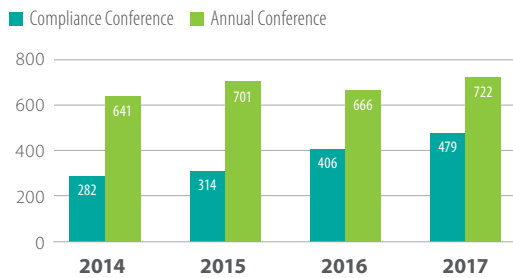
# DMEC CONFERENCES & EVENTS

## FACE-TO-FACE CONFERENCES

Face-to-face events continue to be one of the primary drivers of membership and an excellent opportunity to bring industry leaders together to discuss the latest topics in absence and disability management.

The 2017 DMEC FMLA/ADA Employer Compliance Conference, in its sixth year, saw an 18% increase in attendance, resulting in a record-breaking 479 attendees and 155 separate employer groups represented (32% increase). The 2017 DMEC Annual Conference, in its twenty-first year, saw an 8% increase in attendance, resulting in its highest attendance level of 722 attendees and 191 separate employer groups represented (14% increase).

### CONFERENCE ATTENDANCE

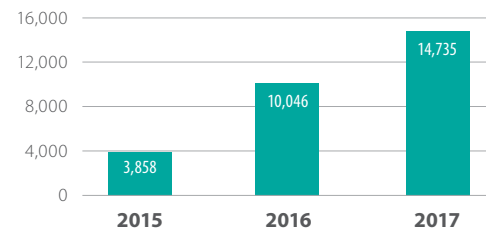


## ONLINE EVENTS

DMEC continues to build its online education program, increasing the number of webinars each year, and expanding the reach of the organization to more absence and disability professionals.

Average attendance reached 641 people per webinar in 2017 (up 40% from 2016) and total attendance saw a 32% increase from 2016. Our three most popular webinars in 2017 were: *3Cs of Leave Management: Consistency, Communication, Compliance* (1,391 registrants), *Understanding Leave as an ADA Accommodation* (1,123 registrants), and *Moving Forward: How to Maintain Absence Management Momentum* (1,008 registrants).

### WEBINAR ATTENDANCE

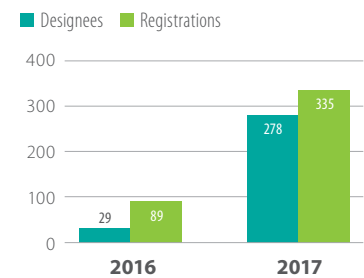


# DMEC CERTIFICATIONS

## CERTIFIED LEAVE MANAGEMENT SPECIALIST (CLMS) PROGRAM

The Certified Leave Management Specialist (CLMS) online course and designation launched in November 2016 and saw rapid growth in both registrations and designations earned in 2017. 43% of registrations were employers, and 57% were suppliers.

### CLMS PROGRAM

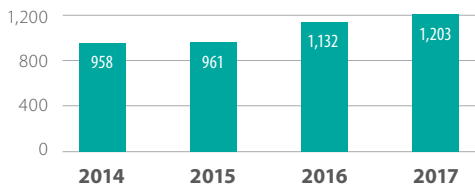


# DMEC SURVEYS

## EMPLOYER LEAVE MANAGEMENT SURVEY

Each year, DMEC conducts the Employer Leave Management Survey from July through October. Participation increased this year by 6% to 1,203 employers who collectively represent all organizational sizes, U.S. states, and a broad range of industries.

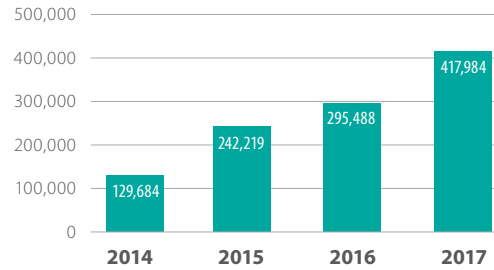
### SURVEY PARTICIPATION



## WEBSITE

DMEC saw a 41% increase in the amount of traffic to our website in 2017. 78% of traffic came from new visitors, 54% of our web visitors are between the age range of 25 to 44, and 64% of visitors are female.

### WEBSITE PAGE VIEWS

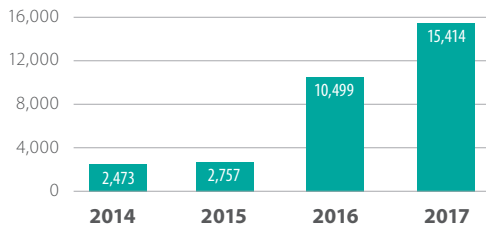


# DMEC READERSHIP & VISIBILITY

## @WORK MAGAZINE

DMEC expanded *@Work* magazine to six issues in 2017, with a January issue focused on technology & integration. This change, along with enhanced features such as the FMLA roadmap, resulted in a 47% increase in online readership. Print distribution at conferences increased in 2017 by 12%, and email distribution increased by 26%.

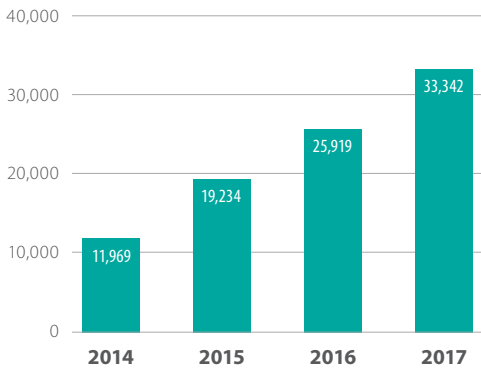
### @WORK PAGE VIEWS



## CONTACTS IN DATABASE

DMEC continues to build its database of contacts and members expanding the reach and visibility of our education and services. In 2017, the number of contacts increased by 29%.

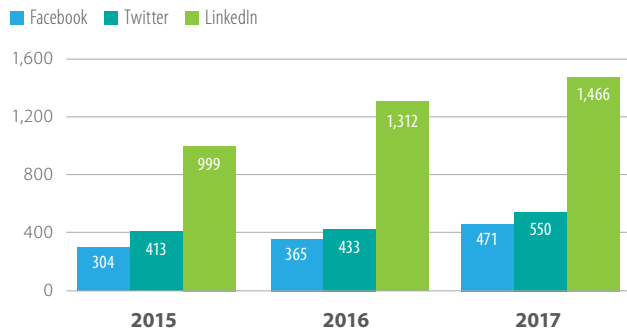
**CONTACTS IN DATABASE** (includes both members & nonmembers)



## SOCIAL MEDIA

DMEC continued to see an increase in social media followers across all three platforms in 2017: Facebook (29% growth), Twitter (27% growth), and LinkedIn (12% growth).

**SOCIAL MEDIA FOLLOWERS**



## IN THE NEWS

DMEC continues to build its reputation with external media outlets as a go-to source on absence and disability management. In 2017, Terri L. Rhodes, DMEC CEO, wrote five blogs for *Risk & Insurance*, and we received coverage of the annual conference in *Business Insurance* and *Risk & Insurance*.

DMEC was also quoted or referenced in articles from a variety of magazines and online publications, including: *Advisor Magazine*, *Advisor Today*, *BloombergBNA*, *Business Insurance*, *CNBC.com*, *Employee Benefit Advisor*, *Entrepreneur*, *Human Resource Executive*, *HR Daily Advisor*, *HRDive*, *HRExecutiveOnline*, *ThinkAdvisor*, *SHRM.org*, *Workforce*, and more.

## CONCLUSION

In addition to expanding the programs highlighted above, DMEC embarked on several strategic projects in 2017 as part of its long-term growth strategy. These projects included the initial development of a new regional education model, expansion of the Hospital System Industry Group, our first Canadian event, strategic review for our conferences, and more.

We look forward to continued growth and new programs and services that will continue to serve our members in 2018.