

IAC Client Survey Results

9/28/2014

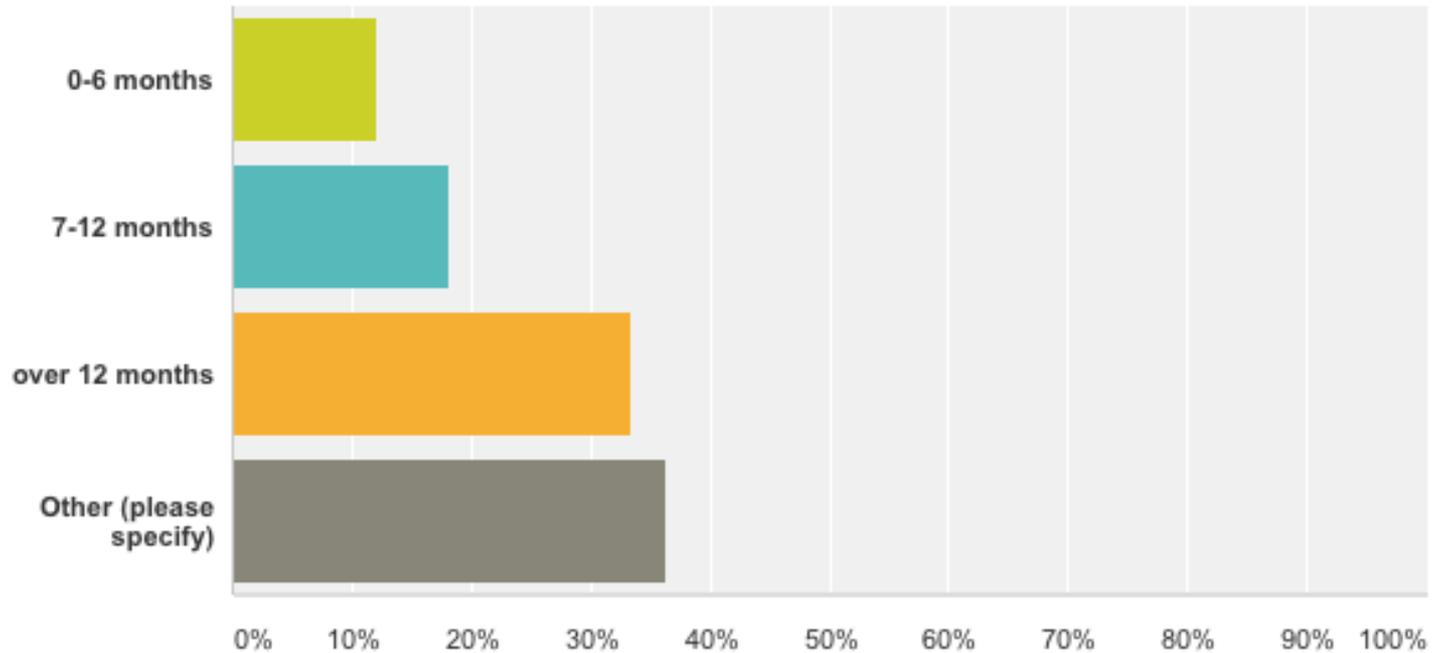
Methodology

- 120 Current, active IAC adoptive families were surveyed over a period of two weeks (23% of wait list population of ~530)
- Participants were randomly selected and invitations (emails) to respond were distributed evenly across geography and time waiting
- 34 invitees completed the survey representing a 28% response rate
- An additional 8 families provided feedback and comments via email and did not complete the survey, bringing the overall response rate to 35%

Sample size (as a percentage of total population) and incredibly strong response rate indicate results of survey have a margin of error of +/- 2-3% when applied to the overall population

How long have you been in circulation with IAC seeking a child for adoption?

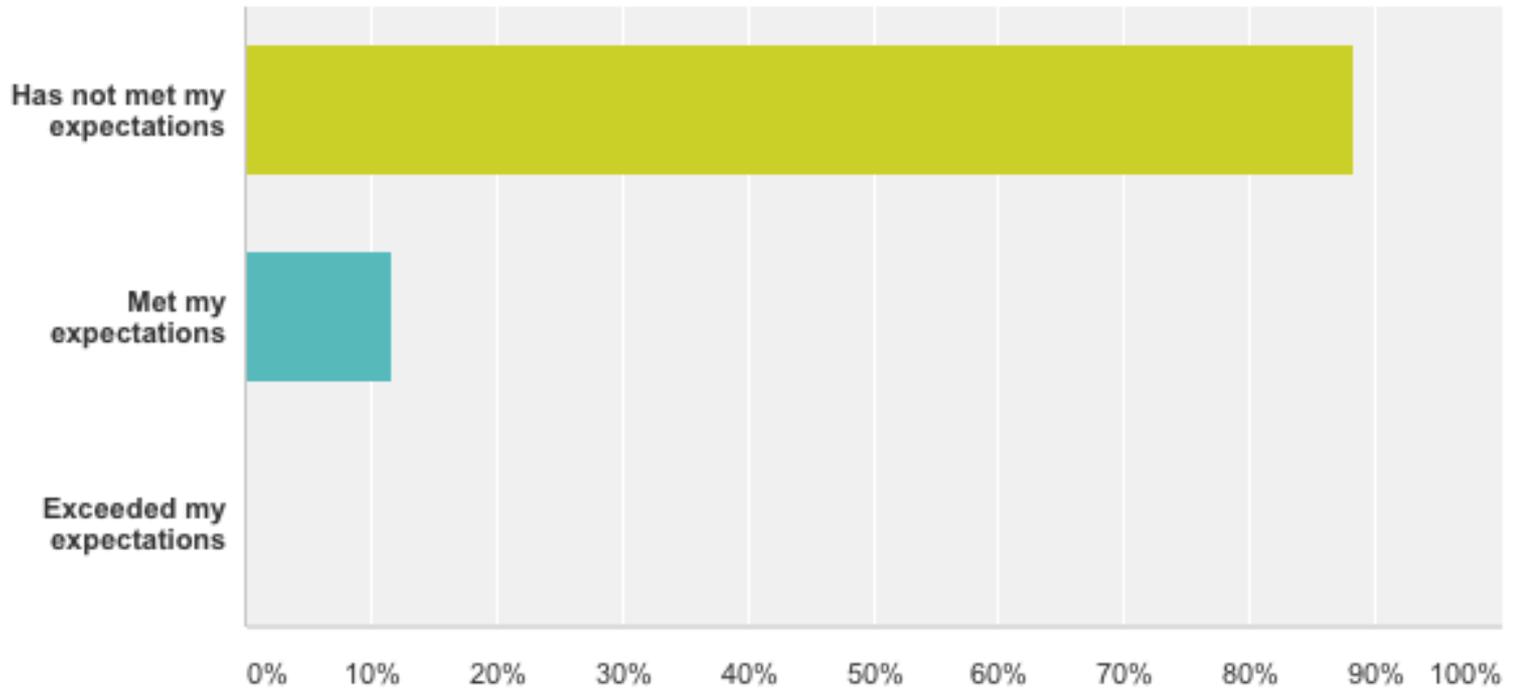
Answered: 33 Skipped: 1



Answer Choices	Responses
0-6 months	12.12% 4
7-12 months	18.18% 6
over 12 months	33.33% 11
Other (please specify)	36.36% 12
Total	9/28/2015 33

Has the level of service provided by IAC met your expectations?

Answered: 34 Skipped: 0



Answer Choices	Responses
Has not met my expectations	88.24% 30
Met my expectations	11.76% 4
Exceeded my expectations	0.00% 0
Total	9/28/2015 34

we feel in a recent situation due to BM being in a non-IAC state they weren't willing to do some groundwork and immediately, without real merit, dismiss the BM as a "scam" due to "red flags".

9/17/2015 8:27 AM

Little support as we went through a difficult situation or throughout the wait

9/9/2015 10:34 PM

Tampa office has been very nice and always there to answer our questions and walk us through steps. If they do not know the answer they get back to us with in days.

8/30/2015 7:55 AM

Poor customer service

8/25/2015 12:35 PM

We didn't know the "independent" meant we do all the foot work.

8/24/2015 8:24 PM

Birth mother counseling has been very sparse for bm we matched with. IAC did not help at all with getting BM on MediCaid (in IAC state). We just feel we are pretty much on our own.

8/24/2015 1:08 PM

We do not feel any specific things are being done to help us in our process.

8/24/2015 1:03 PM

Inconsistent directives. Having gone through this process 5-6 years ago with IAC for our first child, they have tripled the number of prospective adoptive parents while the number of potential birthparent intakes, matches and births has not changed (was mean of 25 births per month then as it is 6 years later). Funny how they never run or show these stats or trends over time.

8/23/2015 10:25 PM

We truly thought they would do more for what we paid. More outreach to expectant mothers, more counseling for us (we were almost never contacted by our AC), help with how to better market ourselves (not just weblinks, actual classes or something like that)

8/21/2015 5:11 PM

9/28/2015

Inaccurate/misleading data. No support when we really needed it. Even our IAC counselor (who we do like), thought our case was handled in a horrible manner.

8/22/2015 5:07 PM

incompetent, unorganized and uninformed on what forms were needed to complete an adoption with people in 2 States

8/21/2015 6:58 AM

IAC is really good at selling you and getting your money. But I felt like the dynamics changed & the support ended there. They make you feel like you are bugging them with anything you have to ask whether it's small & procedural or a big deal and involving a match.

8/20/2015 12:48 PM

EVERYTHING is up to us. IAC takes all our money up front and they DO NOT CARE if we EVER get a baby.

8/20/2015 11:40 AM

Poor service and very condescending attitudes.

8/20/2015 11:06 AM

Very poor marketing. We joined a secondary site where nearly ALL of our traffic or birthmother interest originates. Intake counselors are rough...they have attitude, are not very effective and have alienated birthmothers

8/20/2015 10:59 AM

Still waiting. No contacts in 3 years

8/20/2015 9:35 AM

I think they marketed a MUCH different experience than what we have received!!

8/20/2015 6:20 AM

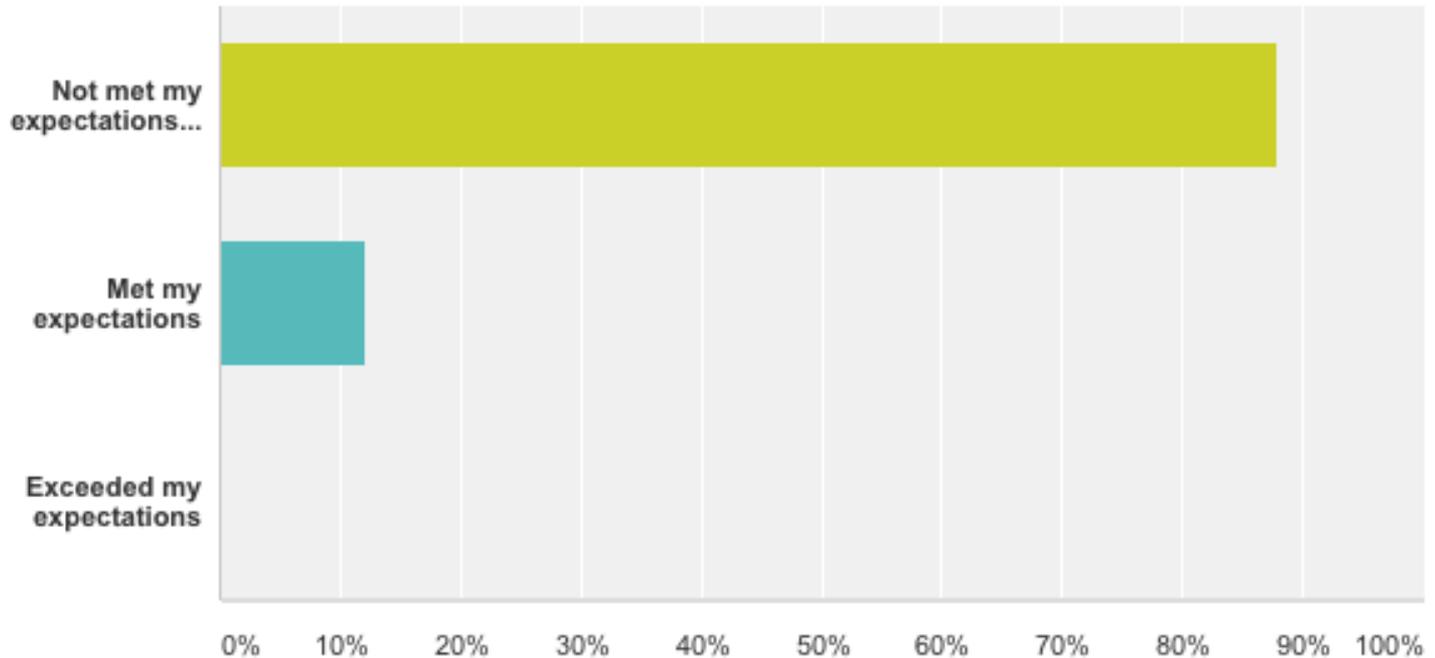
We feel like IAC has been unresponsive to concerns about the size of their client roster, some of their marketing to adoptive families, and a lack of commitment to providing client resources like "Marketing Mondays" which lasted for less than 2 months.

8/19/2015 8:43 PM

9/28/2015

IAC's Birth Mother outreach and overall marketing capabilities have met my expectations.

Answered: 33 Skipped: 1



Answer Choices	Responses	
▼ Not met my expectations at all	87.88%	29
▼ Met my expectations	12.12%	4
▼ Exceeded my expectations	0.00%	0
Total		33

9/28/2015

I feel that they have not been able to keep up with the number of families that have signed up for their service.

8/23/2015 7:11 PM

FAILED to make any contact as promised to BirthMother

8/21/2015 6:58 AM

No, we expected personal outreach by IAC and effective internet marketing outreach. Neither one of these is evident. Very few birthmothers have contacted us and it is usually a surprise to IAC and we are informing them of the contact. IAC has never found us a birthmother match.

8/21/2015 5:18 AM

This is a clear fail!

8/20/2015 5:12 PM

Their website is embarrassingly out of date and can't compete with other highly marketed paid sites and other competitive agencies. I think they expect you to do all the work. I think they sit back and do nothing.

8/20/2015 12:48 PM

I am so livid every time I see IAC's "Adopt a baby quickly" ads on Google. They don't go out in the community to reach out to expectant moms. Their waiting families have tripled and BM intake has flatlined. And they don't seem to care AT ALL.

8/20/2015 11:40 AM

500+ families last year, 177 placed ~ less than half!! The adoption specialist we are working with outside of IAC works with only 25 families at a time and places 66 children last year. They lied. They told us 95% of families get placed and the average wait was 1.5 years. I think so many families leave, that they make sure their stats do not include them. They still take our money, but there is no way to get it backeither we die (not their fault) or we leave (not their fault)...they have an iron clad contract!!

8/20/2015 6:20 AM

We feel like we are on our own when it comes to marketing ourselves. This was not at all our expectation from the beginning. We feel like IAC should not be marketing to prospective adoptive parents at all while they have so many clients and the wait times are creeping up.

8/19/2015 8:43 PM

9/28/2015

we have been with IAC for one-year and have received ZERO contacts through our OWN AGENCY. We have received contacts through our own marketing efforts - which I did not know I'd have to spend so much time on. Why have an agency?

9/17/2015 8:27 AM

No examples of marketing to even discuss. When we signed on we were told we would get marketing help at 12 months wait. It took almost two years.

9/9/2015 10:34 PM

The marketing of client profiles is not good.

9/6/2015 5:13 AM

24 months and still waiting without a single birth mother contact

8/31/2015 10:17 AM

We do not understand how there are hundreds of intakes a month and only a handful of matches or potential birthmothers into the pool to choose adoptive families. Also, other than the adoptive parents doing all the marketing, what does IAC do to try to market us considering we pay for EVERYTHING.

8/30/2015 7:55 AM

I do think you could be actively doing more.

8/24/2015 1:03 PM

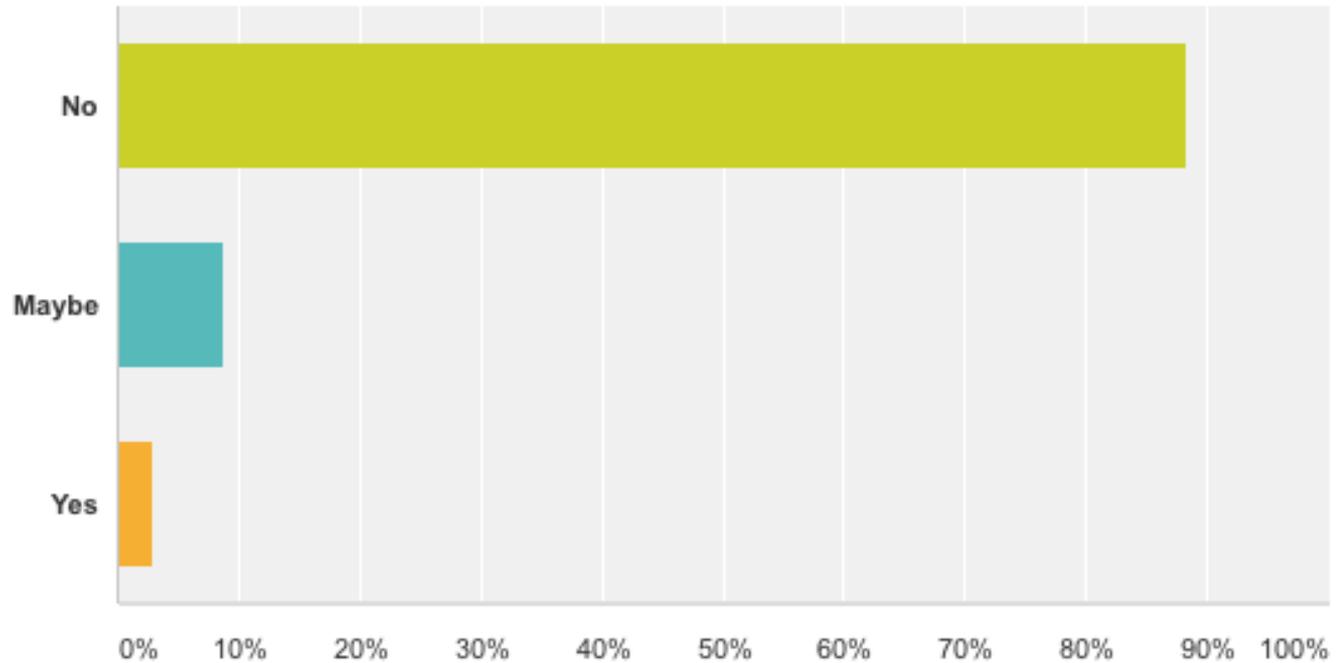
Not quite sure what they do other than social media, Internet and DBM letters. It would seem there is VERY little contact on the ground or in the field, which is MORE consistent with other agencies approach. A local semi-open agency (in our tri-county area) has contacts with all local hospital social workers and numerous OB-GYN offices (and place 12-15 newborns per month - in comparison to IAC's national births being slightly more than a small one agency in three counties).

8/23/2015 10:25 PM

9/28/2015

Do you feel IAC has delivered the level of services you expected when you signed up for the program?

Answered: 34 Skipped: 0



Answer Choices	Responses
No	88.24% 30
Maybe	8.82% 3
Yes	2.94% 1
Total	9/28/2015 34

We were told in the workshop that average waiting time is 16 to 18 months but by just looking at the wait time on iheart and posts from facebook, those numbers seem misleading.

8/30/2015 7:55 AM

We have had very little helpful contact from AC to guide us. Hand holding is about all we get when we get frustrated. IAC has been timely at getting paperwork out but I expected more from the agency.

8/24/2015 1:08 PM

In our case, no. IAC is milling through too many adopters at this time.

8/24/2015 1:03 PM

Not the 2nd time around: feel much more a number. There is little to no awareness of clients between social workers, especially in the same office. We have had 3 different SW's during our second time around --- 2 confided they left IAC because of their rapid growth and poor clinical director leadership.

8/22/2015 12:56 PM

Our letter is sent to birthmothers only 2 or 3 times a month, much less than I expected.

8/21/2015 4:43 PM

They have delivered nothing and have shown no accountability or that they even care.

8/20/2015 5:12 PM

Lack of sensitivity in conversation, and emails. No sense of urgency. Very Judgmental

8/20/2015 4:43 PM

9/28/2015

There's a complete dichotomy between what they sell you and what you get. I wish I could have videotaped the seminar and the weekend intensive and then played it back to them. It feels very bait and switch.

8/20/2015 12:48 PM

We mistakenly thought they would be champions for us instead of passive-aggressively pushing back at every turn THE SECOND THEY GOT OUR MONEY.

8/20/2015 11:40 AM

NO. They expect you to find your own baby.....advertise they say.....isn't that what we are paying them for???

8/20/2015 6:20 AM

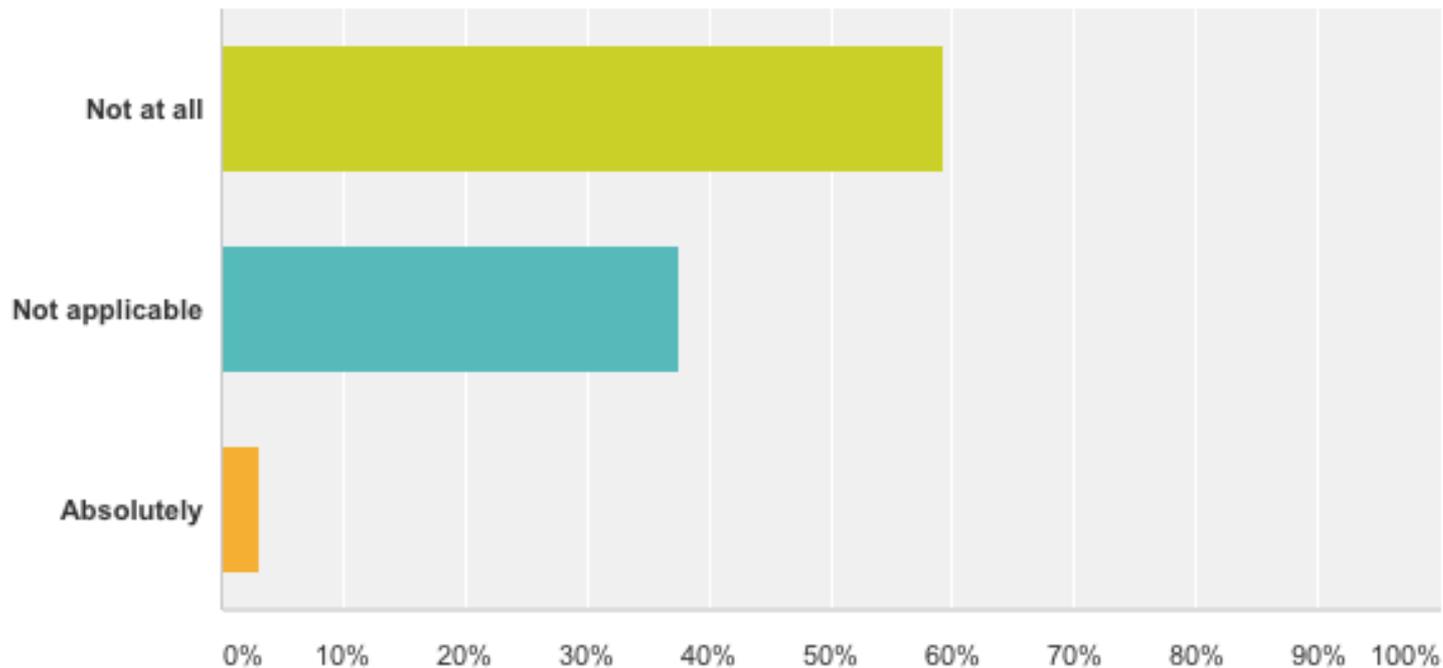
We thought IAC would be our partner in the adoption process and that has not at all been the case.

8/19/2015 8:43 PM

9/28/2015

I feel that IAC values input from clients and takes their recommendations seriously for improving the adoption process.

Answered: 32 Skipped: 2



Answer Choices	Responses
Not at all	59.38% 19
Not applicable	37.50% 12
Absolutely	3.13% 1
Total	9/28/2015 32

In a recent situation we tried having conversations with staff in two offices and explain our situation. they quickly dismissed us as "emotionally hopeful parents". we feel they did not take our, their CLIENT'S needs into consideration.

9/17/2015 8:27 AM

Don't seem to care about feedback. Very set in their ways

8/25/2015 12:35 PM

Our AC has been terrific. Other staff members, have not been as accessible. When we press for contact we feel like we're being a bother until we remember how much money we've put into this process.

8/24/2015 8:24 PM

Depends: if they agree, then yes. But by and large, we are always told about policy and procedure. They have absolutely lost the "process" element of the experience.

8/23/2015 10:25 PM

"I hear what you are saying" is what we heard all the time, but never felt like that was actually true. Very rude and disrespectful treatment from IAC Branch Manager. Michelle Keys was horrible. Glad to see it looks like she is now gone.

8/22/2015 5:07 PM

Last conversation with my counselor showed that she was not interested in my concerns at all.

8/22/2015 12:56 PM

They could care less about what clients have to say and dismiss and threaten you if you disagree with them.

8/20/2015 5:12 PM

They have been consistently insensitive even after the issue had been addressed.

8/20/2015 4:43 PM

Laughable! They feel like a bureaucratic cult who don't care about you. If you don't fit it, they tell you you can leave.

8/20/2015 12:48 PM

They continuously blow off questions about BM outreach.

8/20/2015 11:40 AM

9/28/2015

Its their way or the highway. God forbid you share any opinions or feedback--they clearly have no interest in what the clients have to say--not the sign of a well-run consumer-centric organization
8/20/2015 10:59 AM

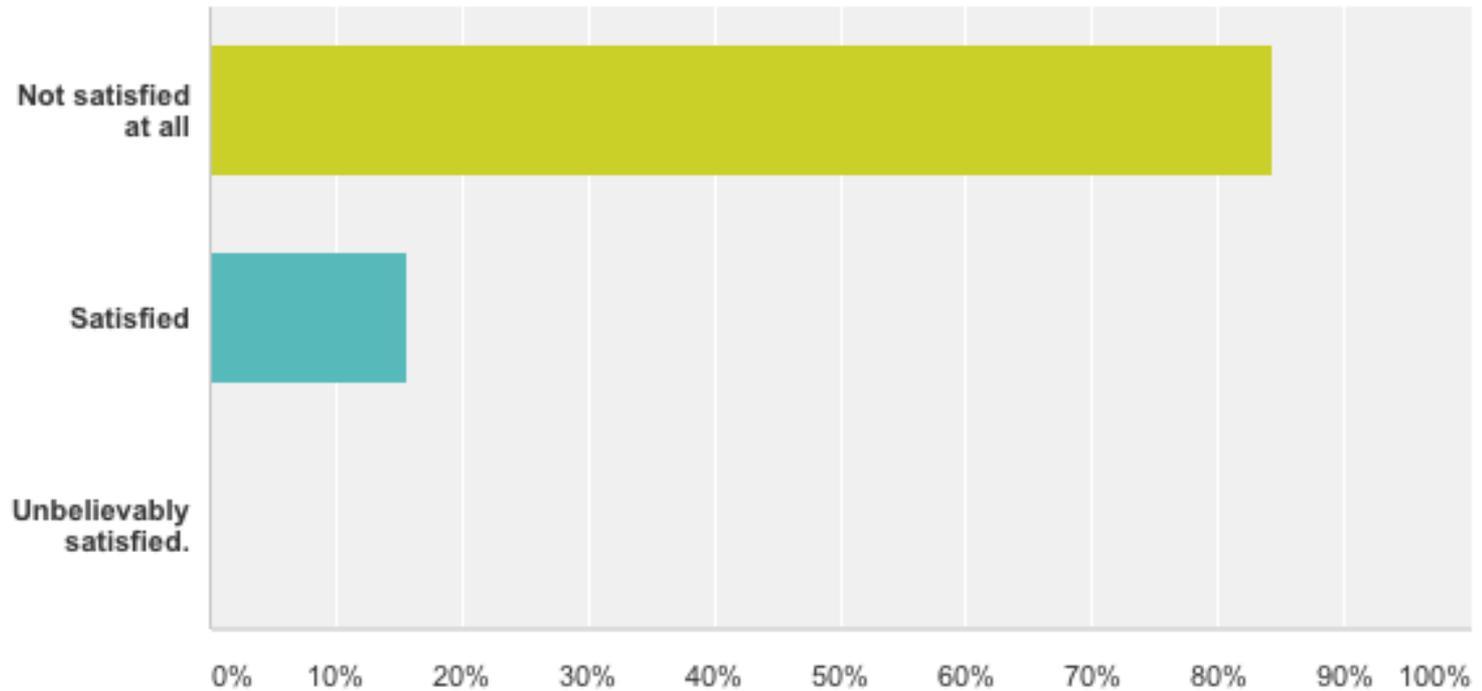
In online forums, waiting families have been "shut down" when they make suggestions as a group. IAC staff get angry and defensive.
8/20/2015 8:45 AM

I LOVE our adoption coordinator, but the rest of the staff is obnoxious! The AC is taking my ideas to the top, but who knows if they will get implemented!
8/20/2015 6:20 AM

So many clients have expressed an interest in help marketing themselves (since IAC basically doesn't do marketing of their clients) and raised concerns of the bloated client roster - these issues keep coming up and IAC has been unresponsive.
8/19/2015 8:43 PM

Please rate your overall level of satisfaction with IAC, their staff and management.

Answered: 32 Skipped: 2



Answer Choices	Responses
▼ Not satisfied at all	84.38% 27
▼ Satisfied	15.63% 5
▼ Unbelievably satisfied.	0.00% 0
Total	9/28/2015 32

they were good on selling us to join them, that's about it.

9/17/2015 8:27 AM

Our AC - terrific! Tech - quick turn around and very helpful and accessible. Other staff, not so much.

8/24/2015 8:24 PM

They seem to be more concerned with just bringing on more and more adoptive parents. Not doing anything for the very long waiters.

8/22/2015 5:07 PM

Originally high. Lately I have felt like I am a burden to the counselor and am treated as an afterthought.

8/22/2015 12:56 PM

We have complained about the level of service to management. We were offered a \$5,000 refund to leave their services.

8/21/2015 5:18 AM

I think IAC takes on way too many waiting families.

8/20/2015 8:45 AM

I HATE IAC! They are holding our money hostage and have not delivered on the promise they made!! They need to STOP taking on more families until they take care of those they have taken money from!!!

8/20/2015 6:20 AM

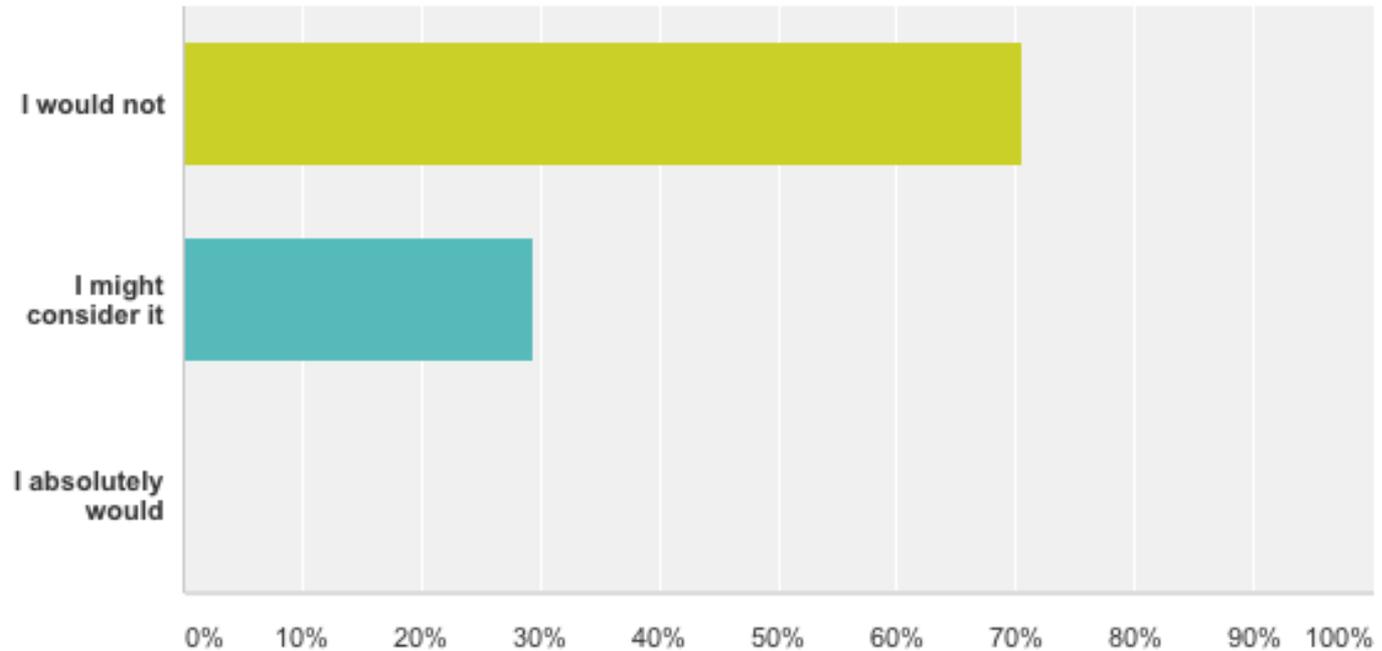
Our counselor is wonderful. Knowledgeable, supportive, and responsive. We just wish the agency's methods resulted in more/better contacts so that we had reason to utilize the many services we paid IAC for.

8/19/2015 8:43 PM

9/28/2015

Would you recommend IAC to other families seeking to adopt a child?

Answered: 34 Skipped: 0



Answer Choices	Responses
▼ I would not	70.59% 24
▼ I might consider it	29.41% 10
▼ I absolutely would	0.00% 0
Total	34

I would not - especially if folks are like us residing in non-IAC states. There's absolutely NO REASON if you live outside of an IAC state to sign with them. We will not be using them again.

9/17/2015 8:27 AM

I'd go the attorney route

8/25/2015 12:35 PM

I would recommend to anyone interested do their research and take a good strong look at their numbers. They appear to be transparent but then again, maybe not. The ratios or matches, adoptions, and waiting parents seems way off.

8/24/2015 8:24 PM

Don't do it, you will only be frustrated. So many other route to accomplish adoption, go find a lawyer.

I would tell adoptive parents to network with a local attorney as they have contacted us 7 times with potential birth moms and IAC has had zero.

8/23/2015 7:11 PM

I just adopted my baby with IAC and I'm beyond grateful for connecting with him. But we are now doing a second adoption and are using a different agency. I tell as many people as possible to run away from IAC.

8/20/2015 12:48 PM

Now going through the process, the attorney route is easier and cheaper and there are plenty of sites to market yourself

8/20/2015 10:59 AM

The wait times are very long and I believe their "wait time" statistics are manipulated. They don't reflect how many people give up after a long wait. They don't reflect how many people end up turning to facilitators, etc. Also, in their weekend intensive they don't really explain how hard many families end up having to work to try to find a match. They act like it works out if you sign up with IAC.

8/20/2015 8:45 AM

Initially we did recommend IAC to others, but as our wait drew on and we saw problems in IAC's practices that IAC refused to address, we've lost faith. We know couples who have just signed with IAC and are hoping they have better results than we have.

8/19/2015 8:43 PM

9/28/2015

Please share any other information about your experience working with IAC.

We do not feel they treated the BM properly, nor listened to us in regards to her - we feel they quickly dismissed her largely due to her being in a non-IAC state - we reside in a non-IAC state. That would mean IAC would not get the match or relinquishment fees. Why would they not go the extra mile for this situation if no money in it for them. They hid behind "red flags" that had no real merit. Even if BM who did intake, proved pregnancy turned out to be a "scam" we feel not enough "investigation" was done by IAC to fully determine that. If I was a BM, I would not work with IAC per the experience of this past situation.

9/17/2015 8:27 AM

I feel that the agency does not describe their stats clearly.

9/15/2015 8:01 PM

I felt their marketing materials were limiting and not very attractive. We were not allowed to really be ourselves and the wording they encouraged us to use felt awkward and formal. It seemed that you were pretty much on your own in terms of setting of websites. The only communication we had were the monthly emails about statistics and group meetings. It would have been nice to have them reach out more. Their only answer to what more can we do is to be more open with our preferences, but then I felt was if we were starting to lie just to get a match; that doesn't seem like a great way to start a relationship with someone.

8/26/2015 1:30 PM

I'm afraid to say too much because of retaliation. I shouldn't be feeling this way but I do.

8/24/2015 8:24 PM

This is our 2nd adoption, the first was quick and easy, there were problems with our counselor (he is no longer there) Also the intake back when we adopted was far lower, looking over stats now we do not believe there is anyway possible we'd get a child anytime soon. I think IAC needs to either up their staff or cut back on intakes.

8/24/2015 1:03 PM

9/28/2015

We were matched to adopt out of state. IAC did not follow up with out of state agency on birth mother counseling sessions, and did not find out that she had cancelled. We found out ourselves. When we decided to change our profile to include transracial adoption, several agency workers questioned our motives and delayed the process.

8/20/2015 4:43 PM

You are welcome to contact me directly for specific examples. But mostly I feel like IAC wants to start a movement on the backs of the hardworking client who give them the money to do so. Their service isn't anything like the well polished marketing machine they have to attract you and give them your money (all upfront, by the way, which is such a red flag). It feels very cult like. If you drink the Kool-Aid long enough and start repeating what they say, you just put yourself in a trance. It's when you have something tragic and awful happen (like a broken match, or a couple of them) when you realize that they don't care about you and the family you want to start. They care about the open adoption movement.

8/20/2015 12:48 PM

Working with IAC is truly "death by 1,000 paper cuts." They have never sent a letter to people admitting the CRISIS in the ENORMOUS disparity between waiting families and birth parent intakes. There is push back at every turn-- delayed response times, nitpicking over little things in our profile (literally "&" vs. "and" and when we asked, our A/C said we "we're on the high side of high maintenance." LIE.

8/20/2015 11:40 AM

The creative marketing team is useless...if you don't follow their format then you have a bad design. We had to outsource the design at an additional cost due to the hassle of the IAC team

8/20/2015 10:59 AM

I feel very disappointed that my husband and I signed up with IAC. It is just a lot of money down the drain. We are now signed with consultants because we don't hold out hope of adopting through the IAC process. Please keep my name confidential- waiting families also feel afraid to speak out as they worry that the IAC staff may take retribution on those who speak out by making their chances of adopting even lower than they already are.

8/20/2015 8:45 AM

We reached the point recently that we started to look down other avenues. We looked into adopting through our county and started the process of certifying for that, and we hired an adoption attorney (total extra legal fees will be about 40k) because we lost faith in IAC's ability to deliver. Approximately 1 month after signing with the attorney, we have matched with a birthmother due later this year. We feel like we wasted time and money signing on with IAC.

8/19/2015 8:43 PM

9/28/2015

Clinical director has listed herself as an ACSW for over a decade; in CA, this represents an Associate Clinical Social Worker status (meaning you are working toward licensure as an LCSW and this are working under and LCSW getting your hours (and must past licensure tests). The Clinical Director is NOT listed or registered as an ACSW in CA on the CA board of behavioral science. It's actually a misdemeanor in CA to misrepresent yourself w a professional title you don't hold. It also speaks to the fact she has been technically referring to her "expertise" as a pre-licensed student status. The typical person might be impressed w an ACSW title but after 3-4 decades with an MSW and you don't hold an LCSW, you truly have no business being a clinical director. Moreover, her "books" have no firsthand or empirically-based data but instead is anecdotal, at best. Not a "national expert." Pull the scientific studies on open adoption over the past 25 years: she is not referenced once. Also, the Executive Director, Ann does not have a valid license in the state of California, it has expired, it all seems questionable and unprofessional that these people are leading the organization.

8/23/2015 10:25 PM

In my opinion IAC should ALSO focus on their clients, not just birthmothers. More clients are coming in regularly and those us waiting are dismissed or lost in the shuffle.

8/22/2015 12:56 PM

I am very disappointed that the number of waiting families has grown almost 40% since we first committed to IAC while the birthparent intakes were about 50% more in July 2014 over July 2015.

8/21/2015 4:43 PM

We are disappointed in our excessive wait time. We are disappointed in the number of families growing. We are disappointed in the number of placements each year going down.

8/21/2015 5:18 AM

Email Comments

I'm not sure how much to say because we are still in the process.

However, if nothing happens by December we'll be done with IAC. We've been in the process for 24 months. This will be our second adoption through IAC.

Just not sure what and how much to say. My comments alone will identify me, based on my dealings with IAC this summer.

Thank you, thank you, thank you!!! PLEASE let me know how I can help beyond filling out the survey!!

My husband and I are doing it tonight. We are so thankful! Just last night talked about how we could get our money back from them. Let us know if there is any other way we can help.

We are extremely frustrated with IAC and their services. We have been waiting 3 1/2 years and they have not helped us to find a match. We have expressed our frustrations and asked many questions that don't seem to be answered. All they do for us is talk to us monthly and "help us through the difficult, long wait"..... Well, we would like to see evidence of them working for us and results!

Do you know there is a Facebook group called "Families with shared IAC experiences"? It is a secret Facebook group that has no affiliation with IAC. I have been part of the Facebook group for over a year now and it is very enlightening to see the wide array of experiences with IAC. If you are interested, I can have you join.

I have shared your email with other frustrated IAC folks and I hope they contact you to be involved in the survey.

9/28/2015

Email Comments

My name is xxxx xxxx and my Husband and I are currently on an indefinite hold with the IAC due to how unhappy we have been with them. For some reason I just can't seem to totally end the relationship because i feel like that is just kissing all the money we have put in good bye but i will 100% not be adopting through IAC.

We hope this will be brought to the highest level in IAC. We are in NY and the office is horrendous!

Good for you! Has anyone else reached out Ann or Kathleen or are you the first family that has taken this action? I would be more than willing to join forces if you ever need it. Please keep us posted.

I'm sure, I've felt like that when I would address communication breakdowns. I would love to take my money else where.

Business Trends

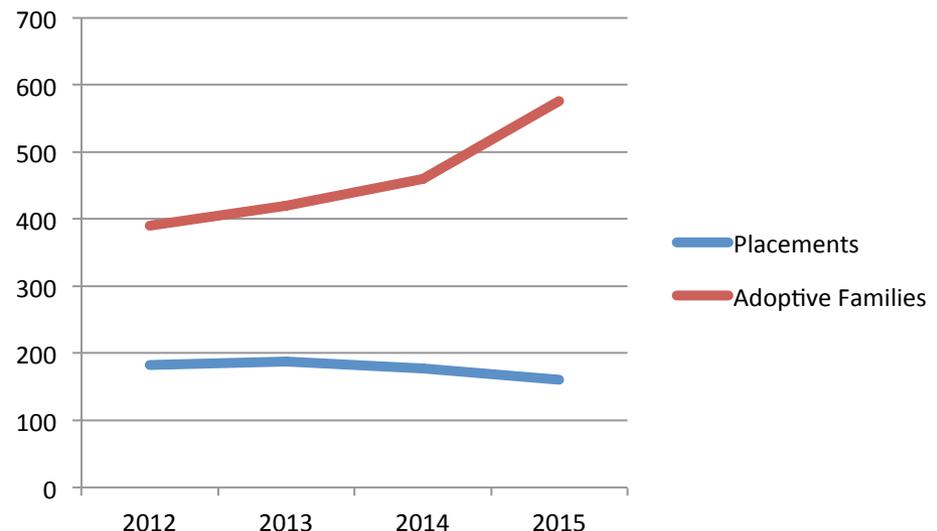
Deteriorating trends within the business indicate mismanagement and lack of sustainability over the long term if changes are not made. If IAC was to stop accepting adoptive families today, it would take over three years to work through the backlog of adoptive families, meaning IAC should have three years of operating reserves in place, they only have three months worth.

Client refunds have almost doubled as a percentage over the past three years

Client Refund Trends - an indicator of service delivery and satisfaction

	2011	2012	2013
Revenue	4645866	5233891	5732540
Refunds	277713	302675	530140
Refunds as a % of Revenue	5.98%	5.78%	9.25%

Divergent trends between placements and families represents an unsustainable long term situation



Deceptive and Misleading Advertising

Question for IAC – Understanding your business trends, family wait trends and customer satisfaction levels, do you believe this type of advertising is ethical, accurate and appropriate?

Google search results for "how to adopt a child in concord".

Search results include:

- California Child Adoption - AdoptionNetwork.com**
Ad www.adoptionnetwork.com/California
Birthmother & Adoptive Parent Help. Receive a free Info Kit Today!
ANLC in the Community | Adoption Success Stories
Want to adopt? Free Info | Video Testimonial Library
- Adopt a Baby Quickly - Nonprofit, Licensed Adoption Agency**
Ad www.adoptionhelp.org/ (800) 877-6736
Caring, Supportive Adoption Agency.
Professional · Licensed · Non-Profit
Free Guide - Pregnant? Start Here. - Adopt A baby
- How Does Adoption Work? - AmericanAdoptions.com**
Ad www.americanadoptions.com/ (800) 236-7846
Adoption Process Information 24/7 Call us & Find Out. No Obligation.
Your choice · Your baby · Your adoption plan
- Newborn Adoptions**
www.everlastingadoptions.com/
(877) 970-0328
Affordable, Safe, Low Cost Adoption
Caring, Personal, Fast Placements
- Kids waiting for adoption**
www.allgodschildren.org/adoption
Meet children ready for a family.
Are you ready to open your heart?
- Baby for adoption**
www.adoption.com/profiles
Find a family for your child with
Adoption.com Parent Profiles

Conclusion

- IAC is delivering an unacceptable service to clients which does not align with what has been promised – clients have been deceived
- The organization is not being managed in a sustainable manner, the continued increase in adoptive families combined with flat/ decreasing finalized adoption numbers makes the IAC business a Ponzi scheme that at some point will collapse, not being able to deliver services to the backlog of waiting families unless something changes
 - *It is illegal in the state of CA to accept money for services that you do not intend to or cannot deliver*
- Management has created a culture within IAC that is not client centric but rather condescending and punitive, preying on people's emotional state and desire to have a family of their own

Our Recommendations

- Reallocate IAC marketing budget from adoptive family growth to birth mom outreach until backlog is eliminated
- Realign internal resources to focus on BM generation until backlog is resolved
- Develop enhanced community based BM outreach programs in each IAC state – feet on the ground
- Institute a cultural change program within IAC that puts the customer first, it's the only way to manage a sustainable business
- Evaluate all adoptive family marketing materials and class curriculum to ensure false promises are not being made and expectations are set appropriately – remove data from 2006!
- Openly communicate with clients about the backlog challenge and your plans to fix it along with actions to address other challenges identified herein

Our Next Steps

- Provide the survey results and a summary of our meeting today to all 42 responders and related online groups
- Further action on our part and the part of the responder group will be determined by the formal IAC response and specific proposed actions that address the issues uncovered in the survey