



OMB No. 0915-0212  
Exp. Date: XX/XX/20XX

## Attachment E: Online Survey

**Project:** NHSC Brand and Materials Testing Online Survey with Secondary Audiences  
**Client:** Health Resources and Services Administration, National Health Service Corps

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## **SURVEY INVITATION EMAIL**

The Health Resources and Services Administration (HRSA) is currently working on a campaign to rebrand, market, and promote the National Health Service Corps (NHSC). The objectives of this campaign include recruitment of additional clinicians, as well as to better meet the needs of current members, program partners, alumni, and other key stakeholders. Toward this end, the NHSC has contracted with AED to develop a Web-based survey to gather information to inform the development of the new brand elements, key messages, and some communications materials. The goal of the survey is to understand which new elements, messages, and materials are most appealing and how they can be improved.

We hope that you will complete this brief survey by following the link below. The survey should take about 15 minutes to complete.

[Insert link to survey]

If you have any questions about the NHSC and this survey, feel free to contact [insert contact] at [number or email].

If you experience any technical difficulties, please contact the survey administrator at [insert contact].

Thank you in advance for supporting the work of HRSA and the National Health Service Corps.

[Insert Signature of Sender]

## INTRODUCTION

Thank you for agreeing to complete this brief survey to help us gather feedback on National Health Service Corps brand elements, key messages and some materials currently being developed for the Health Resources and Services Administration. This survey should take approximately 15 minutes to complete. Your participation is extremely valuable and will help HRSA determine how to make the most effective changes in order to better meet the needs of all NHSC stakeholders. To continue, please click on the NEXT button below.

**Privacy Statement:** Your participation in this survey is completely voluntary. Please be assured that your responses will be kept secure and your identity will not be disclosed to anyone outside of the research team at AED, the contractor tasked by HRSA to administer this survey. All data will be reported in the aggregate only, and your name will not be included in any reports. You may skip any questions that you prefer not to answer or withdraw at any point during the survey.

## SURVEY QUESTIONS

### A. Background/Demographics

1. Which of the following describe your current relationship with the National Health Service Corps (NHSC) [check all that apply]:
  - Member Clinician
  - Alumnus/Alumna
  - NHSC-approved Site
  - Partner/Stakeholder
  - Ambassador
  - Other (please describe): \_\_\_\_\_
  
2. Approximately how many years have you been affiliated with the NHSC? \_\_\_\_\_
  
3. What is your current job title? \_\_\_\_\_
  
4. What city and state do you live in?  
City \_\_\_\_\_  
State \_\_\_\_\_

### B. Brand Elements

5. A mission statement is a short, written statement about the purpose of an organization that explains why it exists and what it hopes to achieve. A mission statement also articulates the organization's values and its work. A mission statement has been drafted for the National Health Service Corps:

[Insert draft mission statement]

- 5a. Thinking about the NHSC, how much do you agree that this draft mission statement represents the purpose of the NHSC?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

- 5b. We would like to get your opinion on the words and phrases used in the draft mission statement. Looking at the following statements, please click once on the words or phrases that you like the most (green), and twice on those you dislike (red).

[Insert draft mission statement]

6. Which of these three logos do you think best reflects the mission of the National Health Service Corps?

[Insert images of the three logos]

- 6a. Please rank the following logos in order of preference (most preferred at the top)

- Logo A
- Logo B
- Logo C

- 6b. Please describe what you like best about the logo you preferred the most.

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- 6c. Please indicate how you think the logo you preferred the most logo could be improved to better represent the NHSC.

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7. Taglines are phrases that are used to define or represent the mission or identity of a program or organization. Taglines are often used in conjunction with a logo, but not always. For example, GE: “Imagination at Work” or SC Johnson: “A Family Company.”

7a. Please read the following possible taglines for the National Health Service Corps and rank them in the order of your preference (most preferred at the top).

- [Insert Tagline A]
- [Insert Tagline B]
- [Insert Tagline C]

7b. Describe what you like best about the tagline you preferred the most.

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7c. Please indicate how you think this tagline could be improved to better represent the NHSC.

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7d. We would like to get your opinion on the words and phrases used in these taglines. Looking at all the taglines again, please click once on the words or phrases that you like the most (green), and twice on those you most dislike (red).

[Insert Taglines A, B, and C]

### **C. Terminology and Loan Repayment Offer**

8. 8a. The Ambassador Program supports the National Health Service Corps. Are you familiar with the NHSC Ambassador Program?

- Yes
- No
- Not sure

8b. NHSC alumni and friends who volunteer to educate, advocate, mentor, recruit and train others about the NHSC are referred to as “Ambassadors.” How well do you think this term reflects people with this role?

- Not so well
- Somewhat well
- Not sure

8c. Please list any other terms or words you think better describe this role.

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9. As you know, a primary function of the National Health Service Corps is to help clinicians repay their student loans in exchange for a service commitment. We would like to show you a few different ways that the loan repayment offer could be presented, and get your opinion on them.

Of the ones presented below, which offer do you think would be most appealing to a prospective NHSC clinician? Please rank the following offers in order of preferences (most preferred at the top).

- [Insert Offer A]
- [Insert Offer B]
- [Insert Offer C]
- [Insert Offer D]

#### **D. NHSC Materials**

10. The NHSC is developing a toolkit to welcome new clinicians into the NHSC community, help them understand NHSC program requirements, and provide tools and information about how to spread the word to others about joining the NHSC.

Listed below is some proposed content to include in this toolkit for new clinicians:

- **Welcome** (letter, getting settled, new Awardee Conferences, timeline of key events)
- **Program Materials** (how to stay in compliance, 6-month verification, other submissions and forms, requesting TA)
- **Sharing with Others** (materials to share with other providers, factsheets, eligibility and application checklists)
- **Staying in Touch** (Facebook, Twitter, Ambassadors, other NHSC community-building activities)
- **Resources** (e.g., how to order other HRSA materials and how to use them).

10a. What else should be included in a toolkit for new clinicians?

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10b. In what format do you think this toolkit would be most useful to new clinicians?

- Hard-copy binder/folder
- DVD
- Flash-drive
- Online (downloadable)
- Other (please specify): \_\_\_\_\_

**(Set skip pattern so that only NHSC sites are asked Q11, 12 and 13 - based on response to Q1)**

11. The NHSC is developing a toolkit to welcome new NHSC-approved sites into the NHSC community, help them understand NHSC program requirements, and provide them with recruitment resources and tools for spreading the word to their clinicians and other sites about joining the NHSC.

Listed below is some proposed content to include in this toolkit for new NHSC-approved sites:

- **Welcome** (letter, getting started, contact information for PCO and key HRSA staff)
- **Program Materials** (how to request vacancies, staying in compliance, reapplication, other submissions and forms, requesting TA, recruitment and retention trainings)
- **Recruiting Providers** (materials to share with providers, factsheets, eligibility and application checklists, templates and guides, requesting TA, recruitment partners)
- **Staying in Touch** (Facebook, Twitter, Ambassadors, NHSC partners, other NHSC community-building activities)
- **Resources** (tools to use in recruitment and ways to get information)

11a. What else should be included in a toolkit for new NHSC sites?

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11b. In what format do you think this toolkit would be most useful to new NHSC-approved sites?

- Hard-copy/printed on paper
- DVD
- Flash-drive
- Online (downloadable)
- Other (please specify): \_\_\_\_\_

12. NHSC-approved sites are required to indicate that they are in fact an NHSC site. Below are 4 designs for a window decal that sites would be able to place in their front window or door to help them do this. Which of these designs do you think does the best job of communicating that a site is an NHSC site?

[Insert images of the 4 decal designs]

12a. Please rank the following decals in order of preference (most preferred at the top)

- Decal A
- Decal B
- Decal C
- Decal D

12b. Describe what you like best about the decal you preferred the most.

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12c. Please indicate how you think this decal could be improved to better represent the NHSC at program sites.

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12d. We would like to get your opinion on the words and design elements used in these decal concepts. Looking at all the decals again, please click once on the words or design elements that you like the most (green), and twice on those you most dislike (red).

[Insert Decals A, B, C, and D]

13. NHSC-approved sites are also required to post a sign that lets visitors know the site meets certain NHSC requirements, such as offering a sliding fee scale and accepting Medicare, Medicaid and the Children's Health Insurance Plan. If NHSC were to produce this sign for your facility, what format for this sign would you most prefer?

13a. Please rank the following possible formats in order of preference (most preferred at the top)

- Poster
- Placemat-type sign (lays flat on top of a reception desk)
- Table tent
- Sign that stands up for display (and sits on a reception desk)

13b. What other formats would you suggest for this NHSC policy



statement?

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14. Which of the following ways of communicating with and updating you about the NHSC do you prefer? (check all that apply.)

- Factsheets or flyers
- Brochures or pamphlets
- On-site presentations by NHSC staff
- Presentations, sessions, or displays at professional associations or meetings
- Teleconferences or conference calls
- NHSC hotline
- Email communications
- Listserv updates
- NHSC Web site
- Webinars
- New social media sites (e.g., Facebook, MySpace, and Twitter)
- Video, DVD, or online video clips
- Other (please describe): \_\_\_\_\_

#### **E. Conclusion**

15. Is there anything else you'd like to share with us about the NHSC, its brand image, key program messages, and communications materials?

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*Thank you for completing this survey. Your feedback is extremely valued and will be used as we improve messages and materials for the National Health Service Corps.*