

Health Resources and Services Administration
SUPPORTING STATEMENT
Bureau of Clinician Recruitment Services (BCRS)
Communications Materials Assessment

A. Justification

1. Circumstances of Information Collection

The Health Resources and Services Administration (HRSA) currently has approval under the generic clearance, Office of Management and Budget (OMB) Control No. 0915-0212, to conduct customer satisfaction surveys and focus groups. This collection of information helps fulfill the requirements of:

- a. Executive Order 12862, "Setting Customer Service Standards," which directs Agencies to continually reform their management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector.

This is a request for OMB approval of qualitative voluntary customer satisfaction feedback obtained through focus groups under HRSA's generic clearance.

Executive Order 12862 directs agencies that "provide significant services directly to the public" to "survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services."

This statement is a request from the Bureau of Clinician Recruitment Services (BCRS), part of the Health Resources and Services Administration (HRSA), for Office of Management and Budget (OMB) approval to garner feedback on BCRS Nursing Programs and assess new communications campaign materials for the Nursing Education Loan Repayment Program (NELRP) and the Nursing Scholarship Program (NSP). Clearance is requested for in-person focus groups, online focus groups and telephone interviews completed among stakeholders, participants and prospective participants in the NELRP and NSP programs. The data collection effort is designed to gather information on communications campaign materials that will impact BCRS programs.

BCRS is developing communications materials in order to more efficiently and effectively communicate the benefits of programs to stakeholders and current and perspective participants. Recommendations and feedback from the focus groups and telephone interviews will be incorporated into the messaging, materials and identity for which OMB clearance is being requested.

MATERIALS TO BE EVALUATED

BCRS aims to evaluate the effectiveness of several communications tools – messaging, potential program names and potential program logos– that are being tested to determine whether they are effective at conveying the programs' desired identity, attributes and benefits to target audiences. Stimulus materials for the focus groups and telephone interviews will include descriptive

language, potential program names and logo types / design concepts.

2. Purpose and Use of the Information

BCRS aims to collect feedback from current NSP and NELRP participants; prospective NSP and NELRP participants; critical shortage facility administrators; deans, administrators and financial aid directors at schools of nursing, including Historically Black Colleges and Universities (HBCU) Schools of Nursing and Nursing Schools located in Hispanic Serving Institutions (HSIs), Tribal Colleges and Universities (TCUs) and Community Colleges; and administrators from community colleges, and administrators from pipeline programs such as Area Health Education Centers, Student/Resident Experiences and Rotations in Community Health (SEARCH) and Health Careers Opportunity Program.

Prospective NSP and NELRP participants will be determined based on the following criteria and they will be found through the use of proprietary lists of our host facilities of practicing nurses and nursing students and nurse faculty who are engaged with qualifying facilities/schools. We will also use purchased/rented lists if/as needed that meet the required qualifications.

- **A.** [NSP] Enrolled or accepted for enrollment in a professional registered nurse program (baccalaureate, graduate, associate degree, or diploma) at accredited school of nursing located in a U.S. state or territory and eligible for scholarship **and/or** loan repayment programs.
 - Free from any Federal judgment liens
 - Free from existing service commitments
 - Not delinquent on a Federal debt
- **B.** [NELRP] Have received a bachelor's degree, a master's degree, an associate degree, a diploma or a doctoral degree in nursing and eligible for loan repayment programs.
 - Be employed as a full-time RN or nurse practitioner, defined as at least 32 hours per week, at a public or private nonprofit Critical Shortage Facility (A health care facility located in, designated as, or serving a primary medical care or mental health, Health Professional Shortage Area (HPSA))
 - Prospective NELRP applicants who are nurses would have to be working in a CSF to qualify for the focus groups. Potential NELRP applicants who are nurse faculty members at a nursing school would have to be employed by an accredited public or private nonprofit school of nursing.

The purpose is to discover and understand current perceptions, challenges, expectations, and information needs as it applies to messaging, potential naming, potential logos and program identity. The information gathered will ensure that the messaging, materials and other information disseminated are effective, relevant, and useful to target audiences.

Information obtained through this assessment will deliver strategic and actionable guidance for refining of messaging, materials and identity of the programs. Without this information BCRS risks the possibility of inefficiently and ineffectively communicating the purpose and benefits of

the programs to current and prospective participants and stakeholders.

This data collection is designed to answer questions in the following categories:

1. Perspectives on the field of nursing
2. Awareness and knowledge of the HRSA/BCRS Nursing Programs
3. Evaluation of potential messaging for the HRSA/BCRS Nursing Programs
4. Evaluation of potential names and logos for the HRSA/BCRS Nursing Programs

BCRS has identified target regions and categories of prospective assessment participants. The data will be collected through two in-person focus groups, four online focus groups and 24 telephone in-depth interviews over the course of one month.

The two in-person focus groups will be voluntary and will be conducted by Russell Research in Philadelphia, as this location requires limited travel and therefore minimize expenses. The focus groups will last two hours and will consist of eight to ten respondents each, selected from prospective NELRP and NSP participants, which includes nursing students, nurses, nurse practitioners and nursing faculty. The purpose is to better understand prospective program participant needs, awareness and resonance to messages and creative (prospective names and logos) for the NSP and NELRP programs.

The four online focus groups will be voluntary and will be conducted by Stratalys Research. The online focus groups will last approximately 90 minutes and will include 13 to 15 respondents each, selected from current and prospective NELRP and NSP participants, including nursing students, nurses, nurse practitioners and nursing faculty. The purpose is to provide feedback and guidance to inform messaging, communications materials, and creative (prospective names and logos).

The 24 telephone interviews will be voluntary and will be conducted by Russell Research. The telephone interviews will consist of conversations with critical shortage facility administrators; deans, administrators and financial aid directors at schools of nursing, including Historically Black Colleges and Universities (HBCU) Schools of Nursing and Nursing Schools located in Hispanic Serving Institutions (HSIs), Tribal Colleges and Universities (TCUs) and Community Colleges; and administrators from community colleges, and administrators from pipeline programs such as Area Health Education Centers, SEARCH and Health Careers Opportunity Program. Participants will be allowed access to a password protected website to see and respond to creative stimuli—these may include message concepts, names, logo designs, descriptive language. The purpose is to provide feedback and guidance to inform messaging, communications materials, and creative (prospective names and logos).

3. Use of Improved Information Technology

To reduce respondent burden, four of the six focus groups will be deployed and submitted using an online, password protected electronic tool. These online focus groups will be conducted by Stratalys Research, using their proprietary online focus group platform. This unique tool gathers individual feedback from participants (such as ratings and rankings of positioning statements,

messages and creative) as well as engages the group in a robust discussion – thereby controlling for “group think.” It also cost effectively allows for the recruitment of a highly targeted national sample based on various client-approved criteria. In addition, use of online focus groups will ensure quality and accurate collection of data, while also providing the greatest privacy to respondents and the least burden of time on respondents. An online focus group will allow participants to be more candid than they might be in an in-person focus groups. Respondents will be recruited from email lists and to ensure that they have computer access. They will be they will be qualified to participate by the previously noted criteria. We will not discriminate by typing speed, just as we would not discriminate in an in-person group In addition, 24 in-depth interviews will be conducted over the telephone instead of in-person in order to reduce respondent burden.

4. Efforts to Avoid Duplication

BCRS has taken steps to ensure that the proposed data collection does not duplicate ongoing efforts and that no existing data sets would address the proposed focus group and interview questions. BCRS has searched existing Federal studies, studies from other prominent research institutions, and other government agencies to confirm that the information gathered is not currently being collected. Evaluation and review of messaging, identity and communications materials for NELRP and NSP has not been developed previously.

5. Involvement of Small Entities

BCRS efforts will not be affecting the day-to-day conduct of small businesses or other small entities.

6. Consequences if Information Collected Less Frequently

This is a one-time only project of limited duration with significant benefits. Not collecting the information will result in a limited knowledge base for making consequential decisions about NELRP and NSP, messaging and creative (potential names and logos). Use of such information is industry best practice and will be used here to help in the creation of an identity for the NELRP and NSP programs and the BCRS nursing efforts as a whole.

7. Consistency With the Guidelines in 5 CFR 1320.5(d)(2)

These surveys will be implemented in a manner fully consistent with 5 CFR 1320.5(d)(2).

8. Consultation Outside the Agency

In accordance with 5 CFR 1320.8(d), on April 24, 2009, a 30 day notice was published in the Federal Register for HRSA’s generic clearance, OMB Control No. 0915-0212 (Vol. 74, Page 18726). No public comments were received.

9. Remuneration of Respondents

The participants actively involved in the assessment activities will receive remuneration, based on current industry standards for recruiting these types and levels of respondents. This remuneration is designed to encourage participation in the two in-person focus groups, four online focus groups and the 24 telephone interviews.

The level of honorarium per respondent is slightly higher than general population groups or simple recruitment for just nurses. The criteria for participation in these groups are quite stringent, and these are independent individuals, with complex schedules who are not necessarily committed to participate. Our experience and that of the research suppliers indicates this level of honorarium is necessary to secure agreement and strongly encourage participation among the recruited individuals. Incentives allotted for this work are:

- In-person focus groups – \$250 nurses and nurse faculty, \$150 students
- In-depth interviews – \$100
- Online focus groups – \$75 for program participants, \$100 for program prospects

10. Assurance of Confidentiality

To date, the HRSA customer satisfaction surveys have not collected personally identifiable information from respondents.

Ogilvy will work with Russell Research in the execution of the two in-person focus groups and 24 telephone interviews, and with Stratalys Research for the four online focus groups. Russell Research and Stratalys Research follow the Casro Code of Standards and Ethics for Survey Research and ICC/ESOMAR International Code on Market and Social Research guidelines. Russell Research and Stratalys Research will maintain the respondent lists, including email addresses, through the course of this assessment and will then destroy/delete the lists upon completion of the study. Ogilvy, Russell Research and Stratalys Research will ensure respondent confidentiality, consistent with the Privacy Act.

The in-person and online focus groups and telephone interviews will be anonymous. Some demographic information (e.g., discipline, gender, and number of years in profession) will be collected, but the information is insufficient to identify an individual. The final report to BCRS will aggregate the respondents' characteristics. No data will be displayed on an individual basis.

Similar to language provided by the OMB, BCRS intends to use the following language in the information collection survey instrument: "Your answers will not be disclosed to anyone but the researchers conducting this study."

11. Questions of a Sensitive Nature

The nature of this information collection is such that it does not require the respondent to disclose sensitive or personal information.

12. Estimates of Annualized Hour Burden

Respondents will participate in one of the six focus groups or one of 24 telephone interviews over the course of one month. Each in-person focus group will last 120 minutes, each online focus group will last 90 minutes and each phone interview will last 45 minutes. Included below in the hours per respondent is some time needed for recruitment/screening in addition to the actual participation in the group or interview. Estimates of response hour burden to respondents are cited in Table 1 below. For each respondent included in the sample, estimated wage rates from the U.S. Department of Labor, Bureau of Labor Statistics (Available at <http://stats.bls.gov/oes>. Accessed 2/29/12) were used. As our respondent pool will include RNs, Nurse Practitioners and administrative personnel we have used an average wage rate in consideration of the variance in seen between job titles and facilities in different geographic regions.

TABLE 1: ESTIMATED DATA COLLECTION BURDEN HOURS

Type of Collection	Total Number of Respondents	Responses per Respondent	Total Responses	Hours per Respondent	Total Burden Hours	Wage Rate (Hourly)	Total Cost
In-Person Focus Groups	20	1	20	2.25	45	\$32.56	\$1,465.20
Online Focus Group, Current Participants	30	1	30	1.75	52.5	\$32.56	\$1,709.40
Online Focus Group, Prospective Participants	30	1	30	1.75	52.5	\$32.56	\$1,709.40
Telephone Interview	24	1	24	1.50	36	\$32.56	\$1,172.16
Total	104	1	104		186	\$32.56 (avg.)	\$6,056.16

Planned frequency of information collection:

The focus groups and telephone interviews are a one-time project which, including analyses and reporting will extend over a six week period.

13. Estimates of Annualized Cost Burden to Respondents

Respondents will not incur capital, start-up, operational, or maintenance costs as a result of participation in this information collection. Respondents will be able to answer all questions without referring to their records and do not need any type of special equipment or processes to complete this information collection. The only cost to respondents is their time to participate in the project.

14. Estimates of Annualized Cost to the Government

The annualized cost to the government for conducting the evaluation amounts to \$150,000. Cost estimates cover the development, deployment, data collection, and analysis of the data, including:

- Development of screener and guideline requirements for focus groups and interviews;
- Deployment of the focus groups and interviews, and management of implementation;
- Data analysis and reporting; and
- Creation of a final written summary reports for BCRS.

	Costs
Ogilvy Washington	\$45,563.05
HRSA/BCRS	\$ 6,000.00
Russell Research	\$47,800.00 +/-10%
Stratalys Research	\$51,500.00 +/-10%

15. Change in Burden

Not Applicable. This is a new activity under HRSA’s generic clearance and will be included in the total burden currently approved by OMB under OMB Control No. 0915-0212.

16. Plans for Analysis and Timetable of Key Activities

The project will take place over approximately two months—we estimate six weeks after OMB approval. The information gathered will be limited for program, messaging, identity and material improvement. BCRS intends to report the information collection results exclusively for internal use or to inform communications activities.

TABLE2: PROJECT TIME SCHEDULE

Activity	
Begin data collection.	1 week after OMB approval
Finish data collection.	4 weeks after OMB approval
Data analysis & reporting	5-6 weeks after OMB approval
Begin using results for communications materials, messaging and identity	6 weeks after OMB approval

ANALYSIS PLAN

Under the guidance and direction of BCRS, Ogilvy will conduct qualitative analysis of the data collected. At the close of the six focus groups and 24 telephone interviews, key findings will be summarized with strategic implications and recommendations. Results will be used to refine communications materials, messaging and identity to best engage stakeholders and prospective

and current NELRP and NSP participants in the future.

Ogilvy will work with Russell Research and Stratalys Research in the execution of the focus groups and telephone interviews. The analysis results will be presented in a final report to BCRS. The report will specifically address and contain findings on:

- Knowledge, attitudes and perspectives of respondents on NELRP and NSP.
- Effectiveness of NELRP and NSP messaging, materials and identity.
- Satisfaction of respondents with materials and messaging.

Researchers will examine the data collected in response to the focus groups and interviews, and will examine findings and explore differences across segments of the target audience. While the majority of data collected through in-person and online focus groups, as well as the in-depth interviews, will be qualitative, some closed-ended questions will be included to collect quantitative data. Findings will be used for internal purposes only and will not be generalized to the public. There are no plans to publish any results.

17. Exemption for Display of Expiration Date

No exemption is being requested. The expiration date will be displayed.

18. Certifications

This information collection activity will comply with the requirements in 5 CFR 1320.9.