

# Community Insights Frequently Asked Questions

## What is Community Insights?

Community Insights is a solution that allows you to garner feedback from your desired audience through fully customizable surveys, point-in-time surveys. Depending on your contract, you will have access to different participant sources which are detailed in this document.

## Community Insights Timeline

### What is the typical timeline for a Community Insights project?

An Excel file containing the raw data and initial results can be provided as early as four weeks after a project is submitted. The PowerPoint results presentation containing the survey's results can be provided as early as six weeks after a project is submitted.

Please keep in mind the timeline can fluctuate based on the time needed to edit the survey draft, approve the project to move forward, and field all applicable responses. The length of time the survey is in field may be impacted by the target criteria used for participants. The steps below outline the general Community Insights process, and all timelines are approximate.

Week 1	Community Insights submission form is received
	Customer Research Team provides survey draft and sampling plan recommendation 1 week later
	Discuss changes to the survey draft and sampling plan
Week 2-3	Customer Research Team launches the survey 5-7 business days after approval for launch
	Customer Research Team closes the survey 1 week after launch
Week 4	Customer Research Team can provide an Excel file containing the raw data and initial survey results upon request
Week 5-6	Customer Research Team provides PowerPoint report of survey results 10-15 business days after survey close

## Can we expedite the Community Insights process?

Community Insights has a standard timeline; however, you can help expedite the process by following the tips below:

- Complete the Community Insights submission form as soon as possible
- Be flexible on demographics and geography
- Be responsive to communication about the project
- Request a raw data file once the survey closes

## Participant Sources

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### Who can I survey?

Depending on your contract, you will have access to different participant sources. If you have questions about what sources you have access to, please contact your Customer Success Manager.

**Online Patient Community:** Patients opt-in through the Experience survey to join your Online Patient Community where they are invited to regularly participate in surveys distributed by NRC Health. NRC Health manages the Online Patient Community dashboard and sends surveys directly to opt-ins via an email using your organization's branding.

**Consumer Panel:** NRC Health partners with consumer panel providers to help field our surveys and ensure quality responses. Panel respondents have opted-in to take surveys that are routinely sent to them to complete (not always healthcare related, and not just from NRC Health), and are incentivized to complete these surveys. We request feasibility with the panel providers to determine how many completes we can expect to receive for each unique study, based on your specified demographic criteria (age, gender, insurance type, parents, etc.) and geographical area.

**Open Link:** After programming the survey, the Customer Research team will provide a link that your organization distributes. You may place the link anywhere you would like to, such as a website, newsletters, patient portal/app, QR code, social media, emails sent by your organization, etc.

**Email List Provided by Organization:** You securely send NRC Health a list of email addresses to survey. Those on the list must have opted in to receive communication from your organization (cannot be a list buy). This list could include patients, donors, employees, or community members. Email lists provided by your organization typically see, on average, a 2%-5% response rate.

### How do respondents take surveys?

Our surveys are web-based surveys. We do not have the ability to conduct surveys via text, phone call, or on paper. Respondents can take surveys on either a computer, tablet, or smartphone device.

## Is there a limit on the number of people I can survey?

For Online Patient Community, open link, and organization provided email list surveys, there is not a limit on the number of people you can survey. For consumer panel surveys, there is a limit on the number of people you can survey. Organizations with access to consumer panel typically have 1,000 panel responses that they can distribute across multiple surveys within a contract year.

## What is your recommended minimum sample size (n-size) for a survey?

We recommend a minimum of 100 completes for a study in order to deliver data which is statistically reliable. 100 completes returns a standard error range of  $\pm 9.8\%$  at the 95% confidence interval.

## Can I specify the type of respondents I would like to take the survey?

Yes. We can target respondents by certain demographic, experience, and geographic criteria. Please note that if the demographic or experience criteria and geographical area is narrowed for a particular study, the number of expected completes will decrease, and the length of time the survey is in field could increase.

## Can I follow up with survey respondents after the survey has closed?

This will depend on the participant source. Following up with consumer panelists is not allowed and we do not collect identifying information from this source. For all other sources, a question should be included in the survey asking if the participants would like to be contacted and, if so, to provide their contact information.

## Survey

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### How many questions can I ask on a survey?

**Online patient community studies:** We recommend limiting surveys sent to this audience to 5-10 questions (5 minutes or less) to prevent survey fatigue. Because we capture demographic information on these patients, we do not need to ask standard demographic questions unless requested. We start to see a decreased response rate from this community when surveys are too long (over 10 questions) or too frequent (more than one survey a month).

**Studies using consumer panel, a link distributed by your organization, or an email list provided by your organization:** We recommend limiting surveys sent to these audiences to 15-25 questions (10-15 core questions and 5-10 demographic questions) or between 5-10 minutes. This ensures that all captured responses are thoughtful and actionable to the goals of your organization/study by avoiding survey fatigue.

### Are these surveys customizable or do I have to choose from a database of questions?

Our surveys are fully customizable, and we welcome your collaboration and feedback during the draft process. We will provide our suggestions to survey questions and response options.

### **Can I see examples of survey drafts?**

Yes, please reach out to your Customer Success Manager for examples. We have a database of nearly 500 examples of survey drafts our team has written. Some common survey topics include journey mapping, service line selection process, health system perceptions, facility awareness, media behaviors or preferences, patient experience, advertising recall, facility naming, tagline testing, and much more.

### **How many surveys can I conduct?**

The number of surveys you can conduct will be dependent on your contract. Please reach out to your Customer Success Manager if you are unsure. For Online Patient Community studies, we recommend surveying once per month or less often to ensure opt-ins are not overburdened and all data collected is actionable.

### **How are potential survey respondents notified to take the survey?**

Consumer panelists are notified by panel providers about new surveys. NRC Health does not manage the communication sent to consumer panelists about new surveys.

For Online Patient Community and email list studies, NRC Health sends the individuals an email invitation that uses your organization's branding to take the study with an opt-out option.

For open link studies, the Customer Research team will provide a link that your organization distributes. The link may be used anywhere you would like, such as a website, newsletters, patient portal/app, QR code, social media, emails sent by your organization, etc.

### **Can I test the survey before it is launched?**

Yes, please let us know prior to programming if you would like to test the survey. We can provide a test link after the survey is programmed and will await your final confirmation before launching.

### **Can you field surveys in a language other than English?**

At this time, we can field studies in English and Spanish. In order to field a survey in Spanish, we must have 50 or more potential respondents available to send the survey to who have a preferred language of Spanish. If Spanish is included in your survey, it will extend the time for programming the survey from 5-7 business days to 7-10 business days.

## **General Questions**

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### **How are the results delivered to me?**

It is our standard practice to provide a PowerPoint report analyzing your survey's results 10-15 business days after the survey closes. Upon request, we can provide an Excel file with the aggregated percentages and raw data within one day of the survey closing.

## How do patients join the Online Patient Community?

After a patient has a healthcare encounter, they are sent an Experience survey. At the end of the survey, respondents are asked this question:

Would you be willing to join our online patient community and provide periodic feedback that will help us continue improving the care we deliver to patients?

- Yes, I would like to be a part of the patient feedback community!
- No thanks, not at this time
- N/A, I am already a member of this patient feedback community

## Can the data be segmented a certain way when reviewing the results?

Yes, based on your study's total n-size and the n-size of your requested segments, NRC Health will evaluate whether we can support your segmentation request when analyzing the results. Dependent on that, please note that we can accommodate showing results for up to two segment groups in the results presentation (e.g., gender and age; income and insurance type; market and facility awareness). We recommend having no fewer than 100 respondents in a segment to ensure statistically reliable data. We can provide an Excel file with additional segments upon request.

## Can the results of multiple surveys be trended over time?

Yes, to ensure reliable comparison of the data between survey iterations, minimal changes should be made to the survey questions and sample source.

## Question Types

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### Can images or videos be shown in surveys?

Yes, they can. We ask for high resolution images in a .jpeg, .png, or .gif format, with a maximum file size of 2MB. If needed, images can be sent as a PDF. Videos must be published on YouTube or Vimeo, with the embed capability enabled. Our survey platform cannot accommodate videos in a MP4 format.

When sharing any images or videos with our team, please ensure all text and images are clear and easily readable.

### What types of questions can your survey platform accommodate?

Please review the table below, which contains the question types available in Community Insights surveys.

Question Type	Description														
Single Select <sup>*A</sup>	Select one answer from a list of response options.														
Multi-Select <sup>*A</sup>	Select multiple answer options from a list of response options.														
Dropdown Menu <sup>*</sup>	Select one answer from a dropdown menu of response options.														
Single Select Grid <sup>*</sup>	Select one column response for each row in a grid-style question.														
Multi-Select Grid <sup>*</sup>	Select multiple column responses for each row in a grid-style question.														
This or That <sup>*</sup>	Grid-style question with labels at both ends of each row. Select one answer for each row. <div><table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td></td></tr><tr><td>Ambitious</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td>Unmotivated</td></tr></table></div>		1	2	3	4	5		Ambitious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unmotivated
	1	2	3	4	5										
Ambitious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unmotivated									
Rank Sort <sup>*</sup>	Rank the order of a list of response options. Participants can rank all response options or only a certain number of the response options (top 3, top 5, etc.).														
Card Sort <sup>*</sup>	Single or multi-select options. Respondents place “cards” (items) into “buckets” (categories).														
Open End	Short-form alphanumeric field for respondents to type verbatim comments.														
Essay	Longer-form alphanumeric field for respondents to type verbatim comments.														
Number Entry	Open end response format that only allows numeric values.														
Autosum	Open end numeric field with multiple rows. Answers for all rows combined must equal a certain number or percentage.														
Image Viewing	Images can be displayed to respondents with all the above question options. Respondents cannot interact with the images.														
Video Viewing	Videos can be displayed with all the above question options. However, NRC Health recommends displaying videos on their own “page” to reduce respondent distraction.														
Audio Player	Audio files can be played for respondents with all the above question options. However, NRC Health recommends displaying audio clips on their own “page” to reduce respondent distraction.														
ReCAPTCHA Elements	Google reCAPTCHA elements are logic puzzles that verify the respondent is human.														

\*Asterisks denote question types that allow “randomizing” response options (rotating rows and/or columns so respondents see the response options in different orders).

<sup>A</sup> “A” superscript denotes question types that allow for open end responses to be included in the list of response options (e.g., “Other, please specify: \_\_\_\_\_”).

General notes: Skip logic and answer piping is available for most question types. NRC Health recommends 15 or fewer response options per question, but this recommended limit may decrease for more complex question formats such as grid questions.