

# Implementing Non-Monetary Incentives in the National Sample Survey of Registered Nurses

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U.S. Census Bureau

*\*Any views expressed are those of the author(s) and not necessarily those of the U.S. Census Bureau.*

# NSSRN Background

- NSSRN has served as the cornerstone of nursing workforce data since the late-1970s.
- The 2018 NSSRN was the first time the U.S. Census Bureau administered the survey.
- The 2018 NSSRN had a sample of about 100,000 Registered Nurses and Nurse Practitioners.
- The 2018 survey was administered via a web or paper questionnaire.

# Motivation for Using Non-Monetary Incentives

- Prior experience working with monetary incentives
  - Potential for lower cost than providing cash incentives
  - Avoiding security risks associated with handling monetary incentives
- Provide something engaging for the sample
  - Nurses indicated during cognitive interviews that lanyards and pens were both used daily at the work place
- Support from Sponsor (National Center for Health Workforce Analysis)

# Non-Monetary Incentives

## Mailing 1

Sent to half of the sample  
(~50,000 nurses)

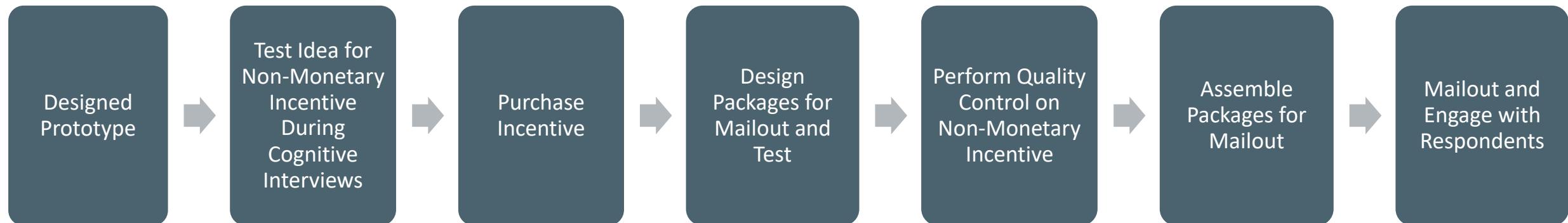


## Mailing 5

Sent to half of nonrespondents who  
did not receive Mailing 1 Incentive  
(~16,000 nurses)



# Process for Using Non-Monetary Incentives in 2018 NSSRN



# Non-monetary Incentives in Production

- Additional cost drivers:
  - Quality Control of the incentives
  - Time needed to assemble packages
  - Postage increase due to weight and package type

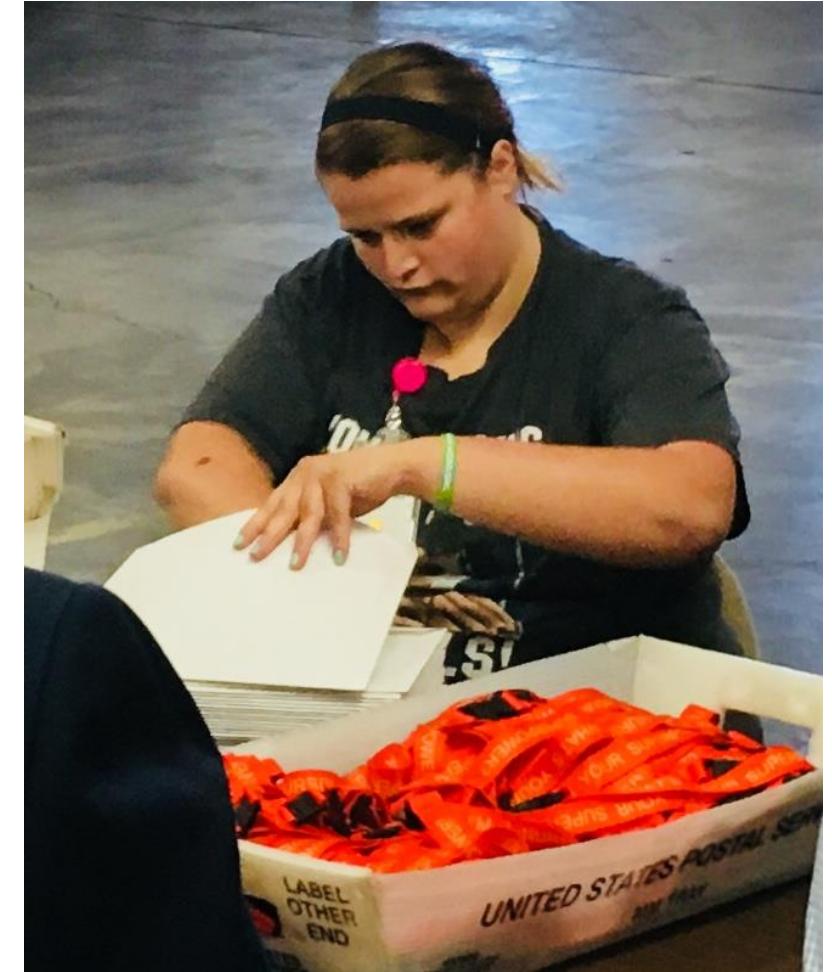
# Quality Control

- Quality control was performed on 100% of the lanyards
- Issues with the lanyards
  - Missing parts
  - Frayed material
  - Bad stitching
- 1% defective lanyards



# Assembly of Packages

- Hand assembly was required
- Full size envelopes were used
- Lanyards were folded prior to insertion



# Postage for Incentive Packages

- Not eligible for presort discount
- Non-machinable
- Sent as parcel mailings
- Incentives increased the package weight by around 4 ounces

# Cost Implications

- The expected cost for performing QC of the incentives and assembling the packages more than doubled what was expected
- Postage for the incentive package was an average cost of \$3.50 while the same package without incentives cost on average \$1.25

# Feedback From Potential Respondents

May 25, 2018

Dear Census Bureau,

My coworkers just love  
the lanyard you sent me. Can  
you please send me 4 more.

They are happy to fill out the  
survey if you send it as well.

\* We are  
nurses!  
R.N's

Nurses are professionals.  
Would you mail a lame lanyard  
to a physician? No, didn't  
think so. So it to be  
motivating? Consistent  
adequate staffing  
is what we  
want and  
patients  
deserve.

# Lessons Learned

- Begin the acquisitions process **early**
- Build **QC of the non-monetary incentive** into the budget and schedule
- Consider **additional packaging** to reduce breakage during mailout
- **Interest** of potential participant population

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