

Appendix F

Survey Follow-up

Professional Calling Company

In order to increase the rate of response, a professional calling company was hired to make follow-up calls to all individuals who were originally selected to participate in the survey. An NBCE representative met face-to-face with the director of the calling company to explain the nature of the survey and the nature of the professionals who were selected to complete the survey. NBCE staff members obtained through various lists the telephone numbers of those selected to participate in the study. The professional callers contacted all individuals within 7 to 10 days of the time they had received a postcard requesting their participation in the practice analysis study. After everyone was contacted once, the professional callers contacted individuals for a second time requesting their participation in the study. The script below was used by the calling company.

Calling Company Script

- (1) Hello, I'm calling on behalf of the National Board of Chiropractic Examiners. We're calling today to see if Dr. _____ has received our request to complete a survey for the 2010 Practice Analysis. The NBCE uses the results of this survey to help educate the public and others about the practice of chiropractic. May I please speak to Dr. _____?
 - a. **If Y:** go to #2
 - b. **If N:** May I leave a message for Dr. _____?
 - i. **If N:** Thank you for your time. Mark file with "DNC."
 - ii. **If Y:** go to #3
- (2) Hello, is this Dr. [first name] _____?
 - a. **If N:** Thank you, I must have a wrong number and I will remove your name from the calling list.
 - b. **If Y: then proceed...** I'm calling on behalf of the National Board of Chiropractic Examiners to see if you have received the postcard we recently mailed to you. The postcard notifies you that your name was selected from practitioners throughout the U.S. to participate in a survey of your daily tasks. Have you received the postcard?
 - i. **If Y:** Did you go online to complete the survey or are you waiting for the hard copy to arrive in the mail?
 1. **If Y he/she has completed the survey:** Thank you very much. Your input really counts towards the survey results. Go to #4 closing.

2. **If N:** You should receive the postcard and survey shortly. We'll call back within the next 10 days to make certain you have received them. Go to #4 closing.
 - ii. **If N:** There was a user name and password in the address block of the postcard to allow you to complete the survey online. Would you be able to go online and complete the survey today? We can provide you with the user name and password if you want; that would save us money in mailing a hard copy and would prevent more telephone calls.
 1. **If Y:** We really appreciate your time. Thank you.
 2. **If N:** The hard copy survey will arrive in about a week and we would appreciate your completing it as soon as possible.
- (3) **If Y to #(1) b. ii. above:** Could you please let Dr. _____ know that the NBCE is calling about a survey that will arrive shortly? His/her name was selected from practitioners throughout the U.S. and his/her input is important. The survey will arrive in about a week or can be accessed online at www.nbcepracticeanalysis.com. Please tell Dr. _____ that he will need the user name and password on the postcard to complete the survey online.
- (4) Closing for everyone: We really appreciate your help. If you complete the survey, we'll be sending you a copy of the compiled results in early 2010. In the meantime, if you (or Dr. _____) have (has) questions, please call Dr. Mark Christensen at 800-964-6223, ext. 120. Thank you.

Local Area Calls

To further increase response rates, individuals in the local area were hired by the NBCE to follow-up for a third telephone call to those not having responded to the survey. These individuals worked for several weeks to again contact every individual and request participation in the study. The script below was used by the NBCE callers.

NBCE Telephone Script

Hello, my name is _____ with the National Board of Chiropractic Examiners. I would like to speak with Dr. _____.

I am following up on a mailing to Dr. _____ to see if he/she received the Practice Analysis Survey. We would like to encourage the doctor to complete this either online or by completing the paper survey and returning it to NBCE by mail. The submission deadline is _____.

We especially want to address any questions or technical assistance the doctor may have. We can be reached at 800-964-6223, ext. 117.

Thank you. We really appreciate your assistance.

Important information about the survey:

- The doctor was selected to participate by a statistical, random selection from a list supplied by his/her state licensing board.
- The survey is conducted every 5 years.

- The survey is part of a comprehensive study of chiropractic practice being conducted by NBCE.
- The study is critical in NBCE's development of relevant and credible examinations.
- The study benefits the profession's state boards, associations, and colleges by providing data on current chiropractic practice patterns.
- The study is a primary resource used by professionals outside of the chiropractic profession (legislators, lawyers, and insurance companies).

Responses to note on call log:

1. Spoke with the receptionist
2. Spoke with the doctor
3. Left a voice message
4. Doctor completed the survey
5. Transferred to IT for technical assistance
6. Incorrect telephone number and/or address
7. Doctor will complete and mail in
8. Doctor will complete online

Validation Response

For the validation response, a local individual was hired to call to obtain 100 respondents of those who had been selected to participate in the study but had not completed the survey. Exactly 100 individuals did complete the survey and the information obtained from these individuals; specifically, their demographic characteristics and other important survey findings were compared with the initial group of 2,271 respondents. The approach used by this caller was to personally speak to the chiropractors, explain the survey's importance, and obtain their verbal commitment to complete the online survey.

