

# AMERICAN BOARD OF NURSING SPECIALTIES

Survey Results Presentation

OCTOBER 2020

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WHO WE ARE

MORNING CONSULT IS A GLOBAL DATA  
INTELLIGENCE COMPANY DELIVERING  
INSIGHTS ON WHAT PEOPLE THINK IN  
REAL TIME.



# Morning Consult's proprietary technology has revolutionized market research and financial data with its unprecedented scale and speed.



## SCALE

With access to more than 100 million people globally, we collect over 15,000 interviews in dozens of countries every single day. The depth of this data provides insights not available elsewhere.



## SPEED

Market research needs to match the speed of our times. We process more than 7 trillion unique data points daily, enabling users to seamlessly search, analyze, & share survey data in real time.



## CREDIBILITY

Central banks, major companies and industry trade groups rely on us to deliver the true measure of what people think & how their decisions impact business, politics, & the economy.

## METHODOLOGY

The research conducted by Morning Consult on behalf of ABNS June 17-20, 2020 among a national sample of 2,200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points. Tracking survey results conducted on a **monthly cadence** May through September.

## BACKGROUND

The research conducted by Morning Consult on behalf of ABNS among adults seeks to understand:

1. *Tracking impressions of health care providers during COVID-19*
2. *Impressions of board certified specialty nurses*
3. *Message testing*

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2. *Impressions of board certified specialty nurses*
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# KEY FINDINGS

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1. Of the tested health care providers, adults are most likely to give nurses an excellent rating on their response to the coronavirus.
2. Three in four adults support requiring nurses to receive a specialty nursing board certification.
3. Among adults who received care from a board certified specialty nurse, they were aware of this because they received this information, rather than asking.

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AGENDA

TRACKING DURING COVID-19

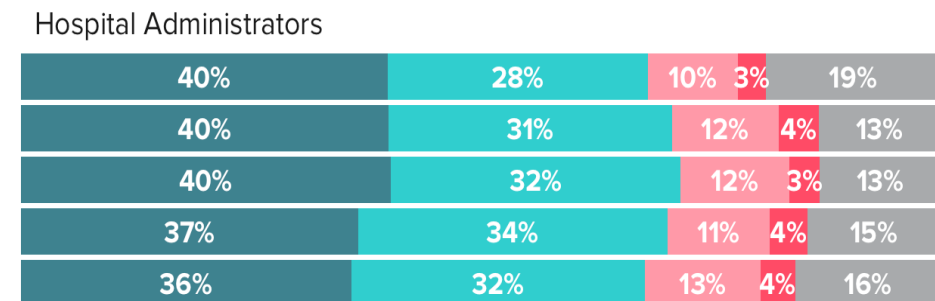
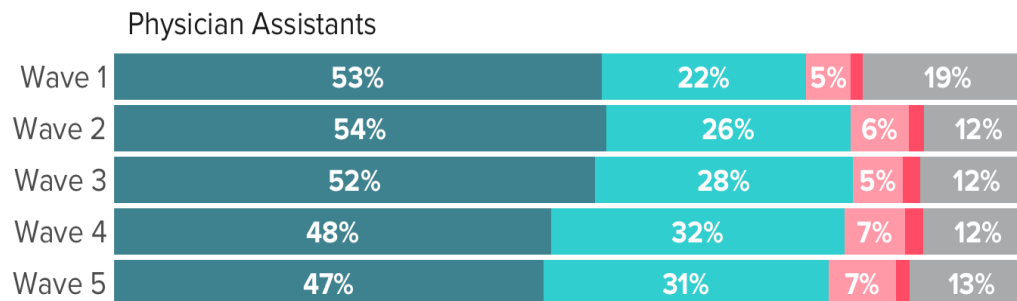
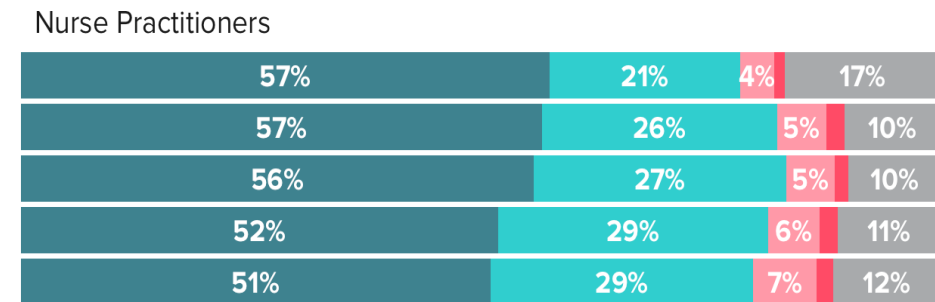
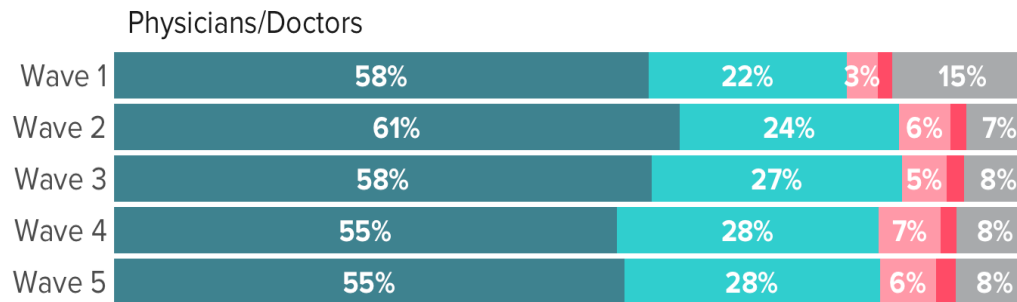
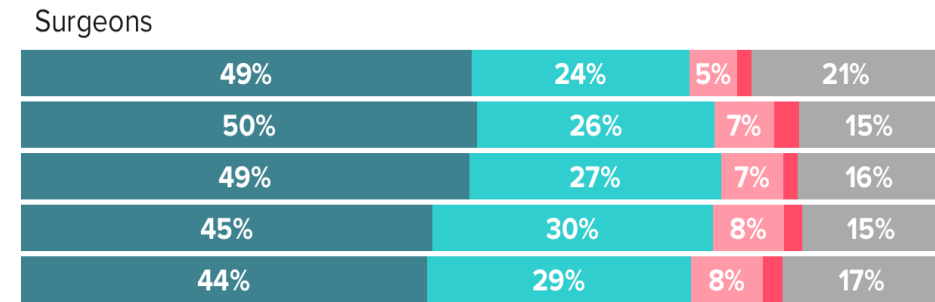
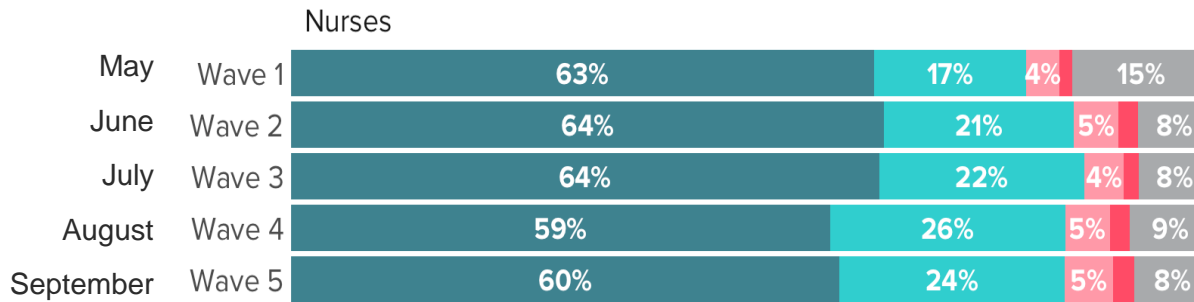
IMPRESSIONS OF BOARD CERTIFIED NURSES

MESSAGE TESTING



# When it comes to responding to the coronavirus, how would you rate how each of the following has responded to the coronavirus?

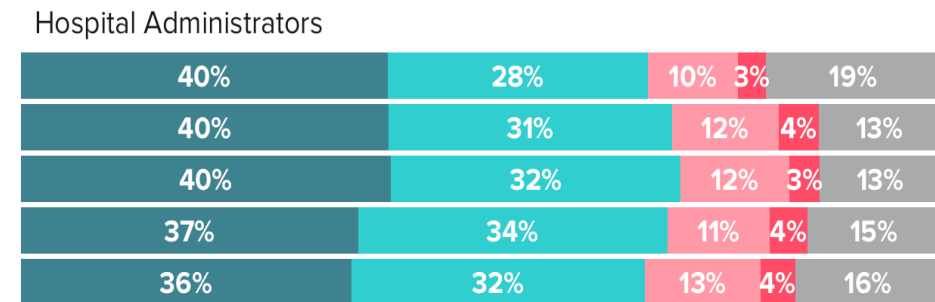
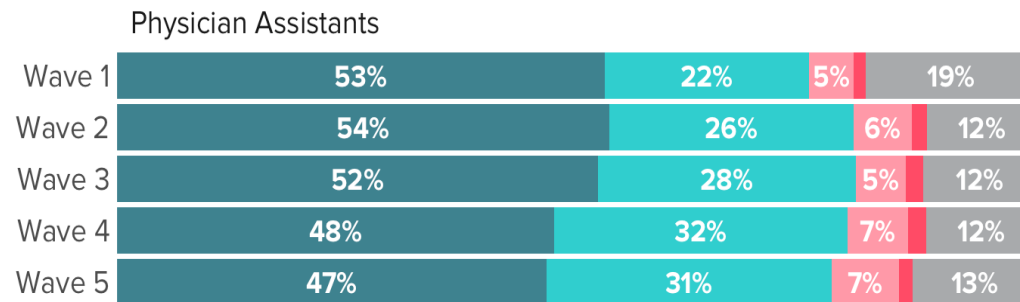
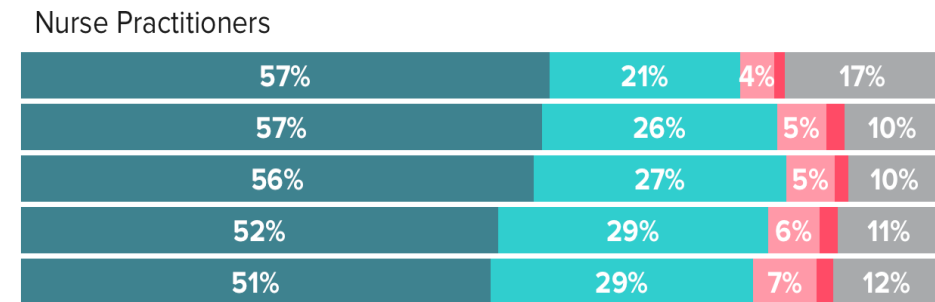
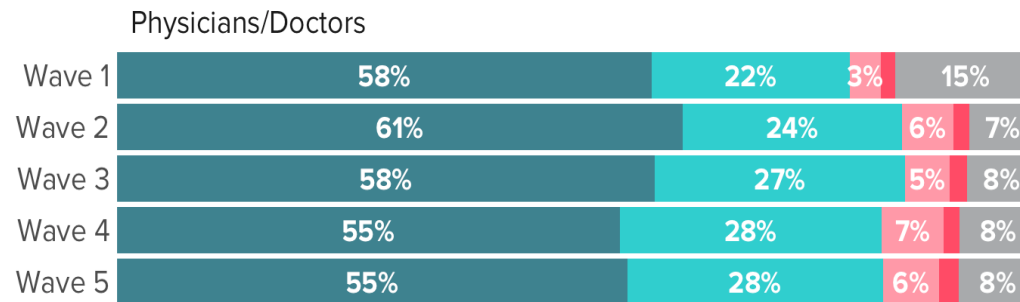
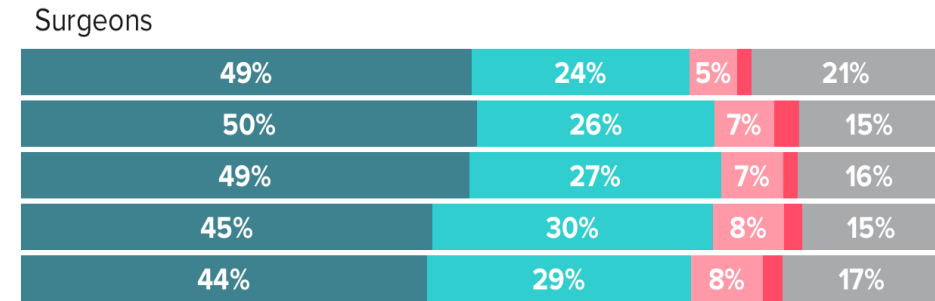
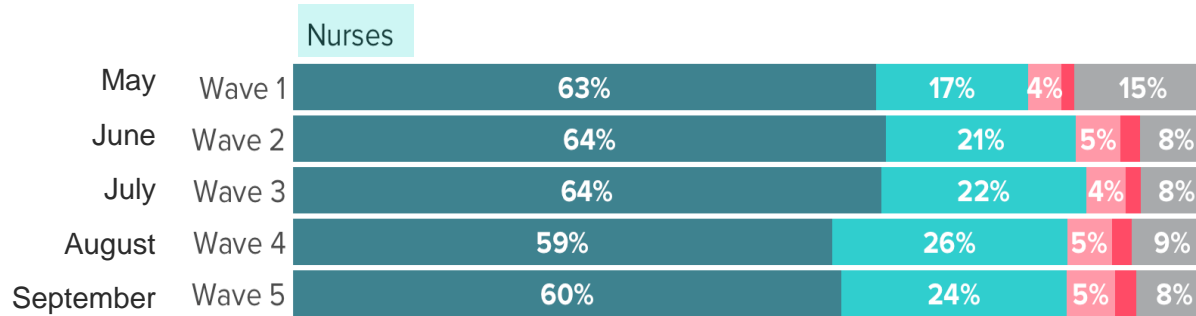
■ Excellent 
 ■ Good 
 ■ Fair 
 ■ Poor 
 ■ Don't know/No opinion





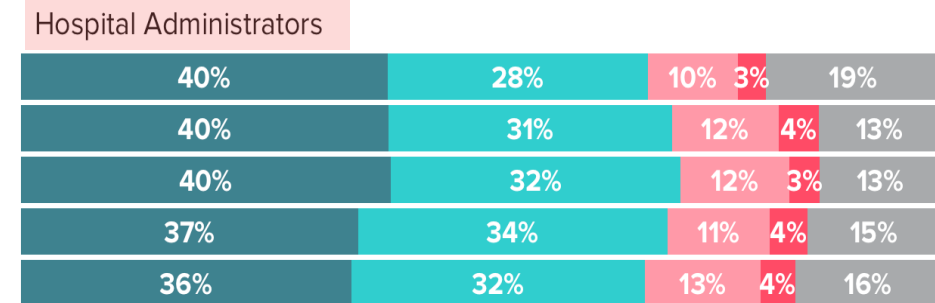
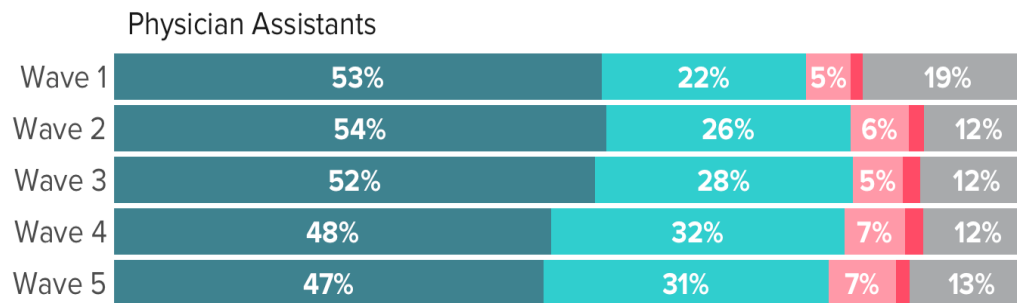
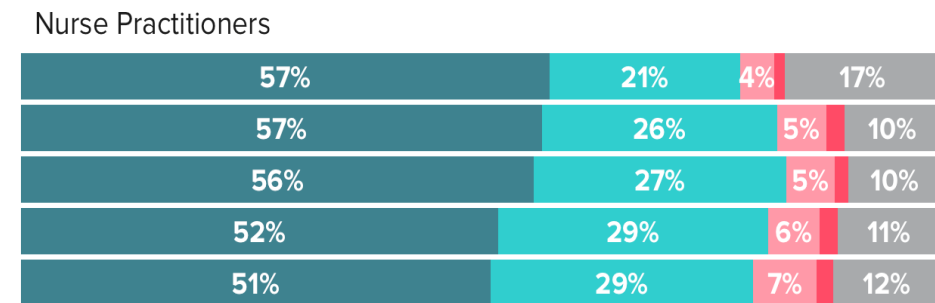
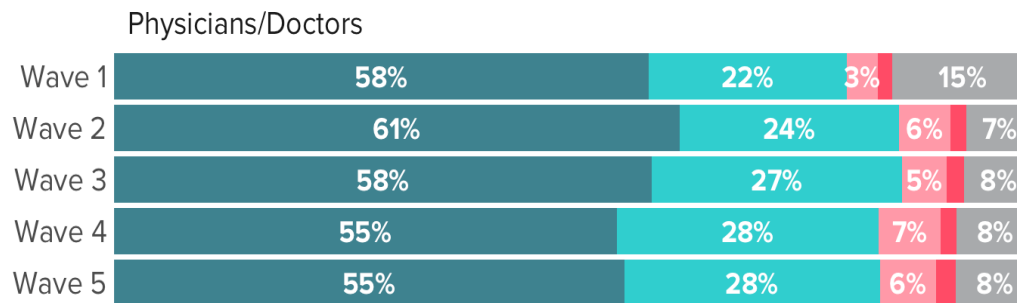
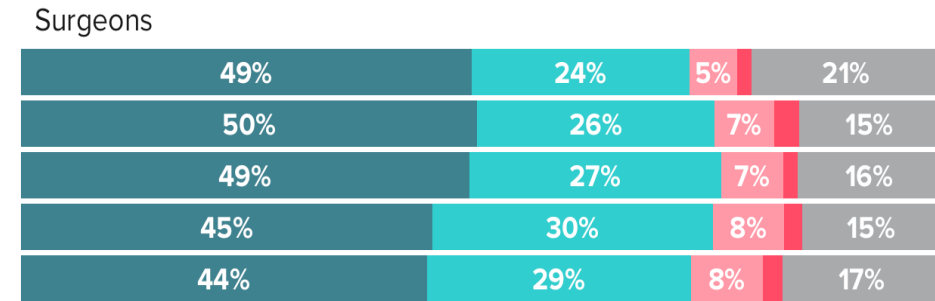
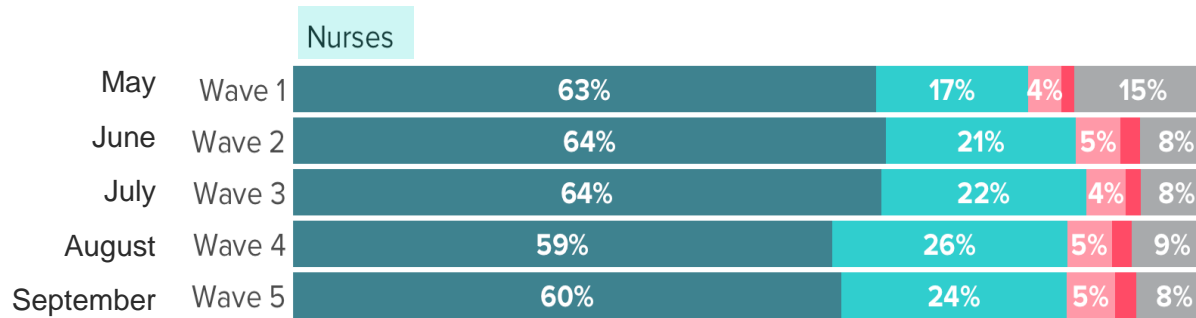
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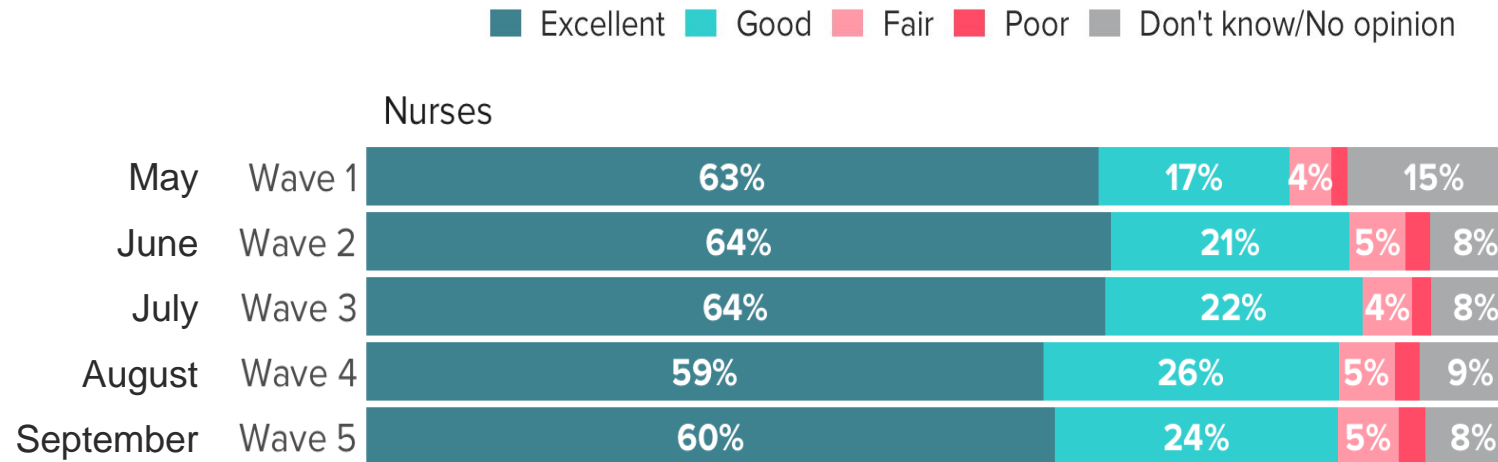


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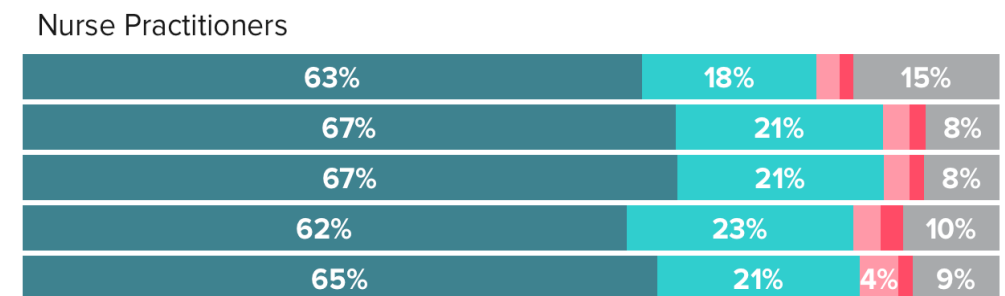
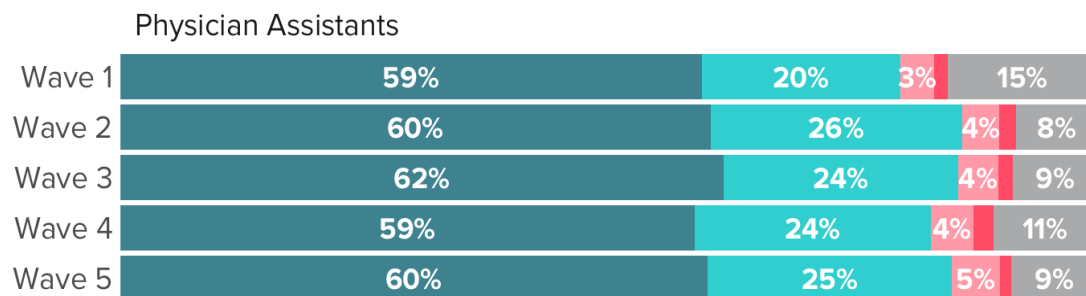
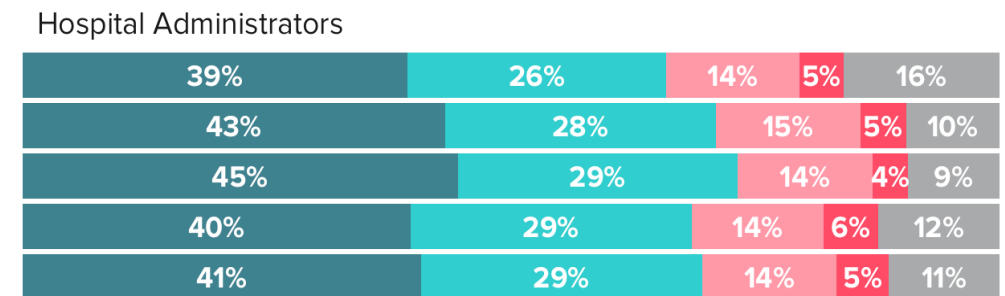
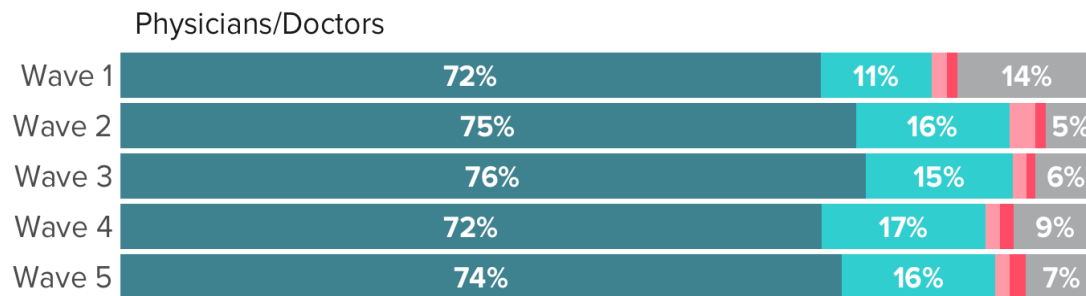
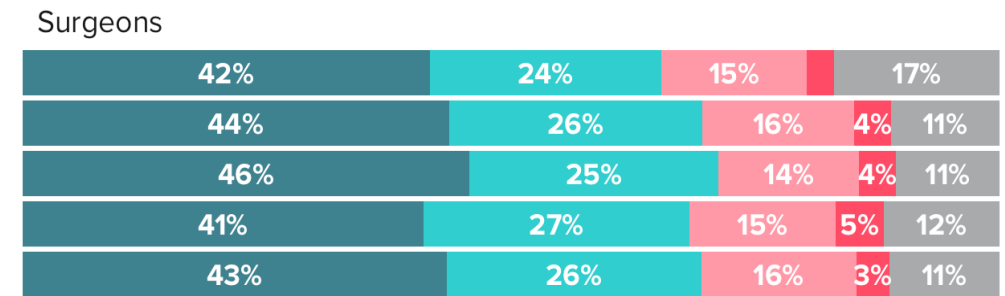
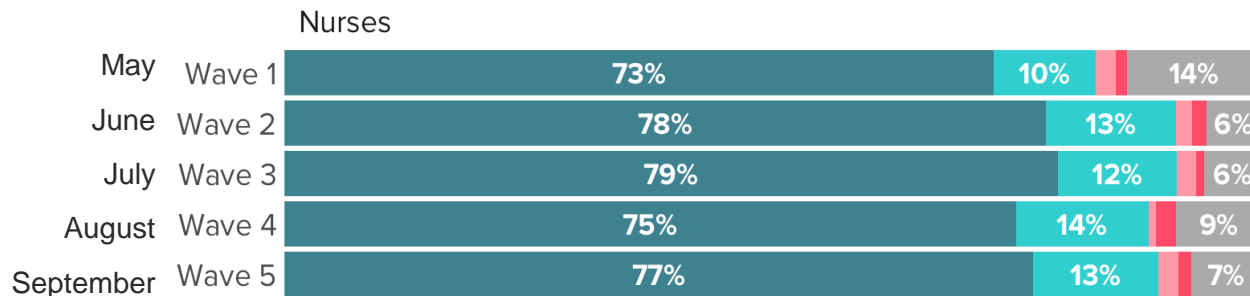
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TRACKING DURING COVID-19

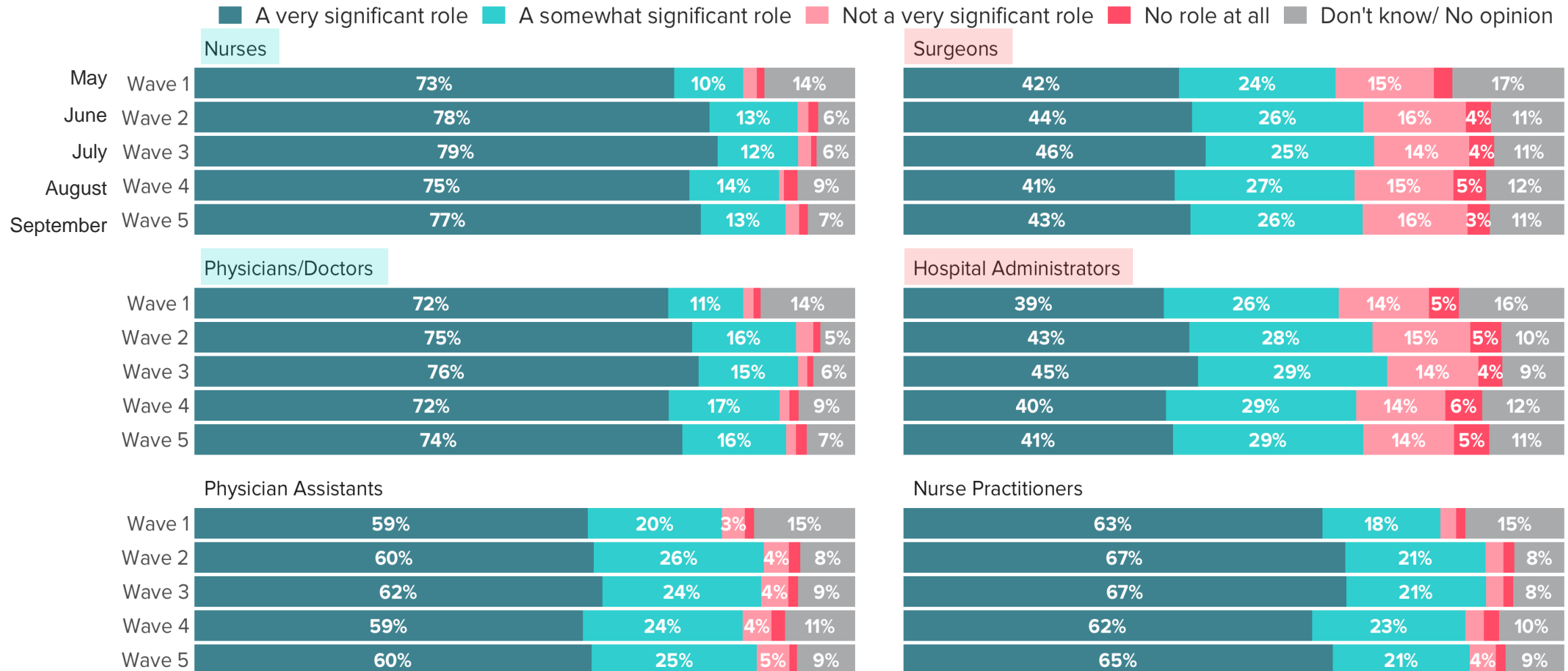
# Thinking about caring for those with coronavirus, how much of a role, if at all, do each of the following have in providing medical care to those with coronavirus?

■ A very significant role 
 ■ A somewhat significant role 
 ■ Not a very significant role 
 ■ No role at all 
 ■ Don't know/ No opinion



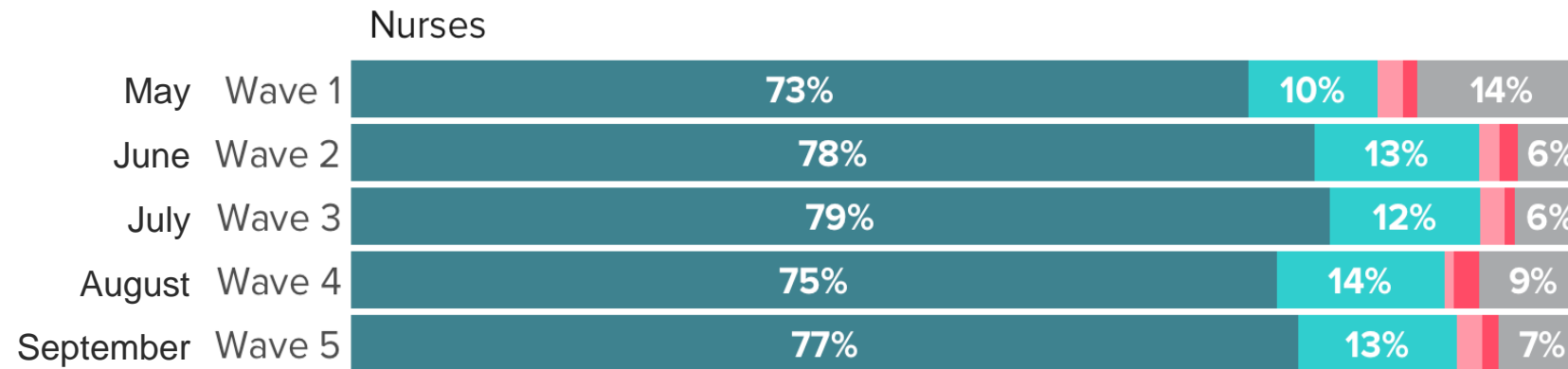
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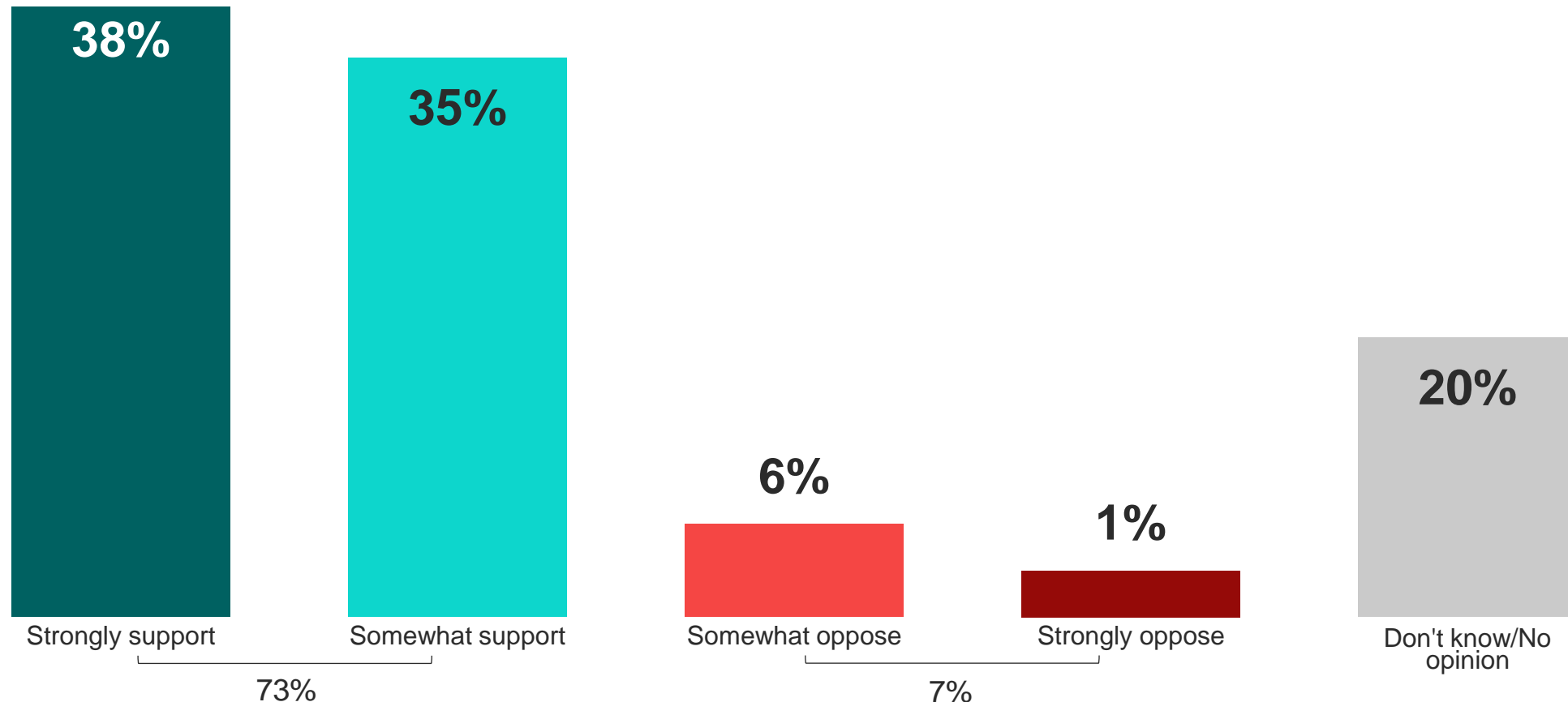
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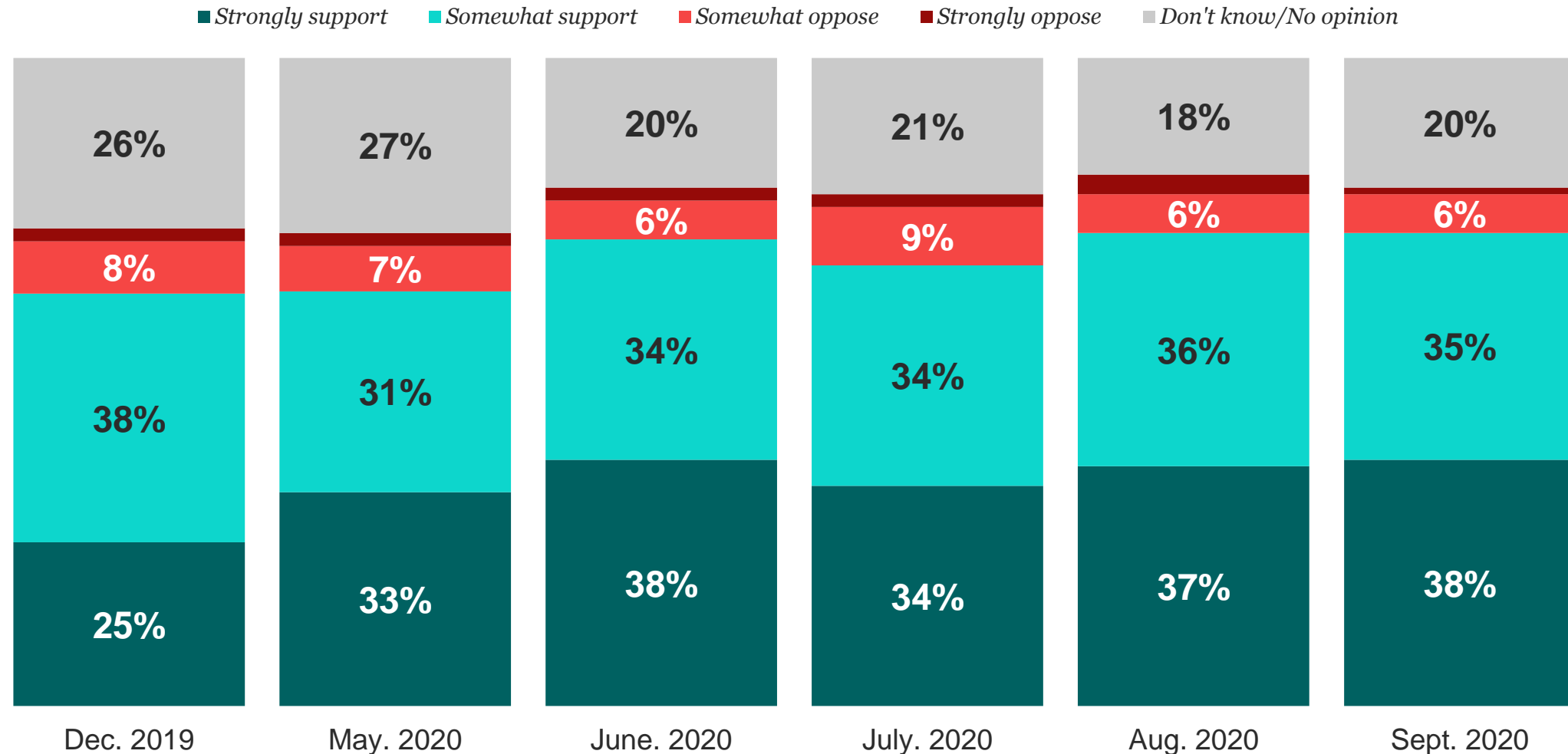
TRACKING DURING COVID-19

As you may know, specialty nursing board certifications are additional certifications registered nurses can attain through work experience and further education in their nursing practice area, such as pediatrics, cardiology, and hospice care.

**As you may know, not all nurses have specialty nursing board certifications. Do you support or oppose requiring nurses to receive specialty board certifications in their field?**



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AGENDA

TRACKING DURING COVID-19

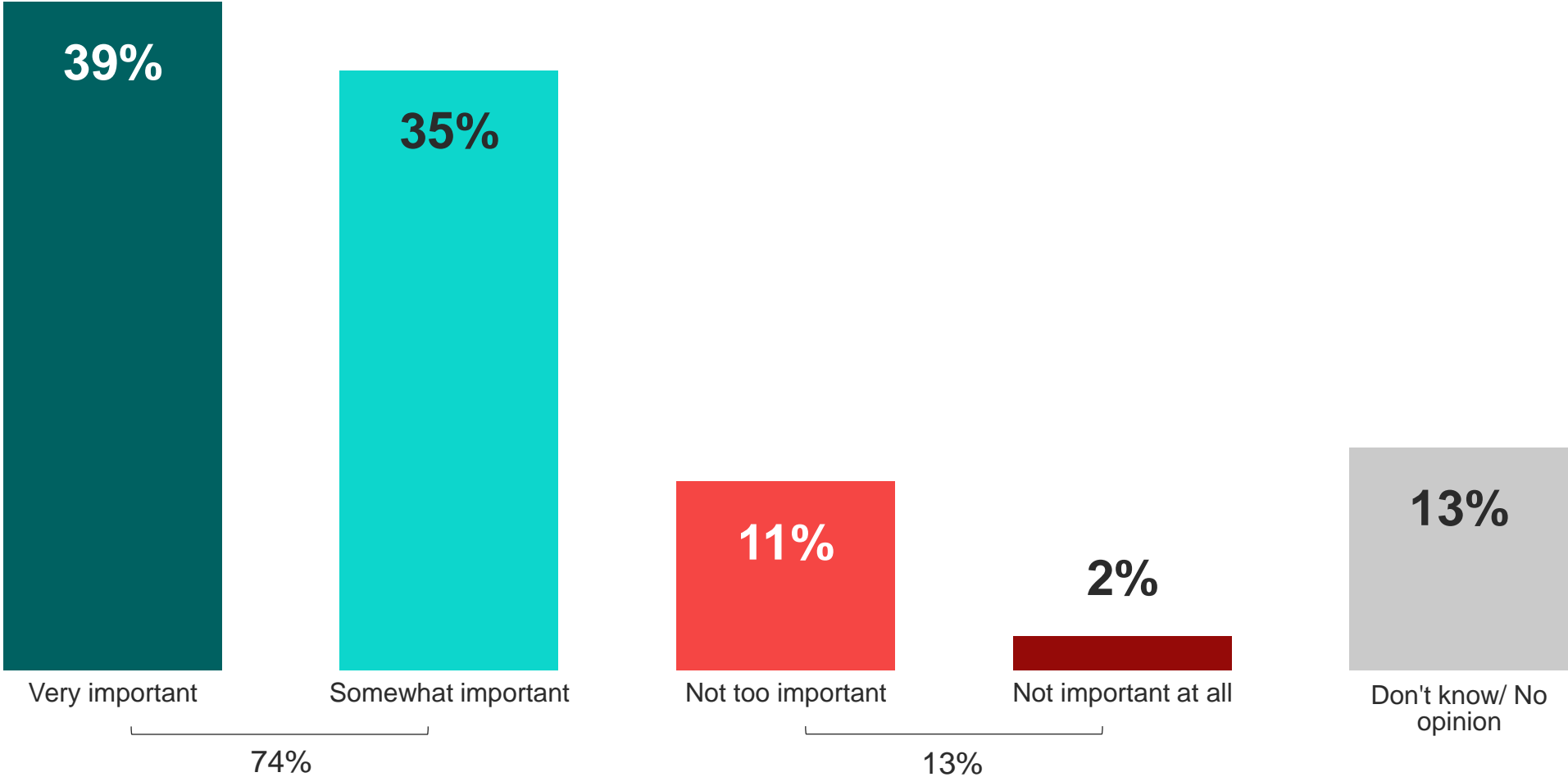
IMPRESSIONS OF BOARD CERTIFIED NURSES

MESSAGE TESTING



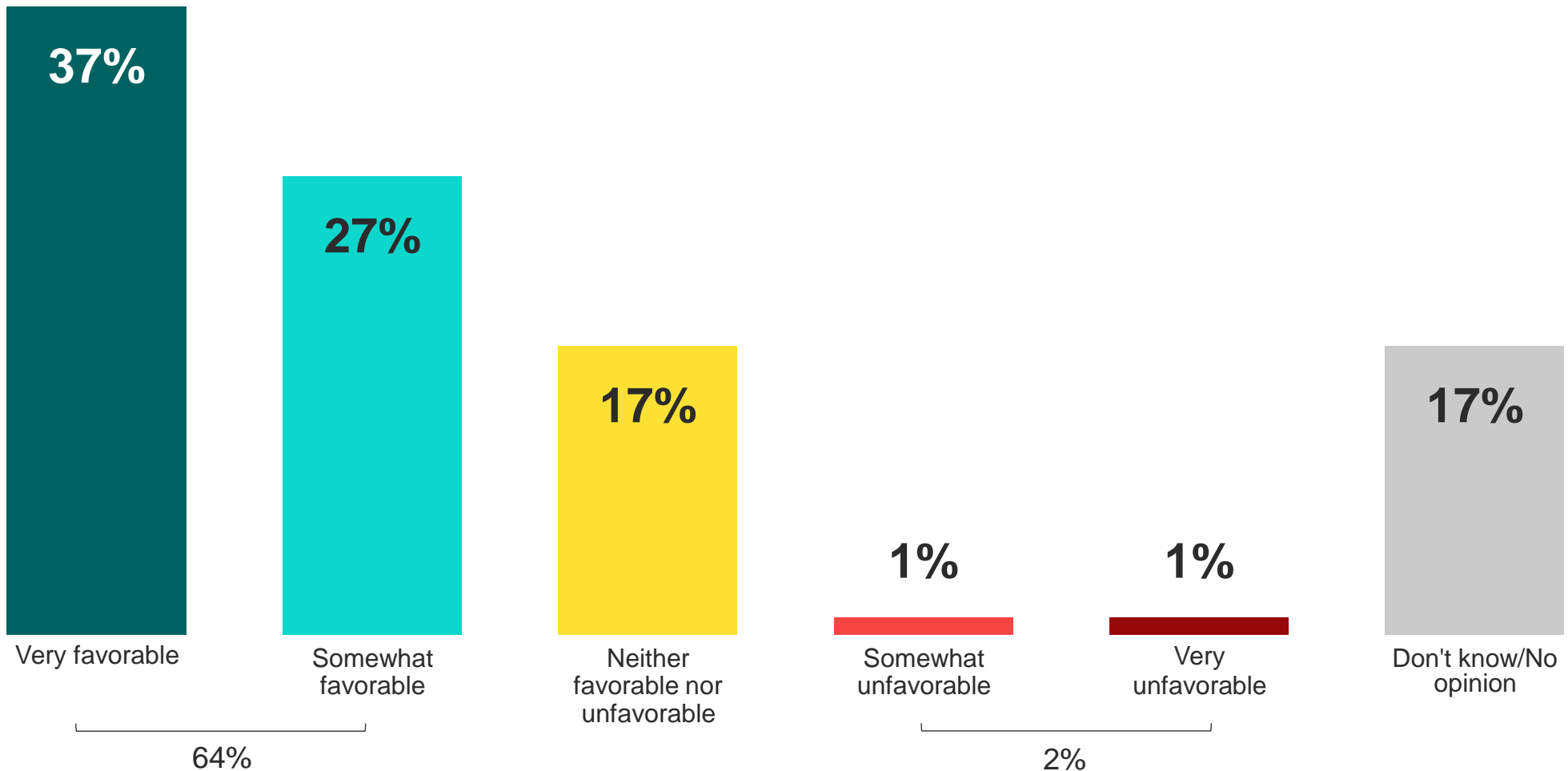
IMPRESSIONS OF BOARD CERTIFIED NURSES

How important is it that all nurses are required to have a specialty board certification in a relevant field?



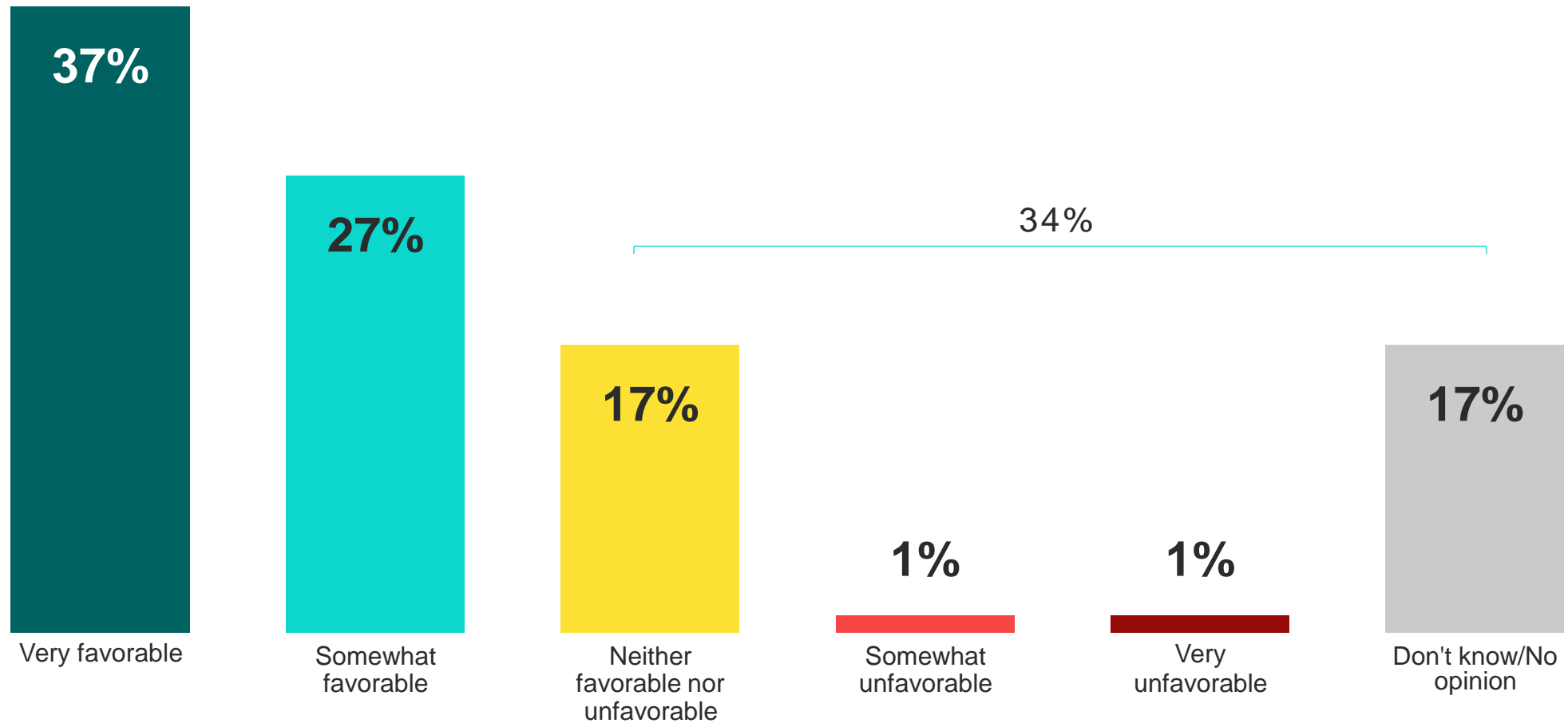
IMPRESSIONS OF BOARD CERTIFIED NURSES

Based on what you know, do you have a favorable or unfavorable view of board certified specialty nurses?



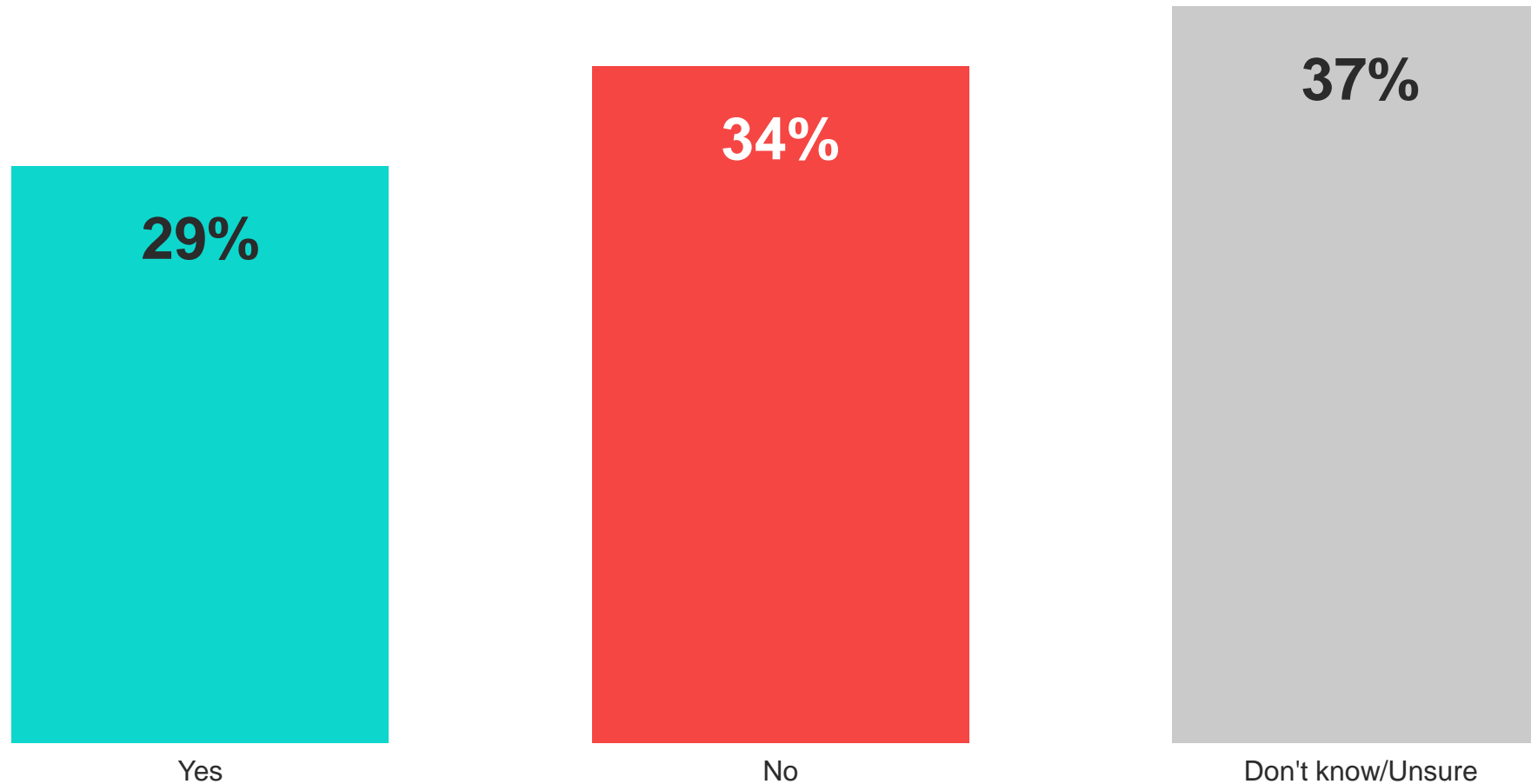
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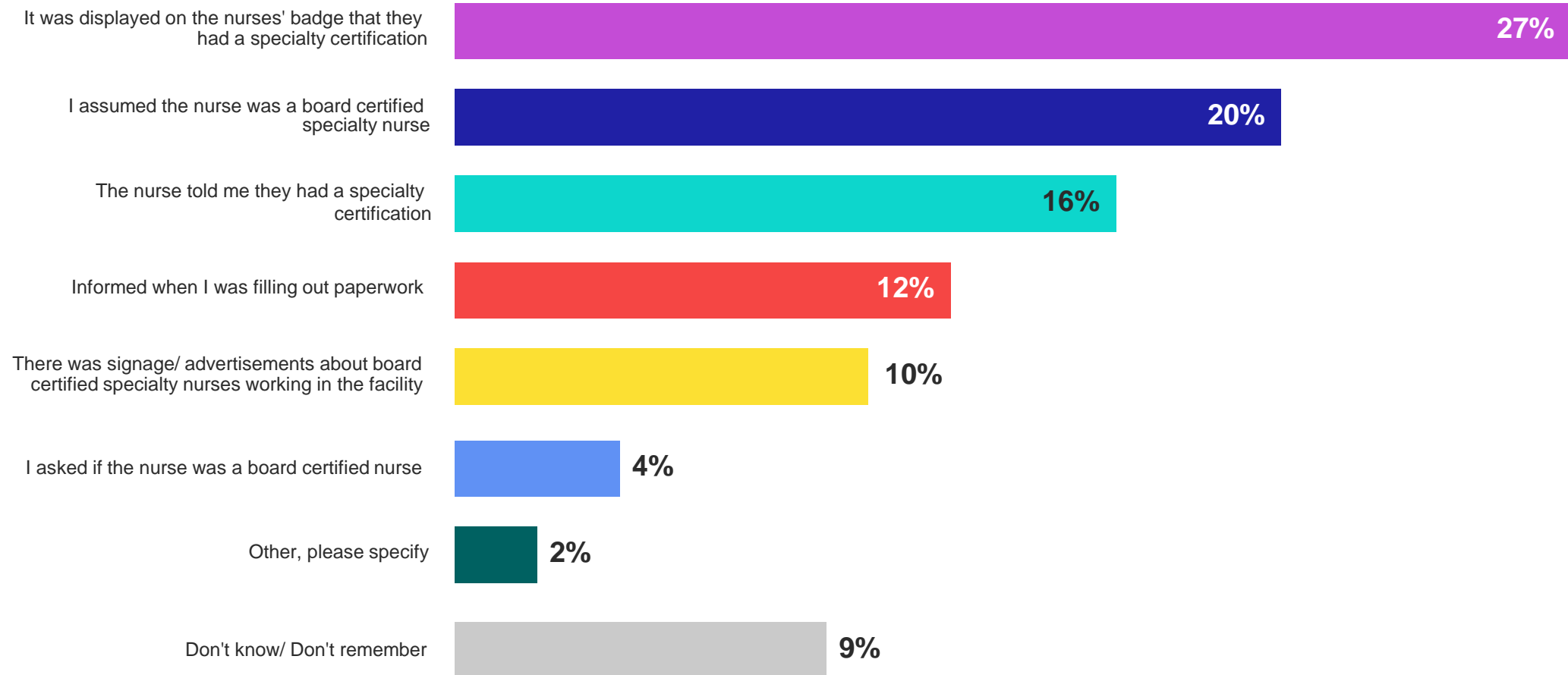
## IMPRESSIONS OF BOARD CERTIFIED NURSES

As you may know, specialty nursing board certifications are additional certifications registered nurses can attain through work experience and further education in their specialty nursing practice area, such as pediatrics, cardiology, and hospice care. To the best of your knowledge, have you ever received care from a board certified specialty nurse?



IMPRESSIONS OF BOARD CERTIFIED NURSES

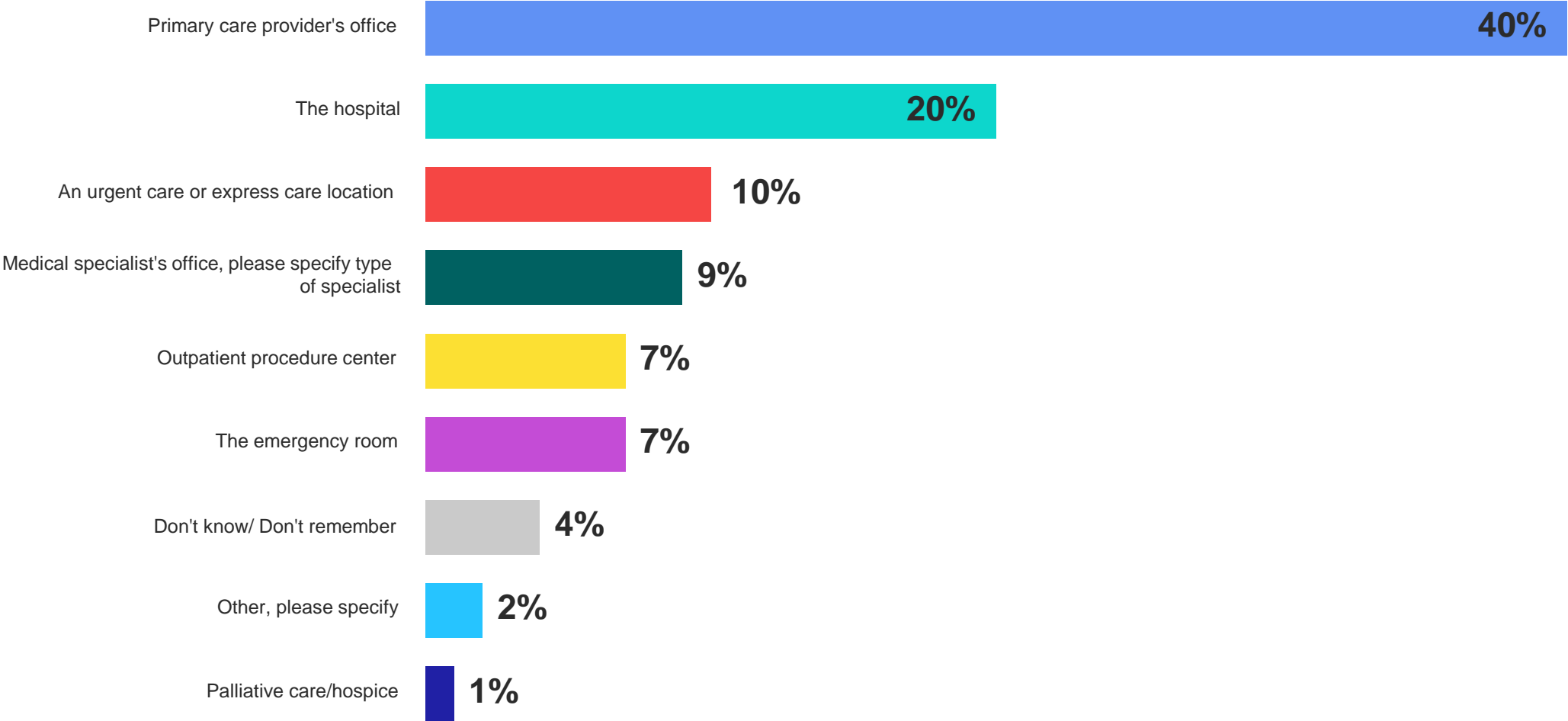
You indicated you have received care from a board certified specialty nurse. How did you become aware that your nurse was a board certified specialty nurse?



\*Among those who have received care from a board certified nurse (n=630)

IMPRESSIONS OF BOARD CERTIFIED NURSES

# Where did you receive care from a board certified specialty nurse? Was it at...



\*Among those who have received care from a board certified nurse (n=630)

AGENDA

TRACKING DURING COVID-19

IMPRESSIONS OF BOARD CERTIFIED NURSES

MESSAGE TESTING





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## TESTED MESSAGES

Below are the five messages each respondent read and rated on impact to seek medical care from a board certified nurse and impact on favorability of board certified nurses.

1. **Above and Beyond:** Board certified specialty nurses have gone above and beyond to validate their specialty knowledge through a rigorous examination process
2. **Experts in Field:** Board certified specialty nurses are clinical experts in their field, dedicated to providing quality, evidence-based care
3. **Life-Long Learning:** Through continuing education requirements, board certified specialty nurses are committed to life-long learning and maintaining their certification
4. **Best Possible Care:** Many nurses maintain a specialty board certification to be able to provide their patients with the best possible care
5. **Not the Only One:** Family and friends' play a big role in supporting patients, but they are not the only ones who can help. Board certified specialty nurses have the expertise to support their patients by providing competent care

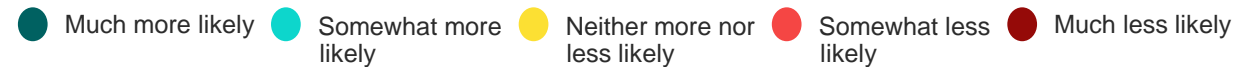
# KEY FINDINGS

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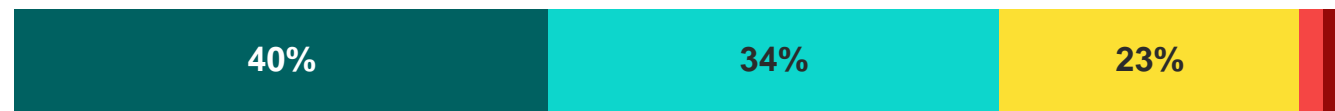
1. Positive messages about board certified specialty nurses positively impacts adults' likelihood to seek medical care from a board certified specialty nurse.
2. Four of the five tested messages positively influenced about three quarters of adults.
3. Favorability of board certified specialty nurses increased 15% after reading the tested messages.

MESSAGE TESTING

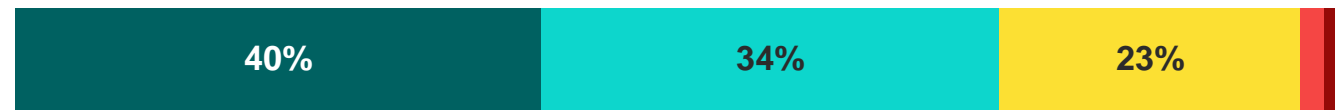
Below are some statements that some have made about board certified specialty nurses. Do each of the following statements make you more or less likely to seek medical care from a board certified specialty nurse, or do they have no impact either way?



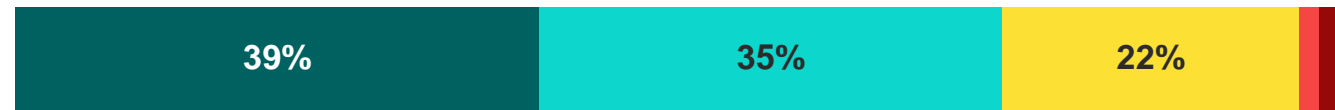
Through continuing education requirements, board certified specialty nurses are committed to **life-long learning** and maintaining their certification



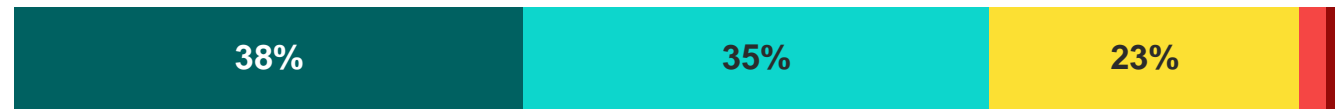
Board certified specialty nurses are **clinical experts** in their field, dedicated to providing quality, evidence-based care



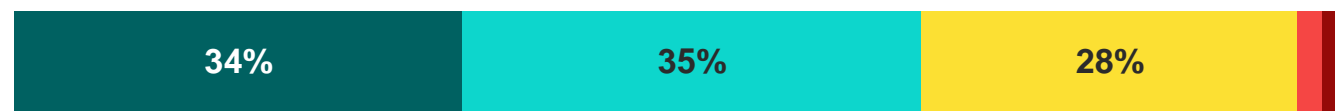
Board certified specialty nurses have gone **above and beyond** to validate their specialty knowledge through a rigorous examination process



Many nurses maintain a specialty board certification to be able to provide their patients with the **best possible care**

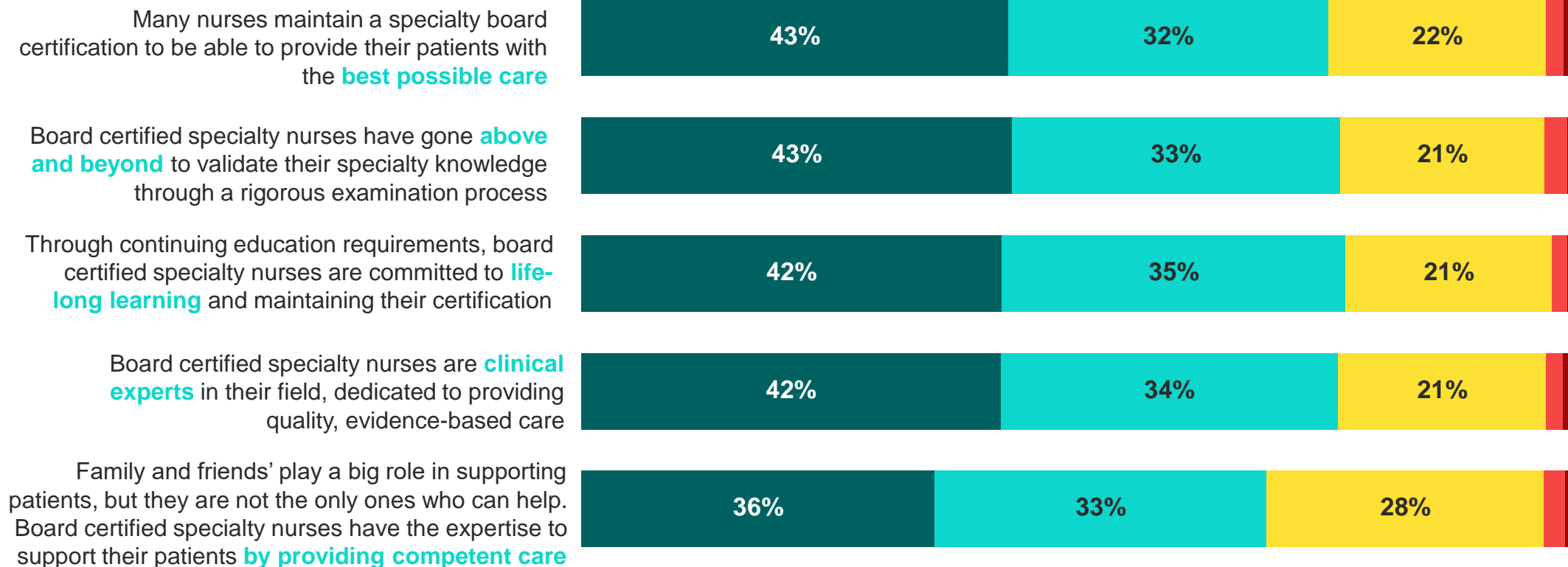
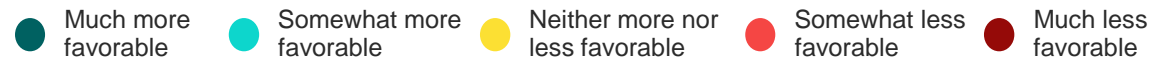


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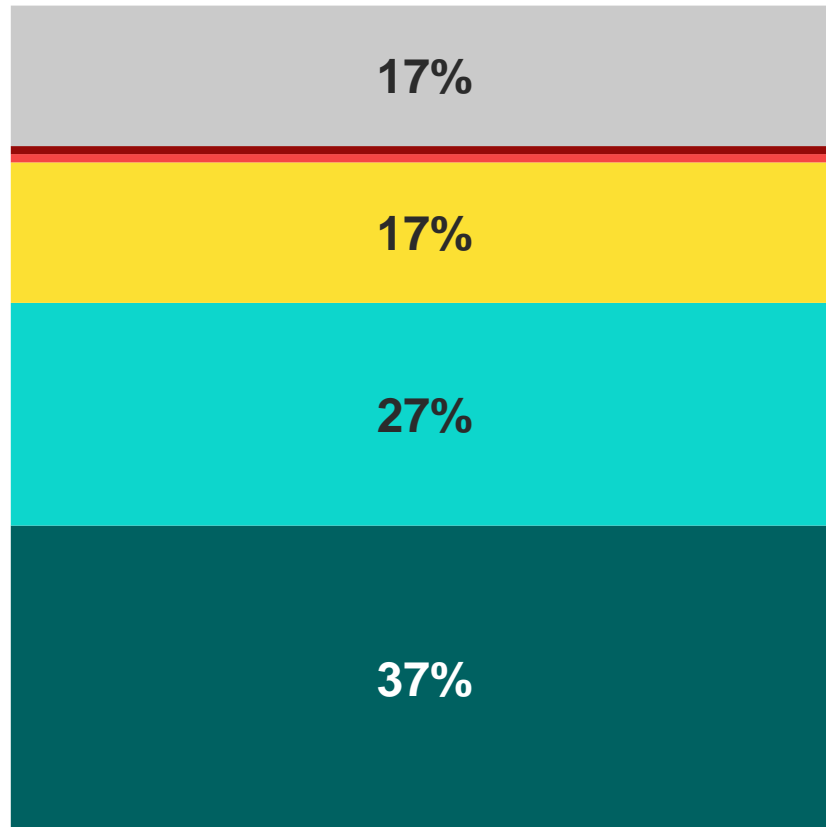
MESSAGE TESTING

Below are the same statements that some have made about board certified specialty nurses. Do each of the following statements make you more or less favorable view of a board certified specialty nurse, or do they have no impact either way?

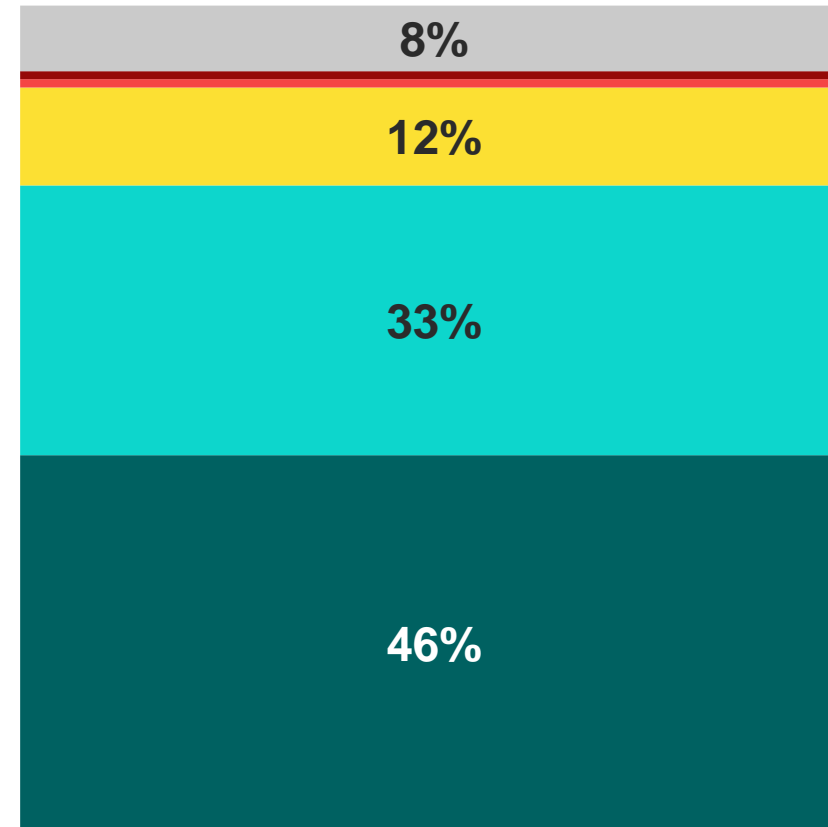


Based on what you know, do you have a favorable or unfavorable view of board certified specialty nurses?

- *Very favorable*
- *Somewhat favorable*
- *Neither favorable nor unfavorable*
- *Somewhat unfavorable*
- *Very unfavorable*
- *Don't know/No opinion*



Initial Rating



Post Messaging Rating

**Movement**

Change in Favorable: **+15%**  
 Change in Unfavorable: **0%**  
 Change in Neutral: **-5%**  
 Change in DK/NO: **-9%**



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