

TO: American Board of Nursing Specialties
FR: Morning Consult
DT: February 2020
RE: Results: Americans' Sentiment of Specialty Nursing Board Certifications

Morning Consult, on behalf of the Bipartisan Policy Center, conducted an online survey between Feb. 6-7, 2020 among a national sample of 2,200 adults. The data were weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of +/- 2 percentage points.

The survey sought to understand the role nurses have in healthcare, Americans' familiarity with specialty nursing board certification, and the importance and impact of specialty board certified nurses when choosing a hospital.

KEY FINDINGS

The Role of Nurses

Overall, adults have a very positive sentiment towards nurses, **using words like caring, great, professional, compassionate, and helpful to describe the care they have received from a nurse.**

When thinking about choosing a hospital, nearly an equal percentage of adults say the quality of doctors (92%) and nurses (91%) are important factors, and over 2 in 3 adults (69%) say nurses had a *very significant* role in the medical care they received when they visited a hospital.

Adults report that they typically interact with nurses the most at hospitals, and nurses have the most influence on how they evaluate their hospital visit. Over half of adults (55%) say they primarily interacted with nurses at their last visit to a hospital and are most likely to say nurses impact how they evaluate their experience at a hospital the most (43%).

Familiarity with Specialty Nursing Board Certifications

A third of adults (31%) who have been to a hospital in the past 12 months say they have received care from a board certified specialty nurse.

Among adults who have received care from a board certified specialty nurse, a strong majority (95%) were satisfied with the care they received, including 83% who were *very satisfied*.

Importance and Impact of Specialty Board Certified Nurses When Choosing a Hospital

A hospital having a high percentage of board certified specialty nurses can impact adults' hospital preference. Seven in 10 adults (71%) would be more likely to recommend a hospital that had a higher percentage of nurses with a specialty board certification. (See Figure 1). Receiving care from a board certified specialty nurse has a positive impact on the likelihood to recommend a hospital with a higher percentage of nurses with a specialty board certification.

Additionally, 2 in 3 adults (68%) who have visited a hospital in the past month **would be more likely to seek care from a hospital with a high percentage of specialty board certified nurses over the hospital they most recently visited.** (See Figure 2). Similarly, over half of those who have received care from a specialty board certified nurse (53%) say they are *much more likely* to seek medical care from a hospital with a higher percentage of specialty board certified nurses.

Overall, nearly a third of adults (30%) would switch to receive medical care at a hospital with a higher percentage of board certified specialty nurses than continuing to receive care at their current hospital.

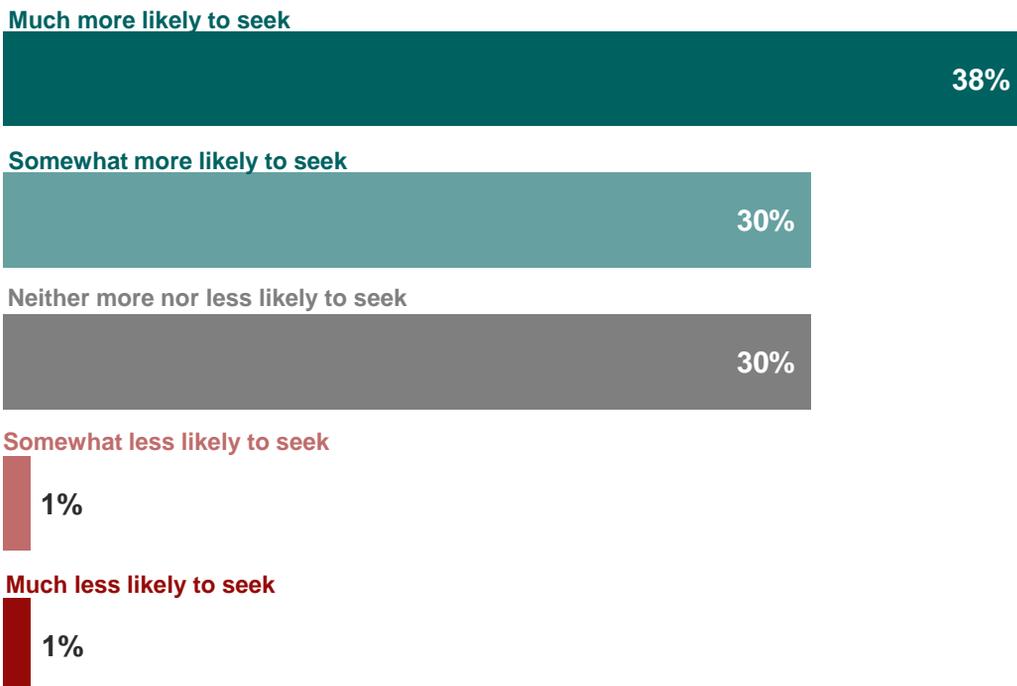
Figure 1: Recommending A Hospital With A Higher Percentage of Board Certified Nurses

If you learned that a hospital had a high percentage of nurses with a specialty board certification, would you be more or less likely to recommend that hospital to a family or friend, or would it have no impact either way?



Figure 2: Seeking Care at a Hospital With A Higher Percentage of Board Certified Nurses*

If you learned that a hospital had a high percentage of nurses with a specialty board certification, would you be more or less likely to recommend that hospital to a family or friend, or would it have no impact either way?



*Among adults who have been to a hospital in the past 12 months to receive treatment, see a medical professional, or undergo a medical procedure, n=755