

NPInfluence

Health Insights Delivered.

A product of the American Association of Nurse Practitioners®

FEE SCHEDULE

The total cost of the survey is based on question formatting, number of respondents and the average length of the survey. A minimum of five questions is required.

Survey Elements	Per Unit
Closed-ended Questions	\$1,500 each
Open-ended Questions	\$2,000 each
Incentives*	\$1.00 per minute
Administrative Fee	\$1.00 per respondent

*Incentives are calculated based on the average amount of time the survey takes to complete times an administrative fee of \$1.00 per response.

Example

A survey with five closed-ended questions that takes an average of 10 minutes to complete with 100 survey respondents would cost \$8,600:

$$\$1,500 \times 5 = \$7,500$$

$$(\$1.00 \times 10) + \$1 = \$11.00 \text{ per respondent}$$

$$\$11.00 \times 100 = \$1,100.00$$

$$\$1,100 + \$7,500 = \$8,600$$

Deliverables

- Raw data.
- Brief report.

**A discount is available
for Corporate
Council Members!**

NURSE PRACTITIONER (NP) PANEL COMPOSITION

NPInfluence has more than 5,000 NPs panelists! The table below shows how the panel compares to the general NP population.

Certifications

Top Five Certification Areas	NPInfluence		2020 NP Practice Survey
	<i>n</i>	%	%
Family	3,680	65.6	69.7
Adult	725	12.9	10.8
Acute Care	429	7.6	4.1
Adult-Gerontology Primary Care	407	7.3	7.0
Adult-Gerontology Acute Care	183	3.3	2.9

Clinical Expertise

Top Five Clinical Expertise Areas	NPInfluence	
	<i>n</i>	%
Primary Care	3,071	54.3
Health Promotion	1,096	19.4
Other	1,097	19.4
Urgent Care	797	14.1
Cardiology	603	10.7

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NURSE PRACTITIONERS®