**The American Academy of Orthopaedic Surgeons Marketing Research Request Form**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_

Application Checklist:

*The following items must be contained in your application. Please be sure to complete all components of this form before submitting it to* [*aaosmarketresearch@aaos.org*](mailto:aaosmarketresearch@aaos.org)*.*

***Please note, this form should be submitted at least two-three weeks before the survey can be administered.***

1. Please include the current draft of the survey and all invitation and cover letters, if available, as well as a statement indicating how the survey findings will be used.
2. Describe the survey project, including the **purpose** and **intended use of results**:

|  |  |
| --- | --- |
| Project Name: |  |
| Project Allocation Code: |  |
| Brief Project Description *(e.g. survey, focus groups, in-depth interviews):* |  |
| Alignment with AAOS Strategic Plan |  |
| Committee Endorsing survey *(Y, N, NA)* |  |
| Survey Objectives: |  |
| Intended use of results/benefit to the Academy, (*e.g. What decisions will be made with the survey results?)* |  |
| Is there an intention to publish research findings? Please provide brief details |  |

1. Desired population to be surveyed (member group), including outgoing sample size if known:

*Additionally, please attach email list of sample if available.*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Target number of completed responses:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Survey Length (minutes and/or number of questions):

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1. Method of survey administration (i.e. e-mail, mail or another method):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. One-time (ad hoc) survey  or multiple (longitudinal) surveys  (Check one box)
2. Proposed date(s) for data collection:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your deadline for delivery of final research results? (Enter date)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Desired Marketing Research services

Check all that apply

|  |  |
| --- | --- |
| Questionnaire design |  |
| Coding |  |
| Data analysis  -Please specify analysis groups/member segments below  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Report writing |  |

1. If you were thinking of including a survey incentive, please describe here:

**NOTE:** Please be advised, AAOS may use survey information for its internal purposes including but not limited to improving member benefits and communications with members. Surveys are not provided on an exclusive basis, but AAOS agrees that it will not use survey information for its own publication purposes prior to the requester publishing the survey information or within two (2) years of the request, whichever occurs first.

**To completed by AAOS Market Research Dept:**

|  |  |
| --- | --- |
| Survey development |  |
| Revisions to Survey Questionnaires & Executive Team Review |  |
| Final Questionnaires Approved |  |
| Survey to Field (data collection) |  |
| Survey Closed |  |
| Data Cleaning (data prep, cleaning & coding) (4 weeks) |  |
| Coding continued/Cross-tabs (2 weeks) |  |
| Draft Report/Power Point Presentation (2 weeks) |  |
| Final Report |  |