

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Survey Creation and Distribution

3FEB2022

**SCHEDULE** — AVAILABLE, WITH NOTICE, THROUGHOUT THE YEAR. PLEASE SEE BELOW FOR BLOCKED OUT PERIODS AND PEAK PRICING.

### OVERVIEW

ACRM offers the opportunity to send your survey invitation to the entire ACRM database or a targeted sub-section that you select. Please contact ACRM to receive the “**ACRM Survey Creation and Distribution Form**”.

Our Email Only Rate applies to surveys which are furnished by the vendor and are ready to send as is. The survey will have been set up and managed by the vendor.

Our ACRM Support Required Rate applies to surveys which require ACRM staff time to help set up, run, and receive and report on the results.

\*All submitted content is subject to ACRM approval\*

### HOW THIS WORKS

- Complete the Survey Creation and Distribution Form
- Return completed Survey Creation and Distribution Form to [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org)
- Your request will be reviewed for approval and an ACRM staff member will contact you
- Your survey will go by eblast to ACRM’s exclusive email list
- Your survey may receive additional boosts from ACRM’s social media (frequency to be determined at project initiation)
- Your survey may receive additional boosts from placement in ACRM’s eNews (frequency to be determined at project initiation)

- It is ACRM's policy to not place links to surveys on ACRM.org webpages.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

\*\*peak pricing and/or blackout periods may exist before, during, or after the Spring Meeting or Annual Conference.

\*\*\*depending on ACRM's communication volume contract survey availability is limited

- **Basic Administration Costs: \$999**
- **ACRM Support Required Rate: \$100 per hour for survey creation and support**
- **Email distribution costs follow the eblast by contact or open rate pricing**

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)
- Call [+1.703.435.5335](tel:+17034355335)



***reaching millions in rehab***

***sponsorships | exhibiting | advertising***

ACRM INSTITUTIONAL SUPPORT PROGRAM

## Survey Creation and Distribution Form

Please fill out this form to the best of your ability and ACRM will use this information to create the best solution for you.

ACRM will work with you to create and facilitate a custom survey including a custom e-mail list for survey distribution using your selected criteria.

If you have a fully developed survey ACRM can create a custom e-mail list for distribution using your selected criteria.

\*NOTE: Your selected totals will be supplemented with applicable records from ACRM's marketing database of industry prospects to achieve a threshold to deliver the desired results.

### **SURVEY PURPOSE**

- What organization or group sponsored the creation of this survey?  

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- What is the primary purpose of the survey?
  - Market Research for a Product or Service
  - Scientific Research
  - Educational
  - Other

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- Does this survey pertain to an ACRM project?
  - Yes
  - No
- How are you affiliated with ACRM? Please check all that apply.
  - I am an ACRM member-in-good-standing (current paid membership)
  - I lead the ACRM ISIG, networking group, task force, or committee who sponsored the survey
  - I serve on the ACRM Board of Governors
  - I serve on the Archives of Physical Medicine & Rehabilitation Editorial Board
  - My organization is an ACRM Institutional Supporter
  - My organization is an ACRM Sponsor
  - My organization is an ACRM Partner

- My organization is an ACRM Exhibitor
- My organization is an ACRM Advertiser
- Other affiliation, please specify \_\_\_\_\_
- I am not yet affiliated with ACRM
- How will the data collected by this survey be used?  
\_\_\_\_\_
- Will the survey collect personal information (Name, location, email, etc)?
  - Yes
  - No
- Will the data collected be published or posted publicly?
  - Yes
  - No
- Will the data collected be shared with ACRM?
  - Yes
  - No
- If you plan to offer recipients an incentive to respond to your survey, please describe the offer.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **TARGET AUDIENCE** *Please select number 1 or 2 below*

ACRM membership is always growing.

### **1. ACRM TARGET MARKETING DATABASE 750,000+**

- Subset of ACRM Target Marketing Database

### **2. ACRM MEMBERSHIP DATABASE 13,000+**

- Subset of ACRM Membership Database

## **DIAGNOSTICS**

- Brain Injury X,000+
- Cancer Rehabilitation X,000+
- Limb Care X,000+

- Musculoskeletal X,000+
- Neurodegenerative Diseases X,000+
- Pain Rehabilitation X,000+
- Spinal Cord Injury X,000+
- Stroke X,000+

## **TARGET AUDIENCE SELECTION CRITERIA** *Please select all applicable*

### **WORK FOCUS**

- Clinicians – examples: PT, OT, Physiatrist (MD, DO)
- Researchers
- Both

### **CONTINENTS (OR COUNTRY)**

- North America
- South America
- Asia
- Africa
- Oceania
- Europe (Please contact us for options due to GDPR)

### **US REGIONS**

- Northeast
- Midwest
- South
- West

### **US STATES**

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas

- |   |   |
|---|---|
| <input type="checkbox"/> Kentucky       | <input type="checkbox"/> North Dakota   |
| <input type="checkbox"/> Louisiana      | <input type="checkbox"/> Ohio           |
| <input type="checkbox"/> Maine          | <input type="checkbox"/> Oklahoma       |
| <input type="checkbox"/> Maryland       | <input type="checkbox"/> Oregon         |
| <input type="checkbox"/> Massachusetts  | <input type="checkbox"/> Pennsylvania   |
| <input type="checkbox"/> Michigan       | <input type="checkbox"/> Rhode Island   |
| <input type="checkbox"/> Minnesota      | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> Mississippi    | <input type="checkbox"/> South Dakota   |
| <input type="checkbox"/> Missouri       | <input type="checkbox"/> Tennessee      |
| <input type="checkbox"/> Montana        | <input type="checkbox"/> Texas          |
| <input type="checkbox"/> Nebraska       | <input type="checkbox"/> Utah           |
| <input type="checkbox"/> Nevada         | <input type="checkbox"/> Vermont        |
| <input type="checkbox"/> New Hampshire  | <input type="checkbox"/> Virginia       |
| <input type="checkbox"/> New Jersey     | <input type="checkbox"/> Washington     |
| <input type="checkbox"/> New Mexico     | <input type="checkbox"/> West Virginia  |
| <input type="checkbox"/> New York       | <input type="checkbox"/> Wisconsin      |
| <input type="checkbox"/> North Carolina | <input type="checkbox"/> Wyoming        |

**PLEASE SPECIFY THE CREDENTIALS THAT YOU WOULD LIKE TO TARGET:**

*(PT, OT, MD)*

**PROFESSIONS**

- Certified Case Managers (CCMC)
- Disability Management Specialists (CDMS)
- Healthcare Executives (ACHE)
- Massage Therapists (NCBTMB)
- Nurses (ANCC)
- Occupational Therapists (AOTA)

- Physical Therapists (TBD)
- Physicians (ACCME Includes Canada Physicians and Physician Assistants)
- Prosthetic/Limb Rehabilitation
- Registered Dietitians (CDR)
- Rehabilitation Counselors (CRCC)
- Rehabilitation Psychologist (APA Division 22)
- Social Workers (NASW)
- Speech-Language-Hearing Pathologists (ASHA)

**IN ADDITION TO THE ABOVE, ARE THERE PARTICULAR ACRM MEMBER  
COMMUNITY GROUPS YOU WISH TO REACH?**

**ACRM MEMBER COMMUNITY GROUPS**

- Aging Research & Geriatric Rehabilitation Networking Group X,000+
- Arts & Neuroscience Networking Group X,000+
- Athlete Development and Sports Rehabilitation Networking Group X,000+
- Brain Injury Interdisciplinary Special Interest Group X,000+
- Cancer Rehabilitation Networking Group X,000+
- Complementary Integrative Rehabilitation Medicine Networking Group X,000+
- Career Development Networking Group X,000+
- Health Services Research Networking Group X,000+
- International Networking Group X,000+
- Lifestyle Medicine Networking Group X,000+
- Limb Care Networking Group X,000+
- Measurement Interdisciplinary Special Interest Group X,000+
- Military/Veterans Affairs Networking Group X,000+
- Neurodegenerative Diseases Networking Group X,000+
- Neuroplasticity Networking Group X,000+
- Pain Rehabilitation Networking Group X,000+
- Pediatric Rehabilitation Networking Group X,000+
- Physicians & Clinicians Networking Group X,000+
- Rehabilitation Treatment Specification Networking Group X,000+

- Spinal Cord Injury Interdisciplinary Special Interest Group X,000+
- Stroke Interdisciplinary Special Interest Group X,000+
- Technology Networking Group X,000+

## **SURVEY DISTRIBUTION SCOPE**

1. Quantity – How many times would you like the survey to go out?
    - 1 time
    - 3 times
    - 5 times
    - 6 times or more
  2. Frequency – At what interval should the survey go out?
    - Daily
    - Semi-weekly
    - Weekly
  3. How many responses are you hoping to get?
- 

## **PREFERRED LAUNCH DATE & TIME**

4. First choice date: \_\_\_\_\_
  - Time preference: \_\_\_\_\_
5. Second choice date: \_\_\_\_\_
  - Time preference: \_\_\_\_\_

**SUBJECT LINES** *Please provide three subject lines in order of priority below. ACRM will continue to eblast until the contracted number of open rates is reached. If more than three sends are needed, then the subject lines will repeat.*

- Launch #1 SUBJECT:  
\_\_\_\_\_
- Launch #2 SUBJECT:  
\_\_\_\_\_
- Launch #3 SUBJECT:  
\_\_\_\_\_



**FROM** Please provide the desired from name and email address.

Name:

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Email address:

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## CAMPAIGN DURATION

The campaign will conclude after 30 days or after the contracted level is reached.

## PRODUCTION SCHEDULE STEPS – READY-MADE SURVEY

1. Campaign initiation begins **after** contract and payment are received.
2. Customer **provides:**
  - The completed Survey Creation and Distribution Form
  - The html email package of the survey (final copy plus images)
3. E-mail **development:**
  - After STEP 2 is complete, ACRM will review and pre-approve the email content and the survey
  - Please allow 5-10 days for the email prep and draft.
  - *This time allows ACRM to build your custom audience from your criteria and to develop the html email etc.*
4. Draft & **approval:**
  - Customer receives the e-mail draft from ACRM
  - Within 1-2 days, customer provides feedback / sign-off for e-mail blast of the survey
5. Survey **launching:**
  - 3-5 days following blast #1, ACRM provides statistics with open results

- ACRM continues to eblast until contracted level is reached
- 30 days following blast #1 or after contracted level is reached (whichever comes first), ACRM provides final campaign statistics

## **PRODUCTION SCHEDULE STEPS – ACRM SUPPORTED SURVEY**

1. Campaign initiation begins **after** contract and payment are received.
2. Customer **provides:**
  - The completed Survey Creation and Distribution Form
  - Customer works with ACRM staff to provide desired survey questions and set-up details to create a complete survey
  - Completed survey to be approved by the customer
3. E-mail **development:**
  - After STEP 2 is complete, ACRM and the customer will develop, review and pre-approve the accompanying email content and the survey
  - Please allow 5-10 days for the email prep and draft.
  - *This time allows ACRM to build your custom audience from your criteria and to develop the html email etc.*
4. Draft & **approval:**
  - Customer receives the e-mail draft from ACRM
  - Within 1-2 days, customer provides feedback / sign-off for e-mail blast of the survey
5. Survey **launching:**
  - 3-5 days following blast #1, ACRM provides statistics with open results
  - ACRM continues to eblast until contracted level is reached
  - 30 days following blast #1 or after contracted level is reached (whichever comes first), ACRM provides final campaign statistics