

## **POLICY FOR RELEASE OF THE ACNM MAILING LIST FOR MARKETING RESEARCH PURPOSES**

### **Application**

A. All requests to use the ACNM mailing list for marketing research purposes should be sent to the ACNM National Office to the attention of the Director of Member Services with copies to the ACNM Senior Staff Researcher. Requests should include the following materials:

1. A cover letter describing:
  - a. Purpose of the research
  - b. Rationale for the use of ACNM members as research participants
  - d. Proposed time frame with anticipated dates for contacting the ACNM member participants, length of time to complete the survey and number of times members will be contacted
  - e. Whether or not personal health information will be collected and if so, a description of the HIPPA compliance plan
  
2. All materials that will be sent to ACNM member participants, including a cover letter that addresses:
  - a. The purpose of the research
  - b. A disclaimer statement with
    - i. Assurance of participant anonymity and/or confidentiality
    - ii. Assurance of the right to non-participation
    - iii. Potential risks and benefits to participants
    - iv. Time required of participants
    - v. Indication of HIPPA waiver
    - vi. This survey is independent of ACNM
  - c. Indication that ACNM staff and the Division of Research have reviewed the survey. and concur that the survey is a marketing survey.

### **Approval**

B. Criteria for release of the ACNM membership mailing list:

1. ACNM members are appropriate subjects for the proposed research
2. The proposal contains appropriate measures to protect the privacy of respondents and the confidentiality of their responses.

C. The ACNM Senior Staff Researcher will review and approve release of the mailing list to those proposals that are complete and meet the above criteria for Marketing Surveys.

### **Fulfillment**

D. The ACNM Membership Manager will be the point of contact for ordering the list, fulfillment and payment.

Final 2-23-05

Update 6-09