

Finding a Needle in a Haystack: A Unique Locating Strategy

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This Presentation Will Cover -

- Background information on the project
 - Locating challenges
 - Developing a locating process around having only a phone number
 - Setting up a custom batch search with a vendor
 - Using a vendor's standard batch search
 - Lead follow-up
 - Internet-based locating
 - Results
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Background Information

- 2001 - NCHS sponsored and MCHB funded the National Survey of Children with Special Health Care Needs
 - 2007 – Survey of Adult Transition and Health (SATH)
 - Follow up with 10,933 children who were 14 to 17 in 2001 and would now be adults
 - Locate and contact the 2001 Respondent
 - Get permission to speak with his or her child (now 19 to 23 years old)
 - Conduct a survey with the young adult
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About SATH

- Goal: Complete 1,845 SATH interviews
 - CATI Survey
 - Locating Component
 - Disconnected phone numbers
 - Phone numbers no longer belong to the respondents
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SATH Locating Challenges

- Limited information to begin locating
 - Phone number
 - Child gender
 - Child date of birth
 - Relationship of the 2001 Respondent to the 2007 Respondent
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Locating First Step

- Locating tool that would provide information associated with the phone number in 2001
 - Use results in conjunction with more conventional locating practices
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Roadblocks

- Vendor reverse-searching tools typically provide only current information
 - Internet-based reverse searches only provide current listings
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Custom Reverse Search

- Vendor keeps historical data but it doesn't have a batch search that can report the history
 - Vendor can build custom batch searches
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Custom Reverse Search

- For this custom reverse batch search, we submitted phone numbers and received:
 - First, middle, last name
 - Address, city, state, and zip code
 - Year that this information was associated with the phone number
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Custom Reverse Search

NORC Information	
Case ID	Phone
34305382	111-222-3344

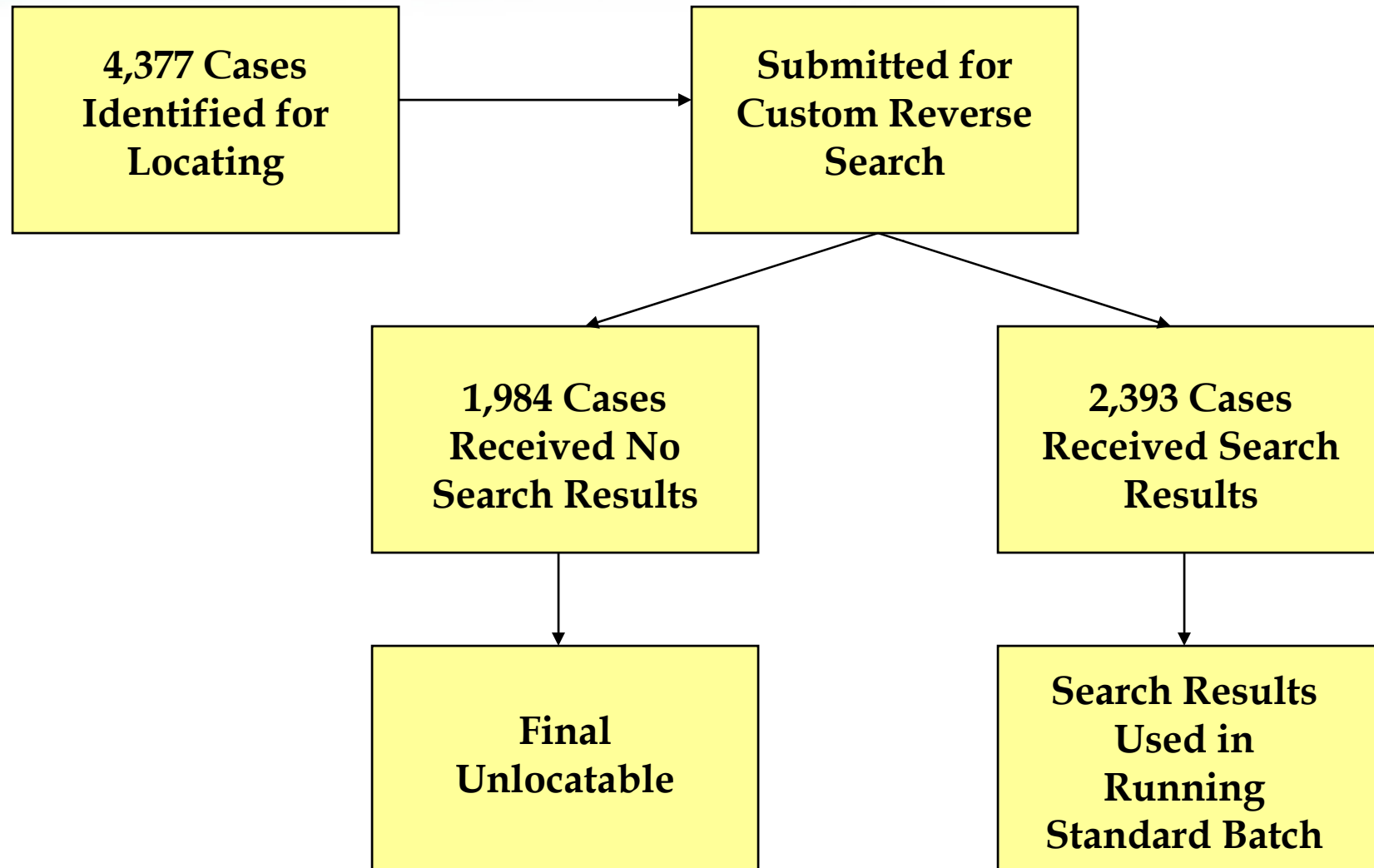
Custom Reverse Search

Vendor Search Results								
First	Middle	Last	Address	City	State	Zip	Phone	Date
John	C	Smith	541 Mayflower Rd	Flint	DE	99999	111-222-3344	1993
Jason	R	Wilson	985 Marathon Pl	Harris	DE	11111	111-222-3344	2000
Herman	G	Jones	874 Mill Ln	Cello	DE	55555	111-222-3344	2004

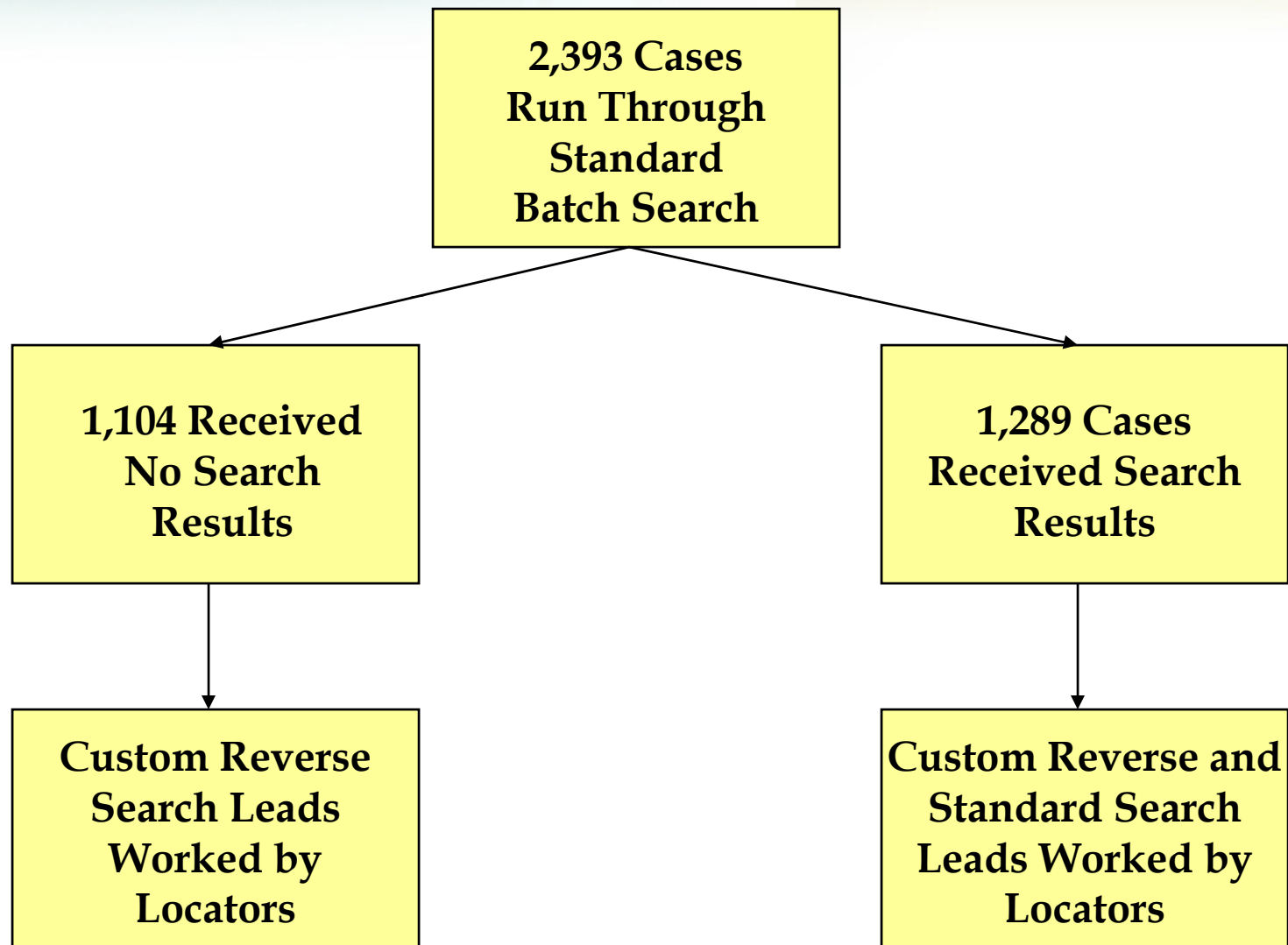
Standard Batch Locating

- Used results from the custom batch search
 - From this standard batch, we received:
 - Current address, city, state, and zip code
 - Current phone number
 - Up to three listings for each name submitted
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Overview of Batch Search Process



Overview of Batch Search Process



Lead Follow-Up

- Leads generated by the batch searches were loaded into our locating system
 - Phone numbers were dialed for a maximum of three attempts
 - Cases were assigned to teams of locators
 - After three attempts with no contact, a lead was deemed failed
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Lead Follow-Up

- Making contact with households
 - If the household reached did not participate in 2001, the lead was considered failed.
 - When the correct household was identified, the locator attempted to complete the interview.
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Internet-Based Locating

- When all batch leads failed, locators attempted to locate using the Internet
 - More than ten leads, resource failed
 - Ten or fewer leads, attempt to contact
 - No contact after three attempts, lead failed
 - All leads failed, final unlocatable
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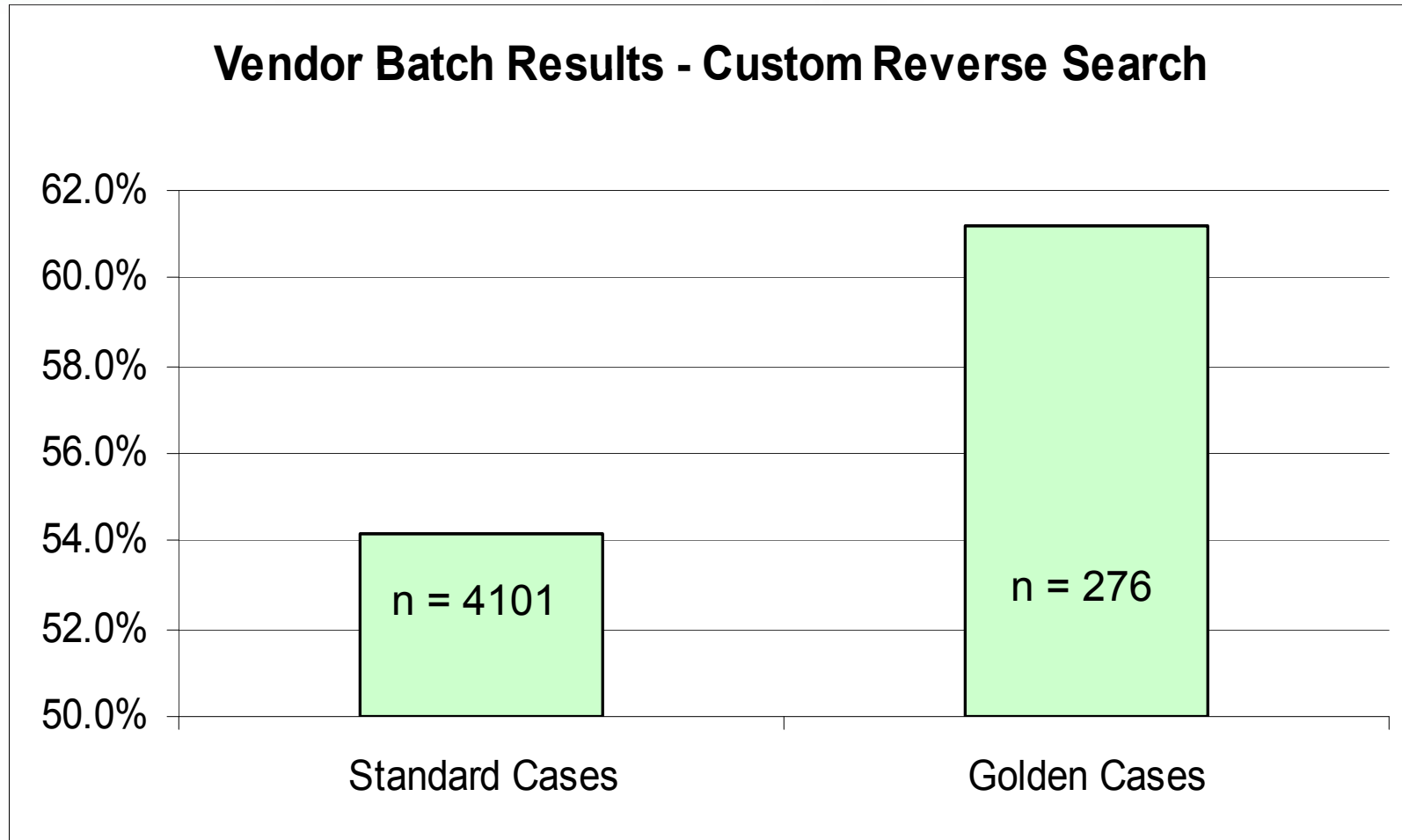
Golden Case Locating

- 276 cases in locating were part of this group
 - More effort was put into these cases
 - Cases were assigned to one of four “advanced locators” for additional searching
 - Public records search
 - Advanced whitepages searching
 - If these additional steps failed to produce new leads, the case was deemed final unlocatable
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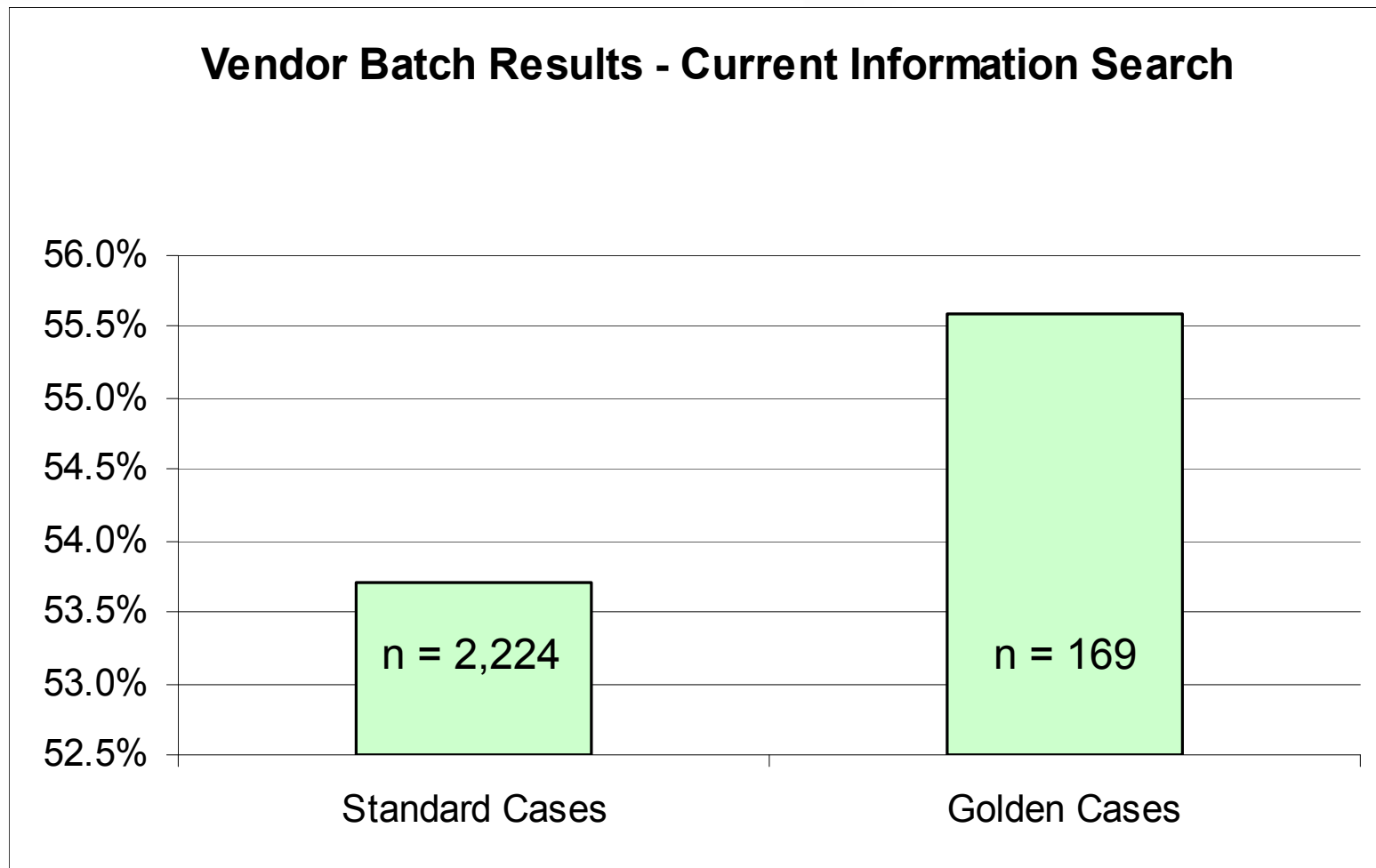
Locating the 2007 Respondent

- Contacted 2001 Respondent but 2007 Respondent in a different household
 - 2001 Respondent gave good contact information
 - 2001 Respondent gave incomplete or inaccurate contact information
 - 2001 Respondent refused to provide contact information
 - Consented to contact the 2007 Respondent
 - Did not give consent to contact the 2007 Respondent
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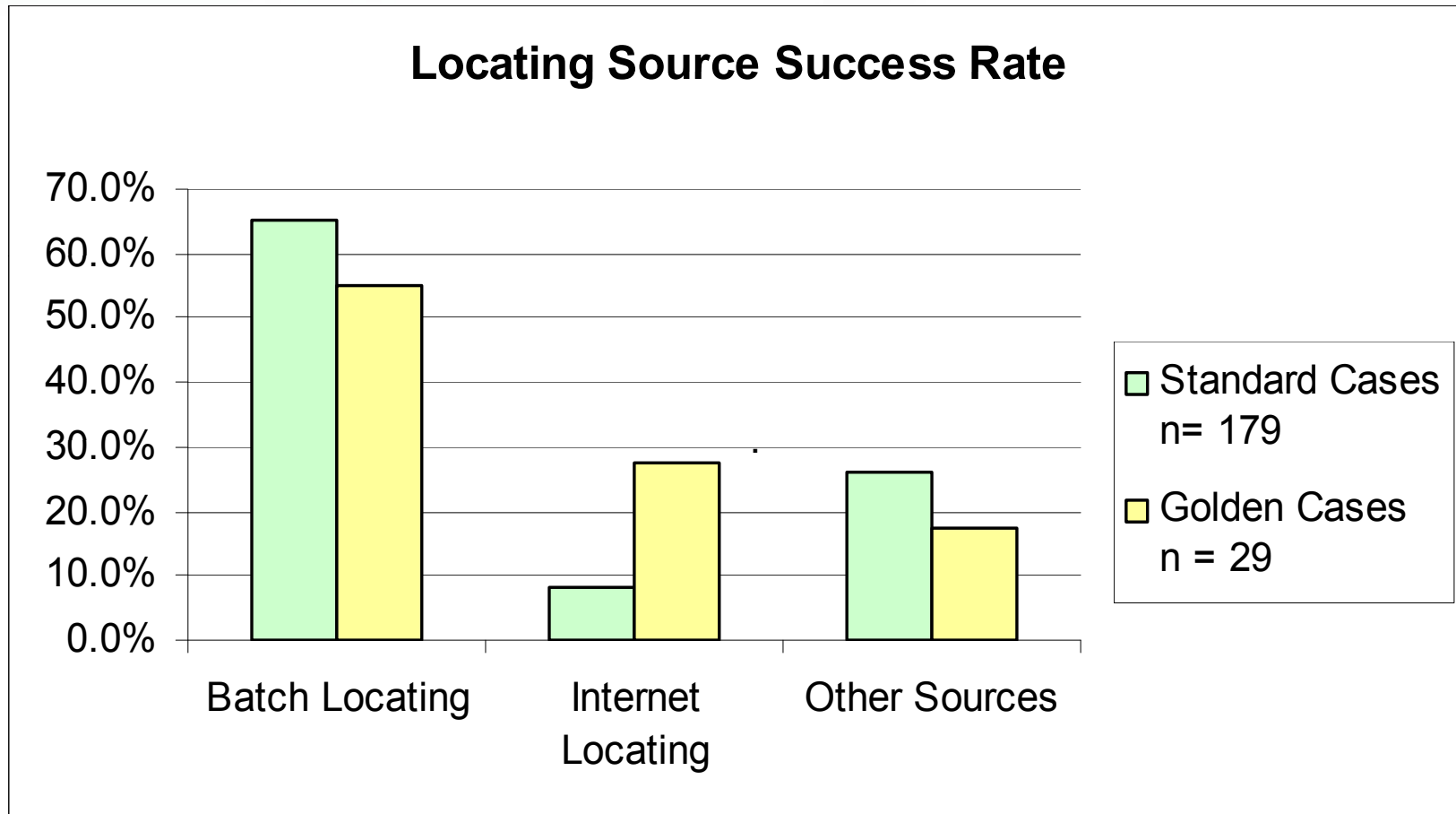
Results



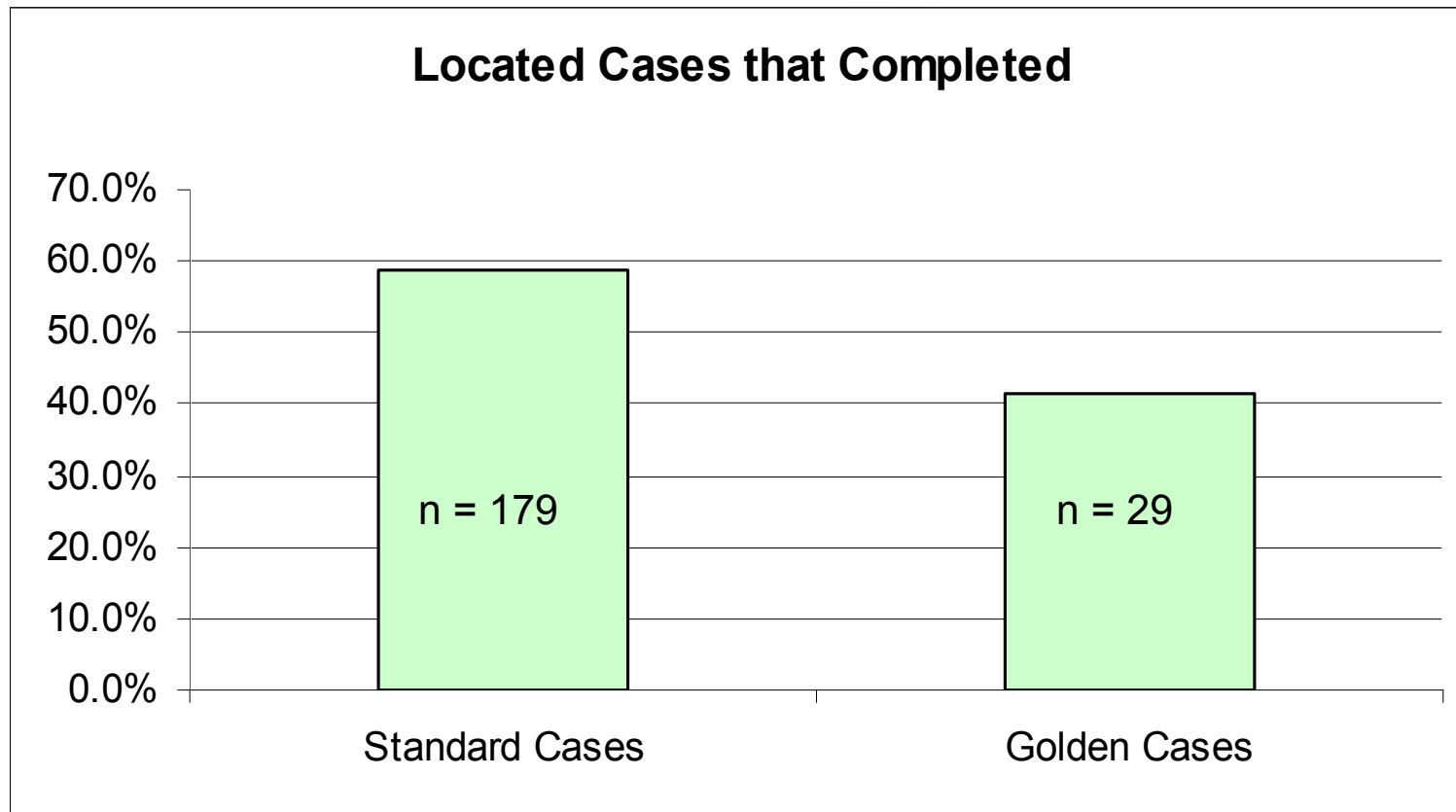
Results



Results



Results



Conclusion

- Custom batch search takes time to set up
 - Effect of locating on response rate
 - Locating can be done
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Thank You

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