



REWARDS

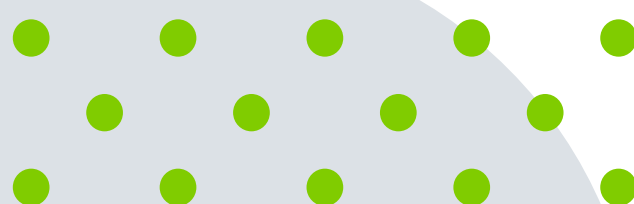


IRB Essentials

A Compliance Checklist for Research Incentives & Integrations

Institutional review boards serve a critical role in academic research, and complying with the specific requirements of your school's oversight committee is essential to launching and executing your research programs. Though there are more stringent requirements for certain types of research, such as medical studies, IRBs also review survey research and qualitative programs. It is also becoming increasingly common for researchers to request IRB review for projects traditionally considered outside their purview, like student experience surveys.

Most review boards have specific language in their guidelines about how to appropriately offer participant incentives, though regulations do vary from school to school. This checklist offers guidance on how to incentivize participation within the constraints of your IRB. Learn how to select an appropriate reward value, integrate rewards management directly into your research tool, and protect participant anonymity and data privacy.



Follow these best practices to optimize your research programs while still maintaining IRB compliance:

- 1 Calculate a compelling reward value and build an incentive program that doesn't affect the quality of your data.

The value of the selected reward needs to be appropriate for the time and energy required by the participant. If the value is too low, participants may not be motivated to fulfill the requirements of your research. If the value is too high, it could skew results by compelling participants to hastily and carelessly complete the survey or request just to receive the reward. BHN Rewards often uses this formula to estimate the appropriate reward amount for a particular demographic of participants.



[Read more](#) about how to calculate reward value.

- 2 Select a rewards platform that integrates directly with your research tool.

Automating the incentive fulfillment process not only simplifies reward delivery, but it also eliminates the risk of researchers accessing personal identifiable information (PII). Rather than manually signing in to BHN Rewards and fulfilling rewards, the systems are connected before research begins, and rewards are automatically delivered upon completion of the survey or task. The researcher never sees any PII.

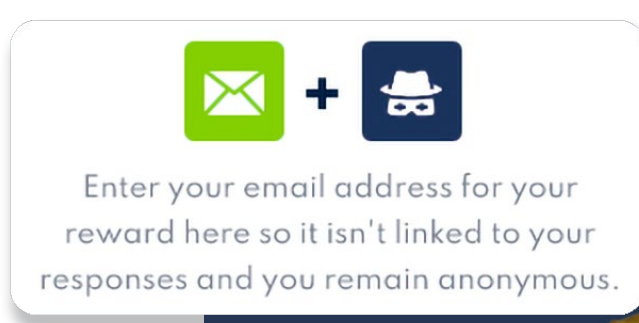
[Learn more](#) about the BHN Rewards + Qualtrics integration.



3 Mask participant data to ensure total anonymity.

Recipient data masking allows you to keep data concealed from all users of your account. It goes beyond the basic requirement of decoupling recipients' reward delivery email addresses and PII from their survey responses. Use it to give your respondents complete confidence in their privacy, strengthen the integrity of your study, and ensure compliance with privacy laws. BHN Rewards account admins can mask desired fields in their account settings for all users. A sophisticated incentive management platform will allow you to choose what recipient data you'd like to mask—their names, email addresses, location information, and/or custom fields.

Non-negotiable for IRB compliance!



4 Ensure both your research tool and your incentives management

platform comply with federal and international privacy laws, in addition to school-specific IRB requirements. Two of the most common are the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Look for SOC 2-compliant providers, who have gone through an extensive auditing procedure to ensure they manage data securely and protect participants' privacy. When seeking approval for your research, almost all IRBs will require that you're compliant with GDPR and CCPA as part of their program evaluation process.



Download our [**buyer's guide**](#) for additional advice on how to evaluate an incentives management platform.

5 Build incentives into your research project from the start, so that the IRB can holistically evaluate your program. Are you on the fence about whether or not to include an incentive as part of your survey or research project? Modifying your research methodology and including an incentive later on can stall data collection and slow down your work. Some researchers choose not to offer an incentive and then have to go back and modify their approach when participation or response rates don't meet the necessary threshold for analysis. This may require resubmitting your proposal, which can cause costly delays.



BHN Rewards puts the power of rewards to work for researchers through its extensive catalog of digital incentives from top brands like Amazon, DoorDash, Starbucks, Apple, Target, and more. BHN Rewards also streamlines international rewards programs, with options such as Visa® and Mastercard® prepaid rewards, which work in over 150 countries, and its Smart Global Choice feature, which automatically curates available rewards based on the recipient's country and currency. BHN Rewards integrates with leading research and survey platforms, including Qualtrics, SurveyMonkey, and Medallia, to make rewarding easy and automatic.

Need more information? [Contact us to request a demo](#)

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