APPLICATION FOR LIMITED LICENSE USE OF BIN INSTRUMENTS©

Applicant Completion - Page 1 of 2

Thank you for your interest in using Brand Image of Nursing (BIN) research instruments designed by Dr. Judi Allyn Godsey and colleagues (2018). The Nursing Brand Image Scale (NBIS)©, Nursing's Current Brand Position Scale (NCBPS)©, and Nursing's Desired Brand Position Scale (NCBPS)© are owned and copyright protected instruments specifically measuring perceptions of the **BRAND IMAGE OF NURSING**.

Our BIN scales are not intended to, nor do they, measure professional identity, attitudes, preferences, professionalism, roles, or any other concepts associated with nursing's personal, individual, or general image. "Brand Image of Nursing (BIN)" is the language that must be used when measuring, reporting, or publishing findings related to the use of these instruments. **If your study is intended to measure and/or report any concept other than BRAND IMAGE OF NURSING, then do not use these instruments.**

Upon submission of a **complete application (pages 1-2),** the Institute for the Brand Image of Nursing (IBIN) will consider requests for one-time conditional use of BIN instruments at no charge. **The License Agreement is outlined on p. 3-4.** IBIN directors will contact the applicant with a final decision approximately 2 weeks from date of receipt of a complete application.

INSTRUMENT(S) REQUESTED

☐ **NBIS – Nursing Brand Image Scale:**	☐ **NCBPS – Nursing's Current Brand Position Scale:**	☐ **NDBPS - Nursing's Desired Brand Position Scale:**
42 words/phrases describing nursing	10 statements describing nursing's current brand position	10 statements describing nursing's desired brand position

POPULATION FOR RESEARCH STUDY

☐ Registered Nurses	☐ Nursing Students	☐ General Public
☐ **OTHER (SPECIFY):**		

APPLICANT & STUDY INFORMATION (to be completed by the primary researcher)

Full Title of Research Study	
Brief Description of Study Purpose	
Primary Researcher's Full Name	
Researcher's Academic	

Degree(s) or program, if student	
Position/Title	
Institution / Affiliation	
Institution / Affiliation Address	
Country Where Research Will Occur	
Researcher's Email	
Describe plans for validating instrument(s)	

TRANSLATION of BIN INSTRUMENTS (COMPLETE ONLY IF APPLICABLE)

If linguistic translation is necessary for cross-cultural research, identify the language and proposed translated instrument name. **THE TITLE OF THE NEW INSTRUMENT MUST INCLUDE THE BIN INSTRUMENT NAME + POPULATION + LANGUAGE** (e.g., NBIS-P-G = NBIS, Public, German). It is anticipated that appropriate forward/backward translation methodology will be used.

Language for Translation	
Proposed Name of each Translated Instrument *see instruction above and/or licensing agreement for requirements	

APPLICANT ACKNOWLEDGMENT

I acknowledge that I have read and agree to each of the **Conditions of Use** (pages 3-4) for the approved BIN instrument(s) requested in this application.

Researcher's Name	
Researcher's Signature	
Date	

RETURN COMPLETED APPLICATION TO:

Dolores White, DNP, RN, CNE | IBIN Director of Academic and Global Research Partnerships | whited21@nku.edu

CONDITIONS OF USE

USE OF THESE INSTRUMENTS IS LIMITED TO THE TERMS OUTLINED IN THIS LICENSE AGREEMENT SIGNED BY THE PRINCIPAL INVESTIGATOR (PI) FOR THIS RESEARCH.

1. Restriction on Redistribution: The instrument(s) may not be copied, redistributed, sold, shared, posted online, or otherwise shared or disseminated.

2. Publication Restrictions: ***The full instrument(s) may not be reproduced in publications, appendices, online supplements, or other publicly accessible materials.***

3. Citation Requirement: All academic outputs using BIN instrument must cite, *at a minimum*:

Godsey, J.A., Hayes, T., Schertzer, C., & Kallmeyer, R. (2018). Development and testing of three unique scales measuring the brand image of nursing. *International Journal of Pharmaceutical and Healthcare Marketing, 12*(1), 2-14**.** https://doi.org/10.1108/IJPHM-09-2016-0052 .

See other recommended BIN sources on pages 2-3 of this application*

4. Modification Restrictions: The full BIN survey or instrument(s) *may not be modified, altered, shortened, or adapted in any way* without written permission, except for when comparable linguistic translation is necessary for cross-cultural research (using forward/backward translation methods).

5. Name(s) of Translated Instrument(s): THE NAME(S) OF NEW TRANSLATED INSTRUMENT(S) MUST INCLUDE THE NAME OF THE BIN INSTRUMENT + POPULATION + THE LANGUAGE IN THE TITLE (e.g., NBIS-P-G means NBIS instrument, used with the Public, in German translation). It is expected that appropriate forward/backward translation methods will be used to ensure the integrity of translated instrument(s)

6. BIN Concept Being Measured and Reported: These copyrighted instruments specifically measure perceptions of the BRAND IMAGE OF NURSING©. BIN scales are not intended to, nor do they, measure professional identity, attitudes, preferences, professionalism, roles, or any other concepts associated with nursing's personal, individual, or general image. "Brand Image of Nursing (BIN)" is the language that must be used when measuring, reporting, or publishing findings related to the use of these instruments, as per the limited license agreement granted to the PI.

If your study is intended to measure and report any concept other than BRAND IMAGE OF NURSING, then do not use these instruments. Please go to **our website** located at brandimageofnursing.com to carefully familiarize yourself with the BIN concept, constructs, and published scholarship associated with BIN research before proceeding with your own research.

7. Academic Integrity: Researchers agree to adhere to established academic and research ethics standards and maintain the confidentiality of the instrument content.

8. No Third-Party Licensing: Researchers may not sublicense, distribute, or grant access to the instrument by any third parties.

9. Reporting of Outcomes: Upon completion of the study, researchers agree to share a brief summary of findings, abstract, or citation of resulting publications with the instrument developer.

10. Data Sharing (Optional Collaboration): Researchers are invited and encouraged to share de-identified data for inclusion in future cross-national validation or meta-analytic studies to support IBIN's ongoing efforts to evaluate the global brand image of nursing. Possible collaboration on shared cross-cultural scholarship and publication(s) with IBIN will be considered. Sharing of publications resulting from this research with IBIN is also highly encouraged/appreciated.

11. Copyright: The Nursing Brand Image Scale© (NBIS), Nursing's Current Brand Position Scale© (NCBPS), and Nursing's Desired Brand Position Scale© (NDBPS) are copyrighted intellectual property of the instrument developers.

12. Version Control: Permission applies only to the specific version of the instrument provided. Updated or revised versions require separate permission.

13. Collaboration: Researchers interested in research support or broader cross-national BIN collaborations are encouraged to contact IBIN's Founding Director and Chief Research Officer.

14. Sharing of Publication Links on IBIN's Website: Researchers understand and agree that links to full text publications and/or abstracts resulting from the use of BIN instruments may be shared on the IBIN website. www.brandimageofnursing.com

RESEARCHERS ARE ENCOURAGED TO READ AND REFERENCE THESE BIN PUBLICATIONS

- **Development and testing of three unique scales measuring the Brand Image of Nursing. https://doi.org/10.1108/IJPHM-09-2016-0052**
- Psychometric properties and latent profile analysis of the Nursing Brand Image Scale: a methodological study in the Chinese context. https://pmc.ncbi.nlm.nih.gov/articles/PMC9490691/
- Public perceptions of the Brand Image of Nursing: Cross-cultural differences between the United States and China. https://www.nursingoutlook.org/article/S0029-6554(24)00113-1/pdf
- Translation and validation of the German version of the Nursing Brand Image Scale (NBIS-P-G). https://link.springer.com/article/10.1186/s12912-025-04025-5
- Registered nurse perceptions of factors contributing to the inconsistent brand image of the nursing profession. https://doi.org/10.1016/j.outlook.2020.06.005
- All nurses are leaders: 5 steps to reconstruct the professional identity and Brand Image of Nursing. https://doi.org/10.1016/j.mnl.2022.12.012
- If nursing does not define itself, policy will: The Brand Image of Nursing as an urgent professional imperative. https://www.nursingoutlook.org/article/S0029-6554(26)00066-7/fulltext
- Exploring the Brand Image of Pharmacy Using a Modified Nursing Framework https://www.ajpe.org/article/S0002-9459(26)01423-3/fulltext
- A framework for transforming the professional identity and brand image of All Nurses as Leaders. https://doi.org/10.1016/j.outlook.2023.102051

- Institute for the Brand Image of Nursing (IBIN) https://brandimageofnursing.com/

LICENSE AGREEMENT FOR LIMITED SCHOLARLY USE OF BIN INSTRUMENTS©

Conditional approval is granted for limited license use of the BIN instrument(s) specified below as outlined in the "Conditions of Use" section. Approved use of BIN instruments is limited solely to the principal researcher named below and only for scholarly research purposes, including clinical data collection, statistical analysis, and academic dissemination of findings associated with the approved study.

The full survey, instruments, and electronic set up instructions will be provided via a link to a test site within the Survey Monkey platform. *The full instrument(s) or links to the test survey may not be shared with anyone outside of the immediate research team. The content of the instruments must not be provided or reproduced in publications, appendices, online supplements, or other publicly accessible materials.*

IBIN APPROVAL (**OFFICIAL USE ONLY**)

Title of study using BIN instruments	
Name of BIN Instrument(s) approved for conditional use	
If translated to another language: Names for new instrument(s) to be used in reporting and publications	
Authorized IBIN Director Signature	
Date	

APPROVAL LIMITED TO (**OFFICIAL USE ONLY**)

Researcher / Principal Investigator	
Institution / Affiliation	

IBIN CONTACTS

Judi Allyn Godsey, PhD, MSN, RN, FAAN | IBIN Founding Director and Chief Research Officer | judi@judigodsey.com

Dolores White, DNP, RN, CNE | Director of Academic and Global Research Partnerships | whited21@nku.edu