

Attachment M-2

Physician Survey: Cover Letter for Initial Questionnaire Mailing

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PHYSICIAN SURVEY: COVER LETTER FOR INITIAL QUESTIONNAIRE MAILING

(NORC Letterhead)

Date

Dr. First Name Last Name

Address 1

Address 2

City, State Zip

Dear Dr. Last Name:

The National Opinion Research Center (NORC) at the University of Chicago is conducting a national survey of physicians on behalf of the Office of Minority Health. This survey collects information on physicians' thoughts and opinions about racial and ethnic disparities in health care. The results will help fill in important knowledge gaps and will be valuable to OMH as they carry out their mission to protect and improve the health of racial and ethnic minority populations.

Your response is very important to the success of this study, and we sincerely hope that you will take this chance to make your opinion heard. We estimate that the survey will take about 15 minutes of your time to complete. As a token of our appreciation for your participation, we are enclosing a check for \$150. We will also be happy to provide you with a copy of the final report on the survey's results if you would like. All of the information you provide is strictly voluntary and confidential. Your name will not be associated with the answers you provide.

To make it as easy as possible for you to participate in this study, we are offering you a choice of methods for completing the survey. You may simply complete the enclosed questionnaire and return it to NORC in the postage-paid envelope provided. You may also fax the completed questionnaire to **xxxx**. Alternatively, you may set up a time to complete the survey over the phone by calling 1-877-236-8161. Whichever method you choose, your responses will be kept completely confidential.

If you have any questions or comments concerning the study, please contact me by telephone at (301) 634-9344 or via email at espinosa-oscar@norc.org.

Your participation in this important and useful study will be critical to its success. Thank you in advance for your cooperation. I know you are extremely busy and appreciate your willingness to help inform OMH as they develop policies and programs to eliminate health disparities.

Sincerely,

Oscar Espinosa
NORC, Project Director