

Attachment M-3

Physician Survey: Cover Letter for Follow-up Mailings

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COVER LETTER FOR FOLLOW-UP MAILINGS

(NORC Letterhead)

Date

Dr. First Name Last Name

Address 1

Address 2

City, State Zip

Dear Dr. Last Name:

I am writing to ask for your help in an important national study. You have been randomly selected to participate in a survey of physicians' thoughts and opinions regarding racial and ethnic disparities in health care. This study is being conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the Office of Minority Health. NORC is a nonpartisan, nonprofit organization dedicated to providing objective data to inform Federal Policymakers.

You may recall receiving a letter about the study, a copy of the questionnaire, and an honorarium of \$150 from NORC. Additionally, representatives from NORC may have attempted to contact you via telephone to participate. Our data collection period will end very soon, and we hope that your opinions can be included when our report is issued.

While I understand that you get numerous requests for help from commercial and noncommercial sources, I believe that this request merits your attention. The practice of medicine in changing rapidly and legislators are considering even more changes each year. As a physician, you understand the critical need to have complete and accurate information in order to make decisions. The same is true for Federal health policymakers. That is why your participation in this study is so important.

If you have not already done so, please complete and return the questionnaire as soon as possible. Please be assured that all responses are confidential; your name and identifying information will not be associated with the survey data, nor used in any other way. Participation will only take about 15 minutes, and you have a choice of response options. You may: (1) complete the enclosed questionnaire and return it in the pre-paid envelope or fax it to xxx (2) call 1-877-236-8161 to schedule a time to complete the interview over the telephone or (3) wait for a representative from NORC to contact you again. If you select this latter option, please alert your office staff of your willingness to speak with the NORC interviewers when s/he calls. Also, if you did not receive the \$150 honorarium, please let the interviewer know and NORC will be happy to send you another check in appreciation for your participation.

NORC is dedicated to working with both consumers and providers to improve health, and we hope you will choose to help with this very important study.

Thank you for your consideration,

Dan Gaylin

Executive Director, Senior Vice President, Health Policy and Evaluation Research

NORC