

Attachment A - Text for Initial Participant Email

FINAL DRAFT 8.29.11

[NOTE: This is to be sent to potential participants by relevant organizations via email]

Dear _____,

The Agency for Healthcare Research and Quality (AHRQ) has contracted with RTI International, a non-profit health research organization, to gather feedback from developers and purchasers of consumer health information technology (IT) about tools and materials available online in order to determine how useful and easy to use the tools and materials are for their intended audiences and to provide specific recommendations for revising tools and materials.

We would like to invite your participation given your [membership/affiliation/work in _____.]

We are seeking participants who are developers or purchasers involved in the design or selection of highly interactive consumer health IT systems intended primarily for use by patients or consumers, especially those that incorporate both patient interaction and patient-specific feedback. The results of the study will be used to help AHRQ improve the content and format of different tools and materials available to developers or purchasers and to help better focus outreach efforts.

If you qualify, your participation would consist of a focus group [online or in-person] lasting up to 90 minutes. As a token of our appreciation, you will receive \$150.

If you are interested in participating, please call the toll-free number below to schedule and conduct the study. To participate, please call:

[Name] at (800) 123-1234

[Name] can also be reached at [email].

If you have any questions about the study, please call RTI Project Director Dr. Jonathan Wald at (781) 370-4019.

Thank you for your help with this important research to ensure that tools and resources available on the AHRQ Web site are both useful and easy to use by their intended audiences.

Sincerely,

[RTI]