

Attachment D: Recruitment E-mail

[NOTE: This is to be sent to potential participants by relevant organizations or directly by program or project staff via e-mail.]

Dear colleague,

The Agency for Healthcare Research and Quality (AHRQ) has contracted with Westat, a health research organization, to gather feedback about one of the tools on AHRQ's National Resource Center for Health IT (NRC) Web site: the Health Information Exchange (HIE) Evaluation Toolkit. The purpose of this toolkit is to help HIE evaluators develop an evaluation plan.

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

In order to make this toolkit more relevant, useful, and usable, we are seeking study participants who:

- Will be developing an HIE evaluation plan starting in the Fall of 2012; and
- Are materially involved in the development of the evaluation plan; and
- Will use the provided HIE Evaluation Toolkit to help develop their HIE's evaluation plan; and
- Can participate in an interview in early 2013.

Prior experience in conducting an HIE evaluation is not required. All responses will be kept confidential to the extent permitted by law, including AHRQ's confidentiality statute, 42 USC 299c-3(c).

If you qualify, your participation would consist of no more than five, 5-minute monthly check-ins to assess your progress in the development of the evaluation plan and an in-depth lasting up to 90 minutes. As a token of our appreciation, you will receive \$100.

If you are interested in participating or have any questions, please contact me at 1-888-653-4336 or by e-mail at HIEevaluationtoolkit@westat.com. Please forward this e-mail to anyone you know who may be interested in participating.

Thank you for your interest.

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