

Attachment F: Recruiting Communication – Request to Organizations

Subject (email subject line): **Participants Needed for Evaluation of a Health IT Research Tool**

Dear _____,

Subject (inside the email): **Opportunity to participate in a study to improve information and tools designed to facilitate evaluation of a health IT research tool.**

The Agency for Healthcare Research and Quality (AHRQ) has contracted with Westat and Mosaica Partners to conduct an evaluation to improve the quality of the information and tools AHRQ makes available to facilitate the evaluation of health IT systems.

We would like to invite you, and members of your organization, to help shape the information and tools that the Federal government provides. Your opinion counts! We'd like to know your thoughts about what types of information you may need, what kinds of health IT tools would be useful, and what you would like to see in specific tools.

There will be a \$75 incentive payment for each individual who participates. We take the privacy of participants in this study seriously. Generally, only summary data will be provided to AHRQ and we will ensure that any comments expressed by participants will be kept confidential **to the extent permitted by law, including AHRQ's confidentiality statute, 42 USC 299c-3(c)**. Any verbatim quotes we include in our report to AHRQ will not be attributed to a specific individual.

Individual and group telephone interviews will last between 60 and 90 minutes.

Our target audiences for this study are researchers and/or implementers with direct experience with health IT systems – for example, electronic health records, electronic prescribing, decision support, order entry. For researchers, we are interested in interviewing individuals with direct experience in studying the effects and performance of health IT systems. For implementers, we are interested in interviewing individuals with direct experience in implementing or evaluating these systems.

If you, or any members of your organization fit either or both of these descriptions and would be interested in participating, please contact us at 727-570-8111 or email us at HITtools@mosaicpartners.com. Please respond no later than **MONTH DAY, 2011** if you are interested in participating.

We have also attached the text of an announcement¹ that you could place on your organization's Web site or include in a newsletter to be distributed to your organization's members.

Please feel free to forward this email to other appropriate individuals, either inside or outside your organization, if you believe they are either researchers or implementers of health IT systems.

¹ The announcement referred to here is included as Attachment G: Recruiting Communication - Flyer

If you have any questions, please contact me at bbrown@mosaicpartners.com or 727-570-8100. We look forward to working with you and your organization's members to help advance the quality of information and tools that are available for the development and implementation of health IT systems.

Thank you.

Bob Brown
VP, Professional Services
Mosaica Partners