

## Attachment 3: Introduction Letters

### *Letter 1: Advocacy Groups Asking for General Pop/Patients*

SUBJECT LINE: THE NATIONAL CANCER INSTITUTE (NCI) SEEKS PARTICIPANTS FOR WEBSITE USABILITY TESTING, INCENTIVE PROVIDED

Good Morning/Afternoon [Contact name],

NOVA Research Company is supporting National Cancer Institute by assessing the usability and overall effectiveness of their Web presence. We are inviting members of the general population and/or patients to participate in the assessment, and **we would greatly appreciate your help. If you know of any of your constituents who would like to participate in the usability testing, please provide us with their contact information. Alternatively, you may send them an invitation and ask them to contact us using the email or telephone number below.**

Participants will be asked to join a live, online session where they will carry-out basic tasks and activities on the site (e.g., accessing certain links). We anticipate the session will last about 1 hour. In order to participate, only basic computer skills and an Internet connection are required **As a token of our appreciation, participants will receive a \$40.00 Visa gift card shortly following their participation.**

Interested participants should contact XXX at XXXXXXXXX@novaresearch.com.

Thank you for your time, and we would appreciate hearing from you as soon as possible.

Sincerely,  
[Contact name/Project Officer/Lead investigator]  
[Contact signature/contact info]

**Letter 2: Societies/Associations asking for Medically Knowledgeable Practitioners and Medical Imaging Investigators**

SUBJECT LINE: THE NATIONAL CANCER INSTITUTE (NCI) SEEKS PARTICIPANTS FOR WEBSITE USABILITY TESTING, INCENTIVE PROVIDED

Good Morning/Afternoon [Contact name],

NOVA Research Company is supporting National Cancer Institute by assessing the usability and overall effectiveness of their Web presence. We are inviting medically knowledgeable practitioners and medical imaging investigators to participate in usability testing, and **we would greatly appreciate your help. If you know of any of your constituents who would like to participate in the usability testing, please provide us with their contact information. Alternatively, you may send them an invitation and ask them to contact us using the email or telephone number below.**

Participants will be asked to join a live, online session where they will carry-out basic tasks and activities on the site (e.g., accessing certain links). We anticipate the session will last about 1 hour. In order to participate, only basic computer skills and an Internet connection are required **As a token of our appreciation, participants will receive a \$40.00 Visa gift card shortly following their participation.**

Interested participants should contact XXX at XXXXXXXXXX@novaresearch.com.

Thank you for your time, and we would appreciate hearing from you as soon as possible.

Sincerely,  
[Contact name/Project Officer/Lead investigator]  
[Contact signature/contact info]

## BLIND LETTERS

***Letter 1: Targeting Medical Imaging Investigators (found via NIHReport) – VERSION A: People identified as current/recent recipients of NCI grants administered by CIP***

SUBJECT LINE: THE NATIONAL CANCER INSTITUTE (NCI) SEEKS PARTICIPANTS FOR WEBSITE USABILITY TESTING, INCENTIVE PROVIDED

Good Morning/Afternoon [Contact name/title],

NOVA Research Company is supporting National Cancer Institute by assessing the usability and overall effectiveness of their Web presence. We are inviting medical imaging investigators to participate in usability testing, and **we would greatly appreciate your help.**

Participants will be asked to join a live, online session where they will carry-out basic tasks and activities on the site (e.g., accessing certain links). We anticipate the session will last about 1 hour. In order to participate, only basic computer skills and an Internet connection are required **As a token of our appreciation, participants will receive a \$40.00 Visa gift card shortly following their participation.** As a current/recent recipient of an NCI grant administered by CIP, we invite you to participate in the usability testing.

Please let us know if you would be interested in participating by contacting NOVA Research staff at [e-mail] or via telephone at [Phone]. We will respond promptly to schedule your 1-hour usability testing session.

If you have any questions regarding this study, you may contact the project officer at [CONTACT E-MAIL], or via telephone at [CONTACT PHONE].

Thank you for your time, and we would appreciate hearing from you as soon as possible.

Sincerely,  
[Contact name/Project Officer/Lead investigator]  
[Contact signature/contact info]

**Blind Letter 1: Targeting Medical Imaging Investigators (found via NIHReport) – VERSION B: to people identified as not a recipient of an NCI grant of any kind.**

SUBJECT LINE: THE NATIONAL CANCER INSTITUTE (NCI) SEEKS PARTICIPANTS FOR WEBSITE USABILITY TESTING, INCENTIVE PROVIDED

Good Morning/Afternoon [Contact name/title],

NOVA Research Company is supporting National Cancer Institute by assessing the usability and overall effectiveness of their Web presence. We are inviting medical imaging investigators to participate in usability testing, and **we would greatly appreciate your help.**

Participants will be asked to join a live, online session where they will carry-out basic tasks and activities on the site (e.g., accessing certain links). We anticipate the session will last about 1 hour. In order to participate, only basic computer skills and an Internet connection are required **As a token of our appreciation, participants will receive a \$40.00 Visa gift card shortly following their participation.** We invite you to participate in this usability test.

Please let us know if you would be interested in participating by contacting NOVA Research staff at [e-mail] or via telephone at [Phone]. We will respond promptly to schedule your 1-hour usability testing session.

If you have any questions regarding this study, you may contact the project officer at [CONTACT E-MAIL], or via telephone at [CONTACT PHONE].

Thank you for your time, and we would appreciate hearing from you as soon as possible.

Sincerely,  
[Contact name/Project Officer/Lead investigator]  
[Contact signature/contact info]

**Blind Letter 2: targeting medically knowledgeable practitioners (found via clinical trial staff).**

SUBJECT LINE: THE NATIONAL CANCER INSTITUTE (NCI) SEEKS PARTICIPANTS FOR WEBSITE USABILITY TESTING, INCENTIVE PROVIDED

Good Morning/Afternoon [Contact name/title],

NOVA Research Company is supporting National Cancer Institute by assessing the usability and overall effectiveness of their Web presence. We are inviting medical practitioners to participate in usability testing, and **we would greatly appreciate your help.**

Participants will be asked to join a live, online session where they will carry-out basic tasks and activities on the site (e.g., accessing certain links). We anticipate the session will last about 1 hour. In order to participate, only basic computer skills and an Internet connection are required **As a token of our appreciation, participants will receive a \$40.00 Visa gift card shortly following their participation.** We invite you to participate in this usability test.

Please let us know if you would be interested in participating by contacting NOVA Research staff at [e-mail] or via telephone at [Phone]. We will respond promptly to schedule your 1-hour usability testing session.

If you have any questions regarding this study, you may contact the project officer at [CONTACT E-MAIL], or via telephone at [CONTACT PHONE].

Thank you for your time, and we would appreciate hearing from you as soon as possible.

Sincerely,  
[Contact name/Project Officer/Lead investigator]  
[Contact signature/contact info]