

Attachment Q

Pediatrician Email

Dear,

[INSERT NAME]

The Centers for Disease Control and Prevention has commissioned Stratallys Research, an independent public opinion research firm, to conduct an online focus group among pediatricians. We invite you to voice your opinions about teen health issues in an anonymous, confidential online forum to be held the evening of [INSERT DATE]. You will receive a \$75 gift for participation for taking the time to contribute your opinions during the online focus group.

We are not trying to sell you anything; we simply value your feedback. Your individual responses will be completely confidential and anonymous - as will your participation in the online focus group.

To register for this online discussion group, please fill out the 5 minute registration survey. Click on the link below or cut-and-paste the full link into your browser.

<http://sss.stratalys.com/inquirer/s14206>

Thank you for helping us with this study. Your opinions are of great value to us.

Regards,

Jeff Hayes, PhD
President Stratallys Research
www.stratalys.com

- More on the Survey -

This survey requires no special software or hardware and is estimated to take 5 minutes to complete.

- About Stratallys-

Stratallys Research is a non-partisan DC-based market research firm. Stratallys generates insights for an array of clients that includes public relations firms, research companies, ad firms, non-profit organizations, associations, and corporations.

- Technical Difficulties -

If you encounter any technical difficulties while completing this survey please send an email to support@stratalys.com.

You recently agreed to participate in a 60-minute online focus group to explore teen health issues. As a reminder, the online focus group is scheduled for ...

WHEN:

[INSERT DATE & TIME].

HOW:

Tomorrow you will receive another email that will include a link that you will use to log into the online focus group.

REWARD:

\$75 gift for participation paid via check

I look forward to hearing your opinions!

Regards,
Jeff Hayes, PhD
Stratalys Research
www.stratalys.com

Details:

NEED TO CANCEL? Reply to this email with the Subject line 'Cancel'.

LOG IN EARLY. If you do not log in early, the session may be filled up and you won't receive your reward.

You recently agreed to participate in a 60-minute online focus group to explore teen health issues. Here is the information you will need to log on tonight...

WHEN:

[INSERT DATE & TIME].

HOW:

Click on the link below (or copy-and-paste it into your browser) UP TO 20 MINUTES PRIOR to the scheduled start time of the session ... (**LOG IN EARLY. If you do not log in early, the session may be filled up and you won't receive your reward.)

<http://sss.stratalys.com/inquirer/s14209>

The link will not work if you click on it more than 20 minutes prior to the scheduled start time.

REWARD:

\$75 gift for participation paid via check

We'll see you at Xpm EASTERN this evening!

Regards,
Jeff Hayes, PhD
Stratalys Research
www.stratalys.com

Details:

NEED TO CANCEL? Reply to this email with the Subject line 'Cancel'.

LOG IN EARLY. If you do not log in early, the session may be filled up and you won't receive your reward.