

**APPENDIX 4**

**Recruitment and Reminder Emails  
Consent Forms**

## Recruitment Email

### INITIAL INVITATION

Subject: Your Latest KnowledgePanel Survey

Body:

Dear [FIRST NAME],

Thanks for being an integral part of KnowledgePanel! Your latest survey can be accessed by clicking the following link:

[LINK TO CONSENT FORM]

(If the link does not work automatically from this email, please copy the below link to your internet browser.)

[FULL URL LINK]

Our Panel Member Support Center is available if you have questions or comments. You can contact us toll free at 1-800-782-6899 or simply reply to this email invitation. In order to better serve you, please be sure to include reference [REFERENCE NUMBER] in the Subject of your message. We are always happy to hear from you!

Thanks,  
KnowledgePanel Support Team

*This email is intended for [FIRST NAME]*

DHHS research authorized by Section 1701(a)(4) of the Public Health Service Act (42 U.S.C. 300u(a)(4)).  
Confidentiality protected by 5 U.S.C. 552(a) and (b) and 21 CFR part 20.  
OMB Control # \_\_\_\_\_ Expires \_\_\_\_\_

## Reminder Email

Subject: Survey Reminder (New Health Product)

Body:

Dear [FIRST NAME],

We recently sent you a survey about a new medication. Our records show that you have not had a chance to complete the survey. We think that you will find the survey interesting. We'd appreciate your completing the survey at your first convenience. You will receive **1,000 points** for your time and completion.

[LINK TO CONSENT FORM]

Thank you in advance for your time and cooperation.

KnowledgePanel Support Team

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## Consent Form

Thank you for continuing to be part of the KnowledgePanel®. This is a study about new consumer products. If you agree to take part in this research, you will be asked to read print advertising for a potential new product and answer some questions about the advertising. The study will take about 20 minutes. You will earn 1,000 reward points for your time and completion.

As with all Knowledge Networks surveys, your response to this survey, or any individual question on the survey, is completely voluntary. You can refuse to answer any question. You will not be individually identified and your responses will be used for statistical purposes only. Your answers and information will be kept private to the extent allowable by law.

If you have questions about your rights as a participant in this survey, or are dissatisfied at any time with any aspect of the survey, you may contact Knowledge Networks at 800-782-6899.

[\[LINK TO SURVEY\]](#)

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