

# Version 5010/ICD-10 Industry Readiness Assessment

## Appendix C: Drafts of Initial and Follow-up Respondent Letters

### Initial and Follow-up E-mail

**Subject:** New i-Say Survey (^PID^)



You are receiving this email as a registered member of the i-Say panel. Click here if you'd like to [unsubscribe](#).

Dear ^MFN1^,

The Centers for Medicare & Medicaid Services (CMS) is sponsoring a study to collect information regarding the awareness and readiness for transition to ICD-10 code sets and Version 5010 transactions.

Your participation in this survey is voluntary. There will be no penalties if you decide not to respond, either to the information collection as a whole or to any particular question. Furthermore, the information you provide will remain confidential and will not be disclosed in identifiable form to anyone. This information will be used to inform outreach and education efforts to help health care providers, payers, software vendors and clearinghouses prepare for the coming transitions.

[Click here to get started](#)

If clicking on the link doesn't work, just copy and paste the following URL into your browser:  
^SLINK^

All the info, including points and survey length, will be waiting for you on the first page.

Thank you for your participation. As always, your responses will be kept confidential.

Emily Martin  
Director of Research

i-Say Panel | 1600 Stewart Avenue, Suite 500 | Westbury, NY 11590 | [Privacy Policy](#)

Make sure to add [questions@i-say.com](mailto:questions@i-say.com) to your address book/safe senders list so you can receive emails from us. Otherwise, they may end up in your junk mail.

*Wanna know what you're earning?*  
[Click here](#) for more on our rewards program.

Surveys may sometimes differ in time.  
If your survey does end sooner than expected, it is simply because the survey has filled up, and we cannot take any more responses. You will

always be rewarded for your time.

This email was sent to: ^EMAIL^  
If you require any help with this survey, please quote survey number: ^PID^

### Initial and Follow-up E-mail

#### Body Plain text:

You are receiving this email as a registered member of the i-Say panel. If you'd like to unsubscribe, please visit <http://www.i-say.com/unsubscribe.aspx>

Dear ^MFN1^,

The Centers for Medicare & Medicaid Services (CMS) is sponsoring a study to collect information regarding the transition to awareness and readiness for ICD-10 code sets and Version 5010 transactions.

Your participation in this survey is voluntary. There will be no penalties if you decide not to respond, either to the information collection as a whole or to any particular question. Furthermore, the information you provide will remain confidential and will not be disclosed in identifiable form to anyone. This information will be used to inform outreach and education efforts to help health care providers, payers, software vendors and clearinghouses prepare for the coming transitions.

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^SLINK^

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Emily Martin

Director of Research

i-Say Panel | 1600 Stewart Avenue, Suite 500 | Westbury, NY 11590 | <http://i-say.com/privacy.aspx>

Make sure to add panel@i-say.com to your address book/safe senders list so you can receive emails from us. Otherwise, they may end up in your junk mail folder.

Want to know what you're earning? Visit: <http://www.i-say.com/rewards.aspx>

Surveys may sometimes differ in time. If your survey does end sooner than expected, it is simply because the survey has filled up, and we cannot take any more responses. You will always be rewarded for your time.

This email was sent to: ^EMAIL^

If you require any help with this survey, please quote survey number: ^PID^

**Mailing**

[Date]

<NAME>  
Address 1  
Address 2  
City, ST ZIP  
[INSERT BAR CODE]

**RE: Healthcare Administrators Study**

<NAME>:

e-Rewards® Medical Market Research, a leading provider of market research services to the professional healthcare community, would like to invite you to participate in the following market research study.

**Topic: Healthcare Administrators Study**

**Length of Survey: YY Minutes**

**Complete By: X/XX/2011**

To access the survey, please enter the entire Web address below into your Web browser address bar. When prompted, please enter your PIN and Invitation Code

**Web Address: <http://www.e-rewardsmedical.com/survey.do>**

**PIN: ABC123**

**Invite Code: U3001000C**

We encourage you to respond quickly, as this invitation will be available only until a predetermined number of responses have been received. If you are interrupted before you are able to complete the full survey, you may resume the survey by returning to the Web address above and entering your PIN when prompted. This PIN may only be used for this survey.

Sincerely,



**Linda Roberts**  
Manager, e-Rewards, Inc.  
lroberts@e-rewards.com  
(214) 365-7699

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If you have an inquiry or experience problems with this message, please contact Linda Roberts at [Lroberts@e-Rewards.com](mailto:Lroberts@e-Rewards.com).

If you would like to opt out of receiving any future market research offers or surveys from e-Rewards Medical Market Research, please visit: <http://www.e-rewardsmedical.com/NoThanks.do>

Read our Privacy Policy: [http://www.e-rewardsmedical.com/erewardsmedical/privacy\\_policy.jsp](http://www.e-rewardsmedical.com/erewardsmedical/privacy_policy.jsp)

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