

APPENDIX C

**FDA Comparative Study**  
*Study Invitation and Reminder E-mails*

**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 SURVEY]

(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]*

**REMINDER E-MAIL**

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.

Thank you in advance for your time and cooperation.

KnowledgePanel Support Team