



BRIGHAM AND  
WOMEN'S HOSPITAL  
A Teaching Affiliate of Harvard Medical School



Aaron S. Kesselheim, M.D., J.D., M.P.H.  
Division of Pharmacoepidemiology  
Brigham and Women's Hospital  
1620 Tremont St., Suite 3030  
Boston, MA 02120

Harvard Medical School  
Associate Professor  
Tel: (617) 278-0930

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March 12, 2015

Dear [TITLE] [LNAME]:

I hope that you will fill out the attached survey. The goal is to learn your perspectives as a pharmacist about the appearance of the prescription pills that you dispense. These changes can include pill color, shape, size, and any markings (such as text, lines, grooves, or designs) printed on the pill. Your participation is extremely important! The Food and Drug Administration has provided funding for this survey, which is being conducted by the Harris Poll, now a division of Nielsen Consumers Insights, on behalf of a team of pharmacists and physicians at Harvard Medical School and Brigham and Women's Hospital. The findings from this research will help clarify your views for us on these topics, and will guide future work and programs aimed at promoting optimal patient health outcomes.

Please help us reach these important public health goals by completing this survey; **the enclosed \$5 honorarium is a token of our gratitude**. We plan to widely disseminate the results of this survey in peer-reviewed journals. The survey is designed to take no more than 20 minutes to complete. This study has been approved by our Institutional Review Board.

Your responses will be completely anonymous and analyzed only in the aggregate. Your participation is voluntary. Any links between your identity and your responses will be maintained securely by Nielsen and will never be released to researchers or the Food and Drug Administration.

If you prefer, you can complete the survey online using the following Internet address:

[URL]

If you have any questions about this survey, please call Sandra Applebaum at Nielsen, 1-212-539-9746.

Sincerely,

Aaron S. Kesselheim M.D., J.D., M.P.H.  
Principal Investigator  
Associate Professor, Harvard Medical School  
Division of Pharmacoepidemiology and Pharmacoeconomics  
Brigham and Women's Hospital

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