



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



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[FIRST NAME] [LAST NAME]
[ADDRESS 1]
[ADDRESS 2]
[TOWN], [STATE] [ZIP] [EXTENSION]

Dear [FIRST NAME] [LAST NAME]:

We are asking for your help. The Food and Drug Administration has provided funding for a survey 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 goal of this research is to learn about your perspectives as a pharmacist about the appearance of the prescription pills that you dispense. 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. You are among a representative group of the more than 2000 registered pharmacists in the United States that has been randomly selected to participate in this study.

In a few days you will receive a questionnaire in the mail from the Harris Poll, now a division of, Nielsen Consumer Insights. We ask that you help us with this vital research by taking a just a few minutes to complete and return this questionnaire. Your responses will be kept in the strictest confidence.

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

[URL]

Your cooperation -- and that of others like you -- is vital to the success of this research, which we expect to play an important role in understanding patient medication adherence. *As a token of thanks for your participation we will provide you with a \$5 cash honorarium.*

Sincerely,

Aaron S. Kesselheim, M.D., J.D., M.P.H.
Principal Investigator

[UNIQUE ID]