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February 1, 2015

Dear [TITLE] [LNAME]:

Several weeks ago, I sent you a questionnaire asking for your participation in a study being conducted by The Harris Poll, now a division of Nielsen Consumer Insights, on behalf of the Food and Drug Administration and Brigham and Women's Hospital/Harvard Medical School. The goal is to learn about your experience with changes in pill physical characteristics. To the best of our knowledge, your survey has not yet been returned. I am writing again because your input and experiences will help us guide future work and programs aimed at promoting optimal patient health outcomes.

The study has been funded by a contract from the Food and Drug Administration. We plan to widely disseminate the results of this research in peer-reviewed journals. The survey is designed to take about no more than 20 minutes to complete. This study has been reviewed and approved by our Institutional Review Board. Your participation is voluntary. *As a thank you for your participation, we enclosed \$5 cash in the questionnaire packet we sent previously.*

Your responses will be completely anonymous and analyzed only in the aggregate. Any links between your identity and your responses will be maintained securely by Nielsen and will never be released to researchers. 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.

Please return your completed questionnaire in the enclosed postage-paid envelope. *If you have misplaced the envelope, please mail your completed survey to:*

ADAPT Inc.  
Job 46563  
PO Box 5703  
Hopkins, MN 55343

Sincerely,



Aaron Kesselheim MD, JD, MPH  
Principal Investigator  
Associate Professor, Harvard Medical School  
Division of Pharmacoepidemiology and Pharmacoeconomics  
Brigham and Women's Hospital

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