

FDA Measures Study
Study Invitation and Reminder E-mails

INITIAL INVITATION

Subject: Your Latest KnowledgePanel Survey

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]

In order to complete this survey, you will need the latest version of Adobe Flash Player—a free software program that allows you to watch videos online. Please download the latest version at the link below before starting the survey.

Adobe Flash Player: <http://get.adobe.com/flashplayer/>

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)

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 10,000 points for your time and completion.**

Your latest survey can be accessed by clicking the following link: [LINK TO SURVEY]

In order to complete this survey, you will need the latest version of Adobe Flash Player—a free software program that allows you to watch videos online. Please download the latest version at the link below before starting the survey.

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Thank you in advance for your time and cooperation.

KnowledgePanel Support Team