

Appendix C1 – Tailored Cover Letter (Groups 1 and 2)

[ON PROJECT LETTERHEAD]

DATE

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XXXX
XXXX

Dear Dr. XXXX,

The Agency for Toxic Substances and Disease Registry (ATSDR), a public health agency within the US Department of Health and Human Services, awarded McKing Consulting Corporation (McKing) a contract to promote the National ALS Registry (Registry) to non-referral center neurology practices in your state. The objectives of this pilot project are to conduct educational and promotional outreach activities to inform neurologists and their staff about the Registry, to encourage them to inform their patients about the Registry, and to increase Registry self-enrollment among persons with ALS.

Project staff identified you and your neurology practice as currently diagnosing and/or caring for patients with ALS or that you would diagnose or care for a patient with ALS if one presented.

We are happy to provide you and your staff with Registry promotion materials. Enclosed you will find a poster that could be hung in your office, as well as the Provider Guide, Continuing Medical Education Flyer, Get The Facts infographic, PALS Quick Start Guide, and the Patient Guide. You have been provided several copies of the Patient Guides to distribute to your patients. You can also request additional copies of these materials by visiting the ATSDR web site at:
<https://wwwn.cdc.gov/als/ALOrderRegistryMaterials.aspx>.

If you would like to learn more about the Registry, please visit the ATSDR web site at:
<https://wwwn.cdc.gov/als/Default.aspx>.

If you have questions about the enclosed materials, please contact [insert Heather Jordan at (609) 613-6930 or hjordan@mcking.com (for NJ and NY projects)]/insert Lindsay Rechtman at (404) 683-4394 or lrechtman@mcking.com (for FL and VA projects).

Sincerely,

Wendy E. Kaye, PhD
Project Director
National ALS Registry Promotion Project

Enclosures