

Attachment D: Recruiting Script

Phone Script

Hi, may I speak to [name on recruiting file]?

My name is [name of caller], calling from the U.S. Census Bureau. I'm calling because we have you listed as the respondent for [company name] for the most recent Services Annual Survey. I see that you submitted your survey on [date of return]. Thank you so much. Do you remember completing that survey?

I'm calling because we are looking at adding two new questions to the Services Annual Survey in future versions, asking about telemedicine or telehealth services. Is that something that your company currently has, or is considering?

[If unsure] Telemedicine can be defined as using telecommunications technologies, such as live video streaming services, to support delivery of various medical diagnostic and treatment-related services, usually by doctors, physicians' assistants, nurse practitioners or other providers.

For example, this might include conducting diagnostic tests, closely monitoring a patient's progress after treatment or therapy, or facilitating access to specialists that are not located in the same place as the patient.

[If no] OK, thanks so much for your time today!

[If yes] Great, it sounds like this question might apply to your company.

We are trying to get in touch with respondents like yourself, to get feedback on our new question. We want to find out if the question makes sense to respondents, and if not, how we might make changes to make it easier to understand.

Would you be available to meet with us over the phone for about 20-30 minutes to discuss this question sometime in the next several weeks?

What dates work for you? [Proceed to schedule interview.]

Email Script

Request from the U.S. Census Bureau

Good morning/afternoon,

My name is [name] and I am a researcher with the U.S. Census Bureau in the Economic Statistical Methods Division. I am contacting you because your name is listed as the point of contact for one of our surveys. We are contacting you to get your feedback. You will not be required to provide any information regarding your establishment, rather we would like your feedback on the design of one of our online surveys and ways we may be able to improve it for establishments nationwide.

We would greatly appreciate your assistance in this evaluation. In the next few days, I will contact you via phone to schedule a phone meeting based on your availability. If you prefer, please specify a day/time that would be most convenient to call. Once you specify a date and time, a confirmation email will be sent. The session will take about **20-30 minutes** to complete **over the phone**.

Should you have any questions or concerns, please feel free to contact me via email or phone at 301-763-xxxx.

Thank you,