

Appendix A:  
Informed Consent and Recruitment Emails

**Market Claims in DTC Advertisements  
Informed Consent**

**[Consent Screen 1]**

Ipsos, a national market research and public opinion firm, is conducting a research study on behalf of a public health agency to gain a better understanding of how consumers perceive advertisements (ads) that appear in magazines and newspapers.

The study will involve viewing a prescription drug ad and answering questions related to the ad. Your answers are private and confidential. No one will ever be able to connect your name with these answers. Your input is extremely valuable. There is no direct benefit to you for participating. However, you may find the interview to be informative or interesting. Your responses are very important because they will help researchers understand how people make decisions about medications. There are no known risks to participating in this study. While the survey questions we ask are not meant to be sensitive, there is always a chance that you may feel uncomfortable with some of the questions. You do not have to answer any question that you don't want to answer. There is also a potential risk of loss of confidentiality. Every effort will be made to protect your information, but this cannot be guaranteed.

If you have questions about this survey, please contact Dr. Aysha Keisler, the project director. She can be reached between 9 AM and 5 PM Eastern Standard Time Monday – Friday at (202)-420-2021.

This study will take about **30** minutes to complete and you will earn 180 iSay points in appreciation of your time. We ask that you complete the survey in one sitting (without taking any breaks) to avoid distractions.

**Rights as a Participant**

If you have any questions about your rights as a participant, you may wish to contact Ipsos's Office of Research Protection at (202) 420-2013.

**Privacy and Confidentiality**

As with other surveys you receive from Ipsos, the privacy and confidentiality of your information is of the highest importance, and we are committed to maintaining a secure environment in which you can participate. All information collected in this survey will be kept confidential to the extent provided by law. Your name and your e-mail address will not be shared outside of Ipsos, and they will not be associated with your answers or used in any report.

**[SHOW AT BOTTOM OF SCREEN IN SLIGHTLY SMALL FONT]**

DHHS research authorized by Section 1701(a)(4) of the Public Health Service Act (42 U.S.C. 300u(a)(4)).  
Confidentiality protected by 5 U.S.C. 552(a) and (b) and 21 CFR part 20.

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

[Consent Screen 2]  
[SINGLE SELECT]  
[PROMPT IF SKIP]

**Consent1. If you have read the previous screen and agree to participate, please click the Yes button. If not, click the No button.**

- Yes, I agree to participate. [SKIP Consent2]
- No, I do not agree to participate. [CONTINUE TO Consent2]

[SINGLE SELECT]  
[PROMPT IF SKIP]  
[IF CONSENT1 = NO OR SKIP]

**Consent2. Are you sure you don't want to participate? Your opinions are important to us. Please select the Yes button to continue this survey. Select the No button to exit.**

- Yes, I agree to participate. [CONTINUE].
- No, I do not agree to participate. [TERMINATE].

**Market Claims in DTC Advertisements  
Informed Consent**

**[Consent Screen 1]**

Ipsos, a national market research and public opinion firm, is conducting a research study on behalf of a public health agency to gain a better understanding of how consumers perceive advertisements (ads) that appear in magazines and newspapers.

The study will involve viewing a prescription drug ad and answering questions related to the ad. Your answers are private and confidential. No one will ever be able to connect your name with these answers. Your input is extremely valuable. There is no direct benefit to you for participating. However, you may find the interview to be informative or interesting. Your responses are very important because they will help researchers understand how people make decisions about medications. There are no known risks to participating in this study. While the survey questions we ask are not meant to be sensitive, there is always a chance that you may feel uncomfortable with some of the questions. You do not have to answer any question that you don't want to answer. There is also a potential risk of loss of confidentiality. Every effort will be made to protect your information, but this cannot be guaranteed.

If you have questions about this survey, please contact Dr. Aysha Keisler, the project director. She can be reached between 9 AM and 5 PM Eastern Standard Time Monday – Friday at (202)-420-2021.

This study will take about **15** minutes to complete and you will earn 90 iSay points in appreciation of your time. We ask that you complete the survey in one sitting (without taking any breaks) to avoid distractions.

**Rights as a Participant**

If you have any questions about your rights as a participant, you may wish to contact Ipsos's Office of Research Protection at (202) 420-2013.

**Privacy and Confidentiality**

As with other surveys you receive from Ipsos, the privacy and confidentiality of your information is of the highest importance, and we are committed to maintaining a secure environment in which you can participate. All information collected in this survey will be kept confidential to the extent provided by law. Your name and your e-mail address will not be shared outside of Ipsos, and they will not be associated with your answers or used in any report.

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OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

[Consent Screen 2]  
[SINGLE SELECT]  
[PROMPT IF SKIP]

**Consent1. If you have read the previous screen and agree to participate, please click the Yes button. If not, click the No button.**

Yes, I agree to participate. [SKIP Consent2]

No, I do not agree to participate. [CONTINUE TO Consent2]

[SINGLE SELECT]  
[PROMPT IF SKIP]  
[IF CONSENT1 = NO OR SKIP]

**Consent2. Are you sure you don't want to participate? Your opinions are important to us. Please select the Yes button to continue this survey. Select the No button to exit.**

Yes, I agree to participate. [CONTINUE].

No, I do not agree to participate. [TERMINATE].

## Recruitment and Reminder Emails

Hey Steven,

**There's a new survey waiting for you!**

Don't miss the opportunity to share your opinions and choose your rewards.

As always, your responses will be kept confidential.

Thank you for your participation!

[Get started now!](#)

[New survey!](#)

Hey Steven,

**This survey is about to expire!**

Now is your last chance to share your opinions and choose your rewards.

As always, your responses will be kept confidential.

Thank you for your participation!

[Get started now!](#)