

Consumer Focus Group Reminder Script and Email Prescription Drug Promotion Perspectives

Focus Group Reminder Telephone Script

Hello, this is _____ from [RECRUITMENT FIRM NAME], a market research firm. May I please speak to _____?

Hello. I'm calling to remind you about your upcoming participation in a focus group on [DATE] that will be discussing prescription drug advertising. The focus group starts at [TIME] and will last about 90 minutes. As a reminder, you will receive a token of appreciation of \$100 at the end of the focus group for your participation.

Are you still able to attend the focus group?

Yes - *Continue*

No - [IF SPACE IN REMAINING FOCUS GROUP(S), FOLLOW PROMPT BELOW ABOUT RESCHEDULING. IF NO SPACE IN REMAING FOCUS GROUP(S), THANK THEM AND END THE CALL]



[IF NO AND SPACE AVAILABLE] Are you able to attend a different group at [FILL IN DATE, TIME]?

Yes - *Continue*

No - [THANK THEM AND END THE CALL]

Great! Did you receive the email with directions for attending the focus group?

Yes - *Continue*

No - *Re-verify contact information and offer to resend the directions [if directions sent by email, stay on the line to ensure the email is received]*

Do you have any additional questions I can answer about the focus group at this time?

Yes - *Answer questions and end call.*

No - *Thank the adult and end call.*

Thank you again for your participation and we will plan to see you on [DATE] and [TIME].

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Focus Group Reminder Email

Hello [Insert Participant's Name]

This is a reminder of your upcoming participation in a focus group on [DATE] that will be discussing prescription drug advertising. The focus group starts at [TIME] and will last about 90 minutes. You will receive a token of appreciation of \$100 at the end of the focus group for your participation.

In case you have not already received them, attached to this email are the directions for attending the focus group.

We look forward to your feedback and please call or email [Insert Contact's Name, telephone number, and email] if you have any questions.