

Recruitment E-mail for Interviewees

Dear [Organization Representative],

I am writing to ask for your participation as a key informant in a project that PwC is conducting with the Office of Public Health Preparedness and Response (OPHPR) at the Centers for Disease Control and Prevention (CDC). The project seeks to examine how innovative partnership and incentive models could encourage private sector engagement to improve public health preparedness and response capabilities.

We are interviewing approximately 45 decision-makers within a variety of leading organizations across industries that are relevant to public health preparedness and response. The purpose of the interview is to learn about your organization's operational goals, potential partnership opportunities, barriers, efficiencies, incentives, and identify any examples of successful partnerships. Your organization does not need to be currently engaged in public health preparedness and response partnerships or partnerships with CDC in order to participate in this interview. Our goal is to help private sector industries such as yours become more successful in collaborating with government agencies, including the OPHPR within CDC, to improve public health preparedness and response through use of attractive partnership incentives.

The one-time only phone interview is expected to take approximately one hour. We anticipate scheduling the interviews starting in [Month/Date to be inserted once OMB approval given]. If you are willing to participate, please reply to this email or call the number listed in the signature to schedule an interview date. We will only interview one representative from a single organization. If you would like to designate someone else to participate on your behalf please indicate that when emailing or calling. If you agree to participate, we will send you the questions in advance of the interview date for you to review. Any responses provided will be stored securely, de-identified, and presented only in aggregated form with information gathered from other sources.

Thank you for your consideration, and please reach out if you have any questions.

Sincerely,

NAMES AND CONTACT INFORMATION