

## Recruitment E-mail for Survey Participants

Dear [Organization Representative],

I am writing to ask for your participation in a survey for 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 will be surveying approximately 200 participants from multiple private sector organizations across industries that are relevant to public health preparedness and response. The purpose of the survey is to ascertain the level of significance your organization places around topics such as operational goals, and potential partnership opportunities, barriers, efficiencies, and incentives. 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 survey. 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 web-based survey is expected to take approximately 15 minutes. We anticipate sending out the link to the survey on [Month/Date to be inserted once OMB approval given]. The survey will remain open for two weeks to provide you with ample time to respond. If you are willing to participate, please respond via email to confirm your interest so we can ensure you receive the survey. 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 to participate in this survey.

Sincerely,

**NAMES AND CONTACT INFORMATION**