

OCP Labeling Project

Alternative Presentations of Clinical Pharmacology in Approved Drug Labeling: Effect on Comprehension, Memory, and Action

Recruitment Email

[Note: Permission to contact participants is approved by organizations in advance (e.g., hospitals, professional societies). They may provide email addresses or send the recruitment email themselves. Below is the basic email sent to prospective participants, with details to be selected and/or filled in for each organization, as indicated in square brackets. Additional information about approval from the organization may also be included, as required by each.]

Dear [Physician, Healthcare Provider, Pharmacist],

You are invited to participate in a brief study on effective ways to present information about prescription drugs. The study is offered by the FDA Center for Drug Evaluation and Research's Office of Clinical Pharmacology in collaboration with the Medical Cognition Laboratory at Duke University. You will see some information about a prescription drug and then answer some questions about it. You will also view different ways to display the same information and provide feedback about your preferences.

The study will take about 30 minutes. There is no monetary compensation for your time, but the results will be used to help optimize all drug labeling in the future – to make it easier to find, understand, remember, and use the information. If you would like to participate, please [click here](#) to go to the study site. We will not inform your [worksite, professional organization] about whether you participate or not, nor inform anyone about your responses. Additional information about privacy and security of your responses is provided at the study site.

Thank you for considering this request. We hope you will participate.

Sincerely,

The Effective Labeling Study Team

--FDA Center for Drug Evaluation and Research's Office of Clinical Pharmacology i

--Medical Cognition Laboratory at Duke University.