

Appendix B
Recruitment Email, Screener, and Interview Invitation for Eligible PCPs

OMB Control No: 0910-0695

Expiration Date: 2/28/2021

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Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden, to PRASstaff@fda.hhs.gov.

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Recruiting Goals:

- Thirty-five (35) primary care physicians (PCPs)
- Writes at least 50 prescriptions each week & engages in patient care at least half time.
- Has not participated in a focus group or other interview-based research in past 3 months
- Does not work in marketing, advertising, pharmaceutical industry or Department of Health and Human Services
- Access to a computer and high-speed Internet for interview
- Willingness to have interview recorded
- Mix of ages, genders, and races/ethnicities.

RECRUITMENT EMAIL

We are recruiting for an upcoming online interview study sponsored by the Food and Drug Administration (FDA). The study is not selling or promoting any products. Interviewees will be asked to review prescription drug informational materials and share their opinions about these items. Participants will need to have access to a computer with audio capabilities (or a telephone) and the internet during the interview. Eligible participants will receive \$200 for completing the study.

We need you to answer a few questions to determine if you are eligible for the study. Are you interested in participating?

- YES → CONTINUE TO SCREENER
- NO → Thank you for your time. END SURVEY.

SCREENER

1. Are you board certified in any of the following clinical specialties?

- INTERNAL MEDICINE → CONTINUE
- GENERAL PRACTITIONER → CONTINUE
- FAMILY MEDICINE → CONTINUE
- NONE OF THE ABOVE → END AND GO TO INELIGIBLE SCRIPT

2. In an average week, what percent of your time is spent on direct patient care, such as seeing patients and reviewing their medical records?

- 50 PERCENT OR MORE → CONTINUE
- LESS THAN 50 PERCENT → END AND GO TO INELIGIBLE SCRIPT

3. How many prescriptions do you write on average each week?

- 50 OR MORE PRESCRIPTIONS EACH WEEK → CONTINUE
- LESS THAN 50 PRESCRIPTIONS EACH WEEK → END AND GO TO INELIGIBLE SCRIPT

4. Do you work for any of the following?

- A market research firm → END AND GO TO INELIGIBLE SCRIPT
- An advertising firm → END AND GO TO INELIGIBLE SCRIPT
- A pharmaceutical company → END AND GO TO INELIGIBLE SCRIPT
- U.S. Dept. of Health and Human Services → END AND GO TO INELIGIBLE SCRIPT
- NONE OF THE ABOVE → CONTINUE

5. Have you participated in a focus group or interview-based research in the past 3 months?

- NO → CONTINUE
- YES → END AND GO TO INELIGIBLE SCRIPT

6. You will **need to be in front of a laptop or desktop computer** with a high-speed internet connection in order to participate in the interview. It will not work on a smartphone or tablet. Are you able have a laptop or desktop computer with internet access during the interview?

- YES → CONTINUE
- NO → END AND GO TO INELIGIBLE SCRIPT

7. All interviews will be conducted via WebEx and will be audio recorded. The WebEx interview will be observed by project staff remotely. During the interview, to protect your privacy, we will only use your first name. Are you willing to be audio recorded?

- YES → CONTINUE
- NO → END AND GO TO INELIGIBLE SCRIPT

8. How many years have you been practicing medicine? _____ **[INFORMATION ONLY]**

- FEWER THAN 5 YEARS
- 5 TO 14 YEARS
- 15 TO 24 YEARS
- 25 YEARS OR LONGER

9. Which of these categories best describes where you practice? **[INFORMATION ONLY]**

- Office-based (e.g., private practice, HMO)
- Clinic
- In-patient care (e.g., nursing home, hospice care)
- Other (specify): _____

10. What is your gender? **[RECRUIT A MIX]**

- MALE
- FEMALE
- PREFER NOT TO ANSWER

11. Are you of Hispanic or Latino origin? **[RECRUIT A MIX]**

- YES
- NO

12. What is your race? You may choose one or more categories. **[RECRUIT A MIX]**

- White
- Black or African American
- Asian

- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Other (specify) _____
- Prefer not to answer

13. What is your age? **[RECRUIT A MIX]**

- YOUNGER THAN 35
- 35-45
- 46-55
- 56-65
- 66 OR OLDER

AFTER COMPLETING QUESTION 13, ELIGIBLE PARTICIPANTS GO DIRECTLY TO INVITATION.

INELIGIBLE SCRIPT: Thank you very much for your interest. Unfortunately, you do not qualify for this study, but we hope to include you in a future study.

INTERVIEW INVITATION FOR ELIGIBLE PCPs

Thank you! We'd like to invite you to participate in a Web-based interview that will last approximately 60 minutes. During the interview, we will ask you to log into a secure web platform where you will have a discussion with a moderator; other research staff from Westat and FDA may also be observing. In addition, the interview will be audio recorded to facilitate data analysis. At the conclusion of the interview, you will be receive \$200 for your participation. Most people find these discussions enjoyable and see them as an opportunity to express their view and opinions.

Are you willing to participate?

- YES → CONTINUE
- NO → "Thank you for your interest."

Terrific! A member of our team will be contacting you by phone to arrange a date and time that works best with your schedule. Please provide the best number to reach you.

Telephone: _____

Thank you again for your time and your willingness to participate in this study. Our staff will be contacting you in a few days.