

Appendix A: Recruitment Phone Script and E-Mails

Recruitment Telephone Script

Any text in angle brackets "< >" indicates part of the script that will change based on the participant, or situation. The intended content (or content options) are indicated in the brackets.

Hello,

My name is _____ and I'm calling from L&E Research on behalf of RTI International, a non-profit research organization working with the U.S. Food and Drug Administration on a research study. We are conducting online video interviews about the ways that healthcare providers understand and use prescription drug labeling.

L&E Research is currently recruiting participants nationwide for this research study. The interview will last about one hour and will take place on < **STUDY DATES**>. You will receive [\$200 for PCPs; \$300 for specialists] as a token of appreciation for taking part in this study. If you are interested in participating, we can see if you qualify while I have you on the phone.

Are you interested in participating?

If not:

[Thank you for your time].

If yes:

I just have a few questions to see if you qualify for the study. [Continue to screener]

Recruitment Email Script

Any text in angle brackets "< >" indicates part of the script that will change based on the participant, or situation. The intended content (or content options) are indicated in the brackets.

Subject: Participants Needed for Research Study

Dear **<NAME>**

My name is _____ and I'm from L&E Research. I am emailing you on behalf of RTI International, a non-profit research organization working with the U.S. Food and Drug Administration on a research study. We are conducting online video interviews about the ways that healthcare providers understand and use prescription drug labeling.

L&E Research is currently recruiting participants nationwide for this research study. The interview will last about one hour and will take place on **< STUDY DATES>**. You will receive [\$200 for PCPs; \$300 for specialists] as a token of appreciation for taking part in this study.

Thank you in advance for your consideration. Your input is important to us. If you are interested in participating, please click the link below to complete a brief screener. If you have any questions about the study, or prefer to complete the screening by phone, I can be reached at **<email; phone>**.

Sincerely,

<RECRUITER'S NAME>

<Signature line with phone number and email>

Link to Screener

Potential participants will answer a subset of questions from the approved screener to determine if they pre-qualify. All who complete the prescreening questions will see the following message:

Thank you for your time. Someone from L&E Research may contact you in a couple of days to finish the screening process if it looks like you will qualify for the study.

Follow Up Email to Non-Respondents

Any text in angle brackets "< >" indicates part of the script that will change based on the participant, or situation. The intended content (or content options) are indicated in the brackets.

Subject: Participants Needed for Research Study

Forward previous email

Dear **<NAME>**:

I am from L&E Research and I recently sent an email inviting you to participate in an interview. As a reminder, we are conducting online video interviews about how healthcare providers understand and use prescription drug labeling. You will receive [\$200 for PCPs; \$300 for specialists] as a token of appreciation for taking part in this study.

Your input is important, and your participation is greatly appreciated. If you are interested in participating, please click the link below to complete a brief screener by **<DATE>**. If you have any questions about the study, or prefer to complete the screening by phone, I can be reached at <email; phone>.

Kind regards,

<RECRUITER'S NAME>

<Signature line with phone number and email>

Link to Screener

Potential participants will answer a subset of questions from the approved screener to determine if they pre-qualify. All who complete the prescreening questions will see the following message:

Thank you for your time. Someone from L&E Research may contact you in a couple of days to finish the screening process if it looks like you will qualify for the study.