

APPENDIX A: SCREENER AND RECRUITMENT MATERIALS

Screener

S1. In which age group do you fall? [Recruit a mix across the study]

- Under 18 → terminate [Closing for Ineligible Participants]
- 18-34
- 35-54
- 55 or older

S2. Has a doctor or other health care professional ever told you that you have overactive bladder (OAB)?

- Yes → continue to S2a
- No → Go to S3
- Don't know / Not sure → Go to S3

If Yes to S2

S2a. Are you currently taking, or have you taken in the past, any prescription drug(s) for overactive bladder (OAB)?

- Currently taking
- Have taken in the past but not currently taking
- Have never taken

S3. Has a doctor or other health care professional ever told you that you have rheumatoid arthritis (RA)?

- Yes → continue to S3a
- No → Go to S4
- Don't know / Not sure → Go to S4

If Yes to S3

S3a. Are you currently taking, or have you taken in the past, any prescription drug(s) for rheumatoid arthritis (RA)?

- Currently taking
- Have taken in the past but not currently taking
- Have never taken

[If No to both (S2) and (S3), terminate [\[Closing for Ineligible Participants\]](#)
[If Don't know to both (S2) and (S3), terminate [\[Closing for Ineligible Participants\]](#)]

S4. Has a doctor or other health care professional ever told you that you have photosensitive epilepsy?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No
- Don't know / Not sure → terminate [\[Closing for Ineligible Participants\]](#)

S5. Has a doctor or other health care professional ever told you that you have any of the following:

Cataracts?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No
- Don't know / Not sure → terminate [\[Closing for Ineligible Participants\]](#)

Amblyopia, also known as a lazy eye or being blind in one eye?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No
- Don't know / Not sure → terminate [\[Closing for Ineligible Participants\]](#)

Strabismus, also known as having crossed eyes?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No
- Don't know / Not sure → terminate [\[Closing for Ineligible Participants\]](#)

Mydriasis, also known as permanent pupil dilation?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No
- Don't know / Not sure → terminate [\[Closing for Ineligible Participants\]](#)

Nystagmus, also known as involuntary eye movements?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No
- Don't know / Not sure → terminate [\[Closing for Ineligible Participants\]](#)

S6. Do you have an ocular prosthesis or glass eye?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No
- Don't know / Not sure → terminate [\[Closing for Ineligible Participants\]](#)

S7. Has a doctor or other health care professional ever told you that you are legally blind?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No
- Don't know / Not sure → terminate [\[Closing for Ineligible Participants\]](#)

S8. Do you use any medical device that is sensitive to infrared (IR) light?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No → continue

S9. Do you currently work for the U.S. Department of Health and Human Services (HHS)?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No → continue

S10. Are you trained or employed as a healthcare professional?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No → continue

S11. Do you work for a pharmaceutical company, an advertising agency, or a market research company?

- Yes → terminate [\[Closing for Ineligible Participants\]](#)
- No → continue

S12. Do you wear corrective lenses or contacts while reading?
(Check all that apply.)

- No, I do not wear glasses or contacts
- Yes, I wear regular glasses → record incidence of this at pretest stage
- Yes, I wear bifocals → terminate [Closing for Ineligible Participants]
- Yes, I wear soft contact lenses
- Yes, I wear hard contact lenses → terminate [Closing for Ineligible Participants]
- Yes, I wear colored contact lenses (hard or soft) → terminate [Closing for Ineligible Participants]

S13. What is your gender?

- Male
- Female

S14. What is the highest level of school you have completed or the highest degree you have received?

(Select one.)

- Less than high school
- High school graduate—high school diploma or the equivalent (for example: GED)
- Some college but no degree
- Associate degree in college
- Bachelor's degree (for example: BA, AB, BS)
- Advanced or post-graduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)

[Closing for Ineligible Participants]

Thank you for your interest in this study and for taking the time to answer our questions today.

However, you are not eligible to participate in this study. There are many possible reasons why people are not eligible. These reasons were decided earlier by the researchers.

I would be happy to answer any questions about this study. I can be reached at the phone number or email address below. I or my co-worker LaVaughn Gooden will call you to follow up.

Thank you,

Sincerely,

{Jennifer Crafts/Doug Williams}

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Westat is a social science research company based in Rockville, MD. For more information about Westat: <https://www.westat.com/>

AD TEXT FOR PRETEST

Volunteers Needed for In-person Interview - Receive \$50

Westat is seeking adults who have been told by a doctor or other health professional that they have either of two medical conditions: rheumatoid arthritis or overactive bladder. During the one-hour in-person interview at Westat, participants will view and answer questions about ads for various consumer products while wearing eye tracking glasses. Participants will receive \$50 cash. Those interested in participating should call 1-888-963-5578; say they are calling about the "consumer products study;" and provide a name, phone number, and the best time to reach them.

SCRIPT FOR CALLING DOCTOR'S OFFICES

Hi, my name is _____. I'm calling from Westat, a social science research company located in Rockville.

For a research study Westat is conducting for a federal agency, we are looking for a few people who have been diagnosed with the medical condition [FILL WITH RHEUMATOID ARTHRITIS / OVERACTIVE BLADDER].

Would it be possible for us to come to your office and post a notice about this research study on your office bulletin board - so that interested individuals who see the notice could contact us at Westat? Participation in the study only requires a one-hour in-person interview at our office in Rockville.

[IF NEEDED, IF THE PERSON ON THE PHONE ASKS FOR ANY MORE INFORMATION ABOUT THE STUDY, WESTAT, ETC.]:

- The **purpose of this study** is to assess how people with [FILL WITH RHEUMATOID ARTHRITIS / OVERACTIVE BLADDER] read and understand ads for consumer products, including ads for prescription drugs for their medical condition.
- **What participants will do:** complete a 60-minute in-person interview, look at several ads while wearing eye tracking glasses, and answer questions about them.
- **To be eligible:** people must be age 18 or over and been told by a doctor or other health professional that they have [FILL WITH RHEUMATOID ARTHRITIS / OVERACTIVE BLADDER].
- **How to contact us** (which will be on the flyer): Those interested in participating can call us at Westat (**800-963-5578**) to answer a short series of questions. We will review answers to those questions to determine eligibility.
- **Those who are eligible** to participate may be called for a 60-minute in-person interview.
- **Where and when the interviews will take place:** Westat in Rockville, Maryland, during the period of [FILL WITH EXPECTED DATE RANGE].
- **Incentive:** Those who complete the interview will receive \$50 cash.
- **About Westat:** we are a social science research company based in Rockville, Maryland. We are NOT a market research company. For more information about Westat: <https://www.westat.com/>

- **How information participants provide will be handled:** All information participants give to us will be treated as strictly confidential. No information about individuals will be shared with others, and individuals will not be put on a marketing/mailing list.

[IF THE PERSON HAS ANY QUESTIONS ABOUT LEGITIMACY OF WESTAT, THE STUDY, ETC, YOU CAN:

- OFFER TO HAVE [INSERT WESTAT CONTACT] CALL THEM
- GIVE THEM [INSERT WESTAT CONTACT] NAME AND NUMBER OR EMAIL ADDRESS

INTERESTED IN EARNING \$50?

PARTICIPANTS NEEDED FOR IN-PERSON INTERVIEW

Westat is seeking adults to take part in a 60-minute in-person interview to view and answer questions about ads for various types of consumer products while wearing eye tracking glasses.

To be eligible, you must:

- Be **age 18 or over** *and*
- Have been told by a doctor or other health professional that you have {**rheumatoid arthritis (RA)/overactive bladder (OAB)**.

If you meet these requirements, please call **888-963-5578**.

- Please leave your name and telephone number, say that you are calling about the “Consumer product study,” and specify the best time to reach you.
- We will call you back to ask a short series of questions.
- If you are eligible to participate in the study, we will

call you to schedule an interview time.

Interviews will be conducted at Westat in Rockville, MD during the period of [].

Westat is a research organization headquartered in Rockville, Maryland.

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