

# Appendix B: Recruitment Emails

## Consumer Survey Invitation Email

Sender: e-Rewards

Subject: Get Rewarded for Your Time - Study about Prescription Drug Advertisements

Body: Dear [NAME],

Based on your e-Rewards profile, you are invited to participate in this market research study.

---

**Topic:** Prescription Drug Advertisements

**Honorarium:** \$5 e-Rewards currency

**Length of Survey:** 20 Minutes

[BEGIN SURVEY >](#)

---

If you have trouble reaching the survey, please use the Web address below. If you need to report an issue to Member Services, please reference your Invitation Code and PIN. Please access this survey via a laptop or desktop computer; you will not be able to participate in the survey using a mobile device (e.g., phone, tablet).

Web Address: [URL]

Invitation Code: [CODE] | PIN: [PIN]

---

We encourage you to respond quickly. This survey will be available until a predetermined number of responses have been received.

Your honorarium will be sent only once, 2-3 weeks after successfully qualifying and completing the survey. Please save this invitation until payment.

**Continue to check your inbox for future opportunities from e-Rewards Medical.**

Sincerely,  
Linda Roberts  
Manager, Member Services

e-Rewards Medical Market Research

5800 Tennyson Parkway  
Suite 600  
Plano, TX 75024  
[Lroberts@e-Rewards.com](mailto:Lroberts@e-Rewards.com)  
(214) 365-7699

---

If you have an inquiry or experience problems with this message, please contact [Linda Roberts](#), Manager of Member Services.

Please do not reply to this email.

---

Update your profile, view your honorarium status, or cancel your membership online:  
<http://www.e-rewardsmedical.com/myaccount.do>

Unsubscribe from future emails from e-Rewards Medical Market Research:  
<http://www.e-rewardsmedical.com/EmailOptOut.do?FT=E3013378AERITEST000028>

---

Read our [Privacy Policy](#)  
Read our [Member Agreement](#)

---

© 2014 Research Now Group, Inc. All rights reserved. e-Rewards and the e-Rewards Medical Market Research Design are registered trademarks of Research Now Group, Inc. EB J3013378 P323345

## Physician Survey Invitation Email

Sender: sermoteam@sermo.com

Subject: Research Study – Prescription Drug Advertisements

Body:

Earn USD [Incentive] in [LOI] minutes with [SERMO Surveys](#)



Dr. [LNAME] - based on your medical background, you have been exclusively invited to participate in our online survey regarding:  
**Prescription Drug Advertisements**



**TIME:**  
20 MINUTES



**HONORARIUM:**  
\$50



**END DATE:**  
[Deadline]

[BEGIN SURVEY](#)



Sign into your [SERMO Surveys page](#) to view surveys and honorarium.



Never miss a survey, add [sermoteam@sermo.com](mailto:sermoteam@sermo.com) to address book.



If you have any questions or concerns please email [support@sermo.com](mailto:support@sermo.com) and include study name and reference code: [PCODE] – [PASS]

---

SERMO looks to avoid terminated surveys due to screen outs or quota full as much as we can, however it is not always possible. Typically our studies begin with initial questions to determine which group a respondent falls into. At which point, it is possible that the survey will terminate because the respondent does not fall into a group that is being targeted or because the required number of completed surveys has already been met.

Our studies are scientifically designed to ensure that we accurately record the thoughts and opinions of carefully selected groups of respondents. The results of our studies are for analytical purposes only and your confidentiality will be strictly maintained. Our research is treated in accordance with Esomar and MRS Code of Conduct.

## Consumer Eye-Tracking Recruitment Materials

### **Facebook**

Fors Marsh Group is currently recruiting participants for a paid study that takes place on [XX-YY DATES]. Participants will come to our Arlington, VA, office (near the Ballston-MU Station) for a one-hour, one-on-one interview and will be paid \$100 in the form of a prepaid Visa gift card after completing the study. If you are available and interested, please click on the link below and complete a brief questionnaire. Your replies will help us determine if you are a good fit for our upcoming study.

[<insert weblink>](#)

### **Twitter**

#Research participants needed! Join @ForsMarshGroup (near #Ballston) [XX-YY DATES] for an hour-long, paid (\$100) study. Visit [<insert weblink>](#) for more.

### **Generic Database Email**

Dear [XX],

Fors Marsh Group is currently seeking participants for a new research study. One-on-one interviews will take one hour to complete, and compensation (\$100) will be provided to those who participate in the study. The study will be held on [XX-YY DATES] and will take place at Fors Marsh Group, located at 1010 North Glebe Road, Suite 510, Arlington, VA (near the Ballston-MU Station).

If you are interested in participating, please use the link below to access a brief online questionnaire. Your responses will help us determine if you are a good fit for this study.

[<insert weblink>](#)

If you qualify for this study, we will contact you to schedule a time that is convenient for you.

### **Fors Marsh Group**

1010 N. Glebe Road, Suite 510  
Arlington, VA 22201  
P: 571.858.3817

[forsmarshgroup.com](http://forsmarshgroup.com)

## Physician Eye-Tracking Recruitment Materials

### **Physician Online Community Posting**

Fors Marsh Group is currently recruiting primary care physicians for a paid study that takes place on [XX-YY DATES]. Participants will come to our Arlington, VA, office (near the Ballston-MU Station) for a one-hour, one-on-one interview and will be paid \$250 in the form of a prepaid Visa gift card after completing the study. If you are available and interested, please click on the link below and complete a brief questionnaire. Your replies will help us determine if you are a good fit for our upcoming study.

[<insert weblink>](#)

### **Physician Database Email**

Dear [XX],

Fors Marsh Group is currently seeking primary care physicians for a new research study. One-on-one interviews will take one hour to complete, and compensation (\$250) will be provided to those who participate in the study. The study will be held on [XX-YY DATES] and will take place at Fors Marsh Group, located at 1010 North Glebe Road, Suite 510, Arlington, VA (near the Ballston-MU Station).

If you are interested in participating, please use the link below to access a brief online questionnaire. Your responses will help us determine if you are a good fit for this study.

[<insert weblink>](#)

If you qualify for this study, we will contact you to schedule a time that is convenient for you.

### **Fors Marsh Group**

1010 N. Glebe Road, Suite 510

Arlington, VA 22201

P: 571.858.3817

forsmarshgroup.com