

Appendix B – Recruitment Emails and/or Scripts

Recruiting Email* The post card mailing piece would have similar text and would also include instructions for logging into the survey link with the unique pass code provided on the card.



Duplic

Dear Dr. {LastName}:

Curizon, a research community for physicians and healthcare professionals, is seeking **{Specialty}** to participate in a **{20/15} minute survey sponsored by the Department of Health and Human Services regarding prescription drugs**. We offer an honorarium payment of **{\$40/\$50}** for your participation.

You will be asked a brief series of screening questions (no more than 5 minutes of your time) to see if you qualify for the study and then presented with the full survey.

Please click on the link below or copy and paste into your web browser to begin the survey.

{Url}

If you have any questions or problems with this survey, please contact support@curizon.com for assistance and mention **Project # {SurveyNumber}**.

Participation limited to invite ONLY: Only the individual to whom this invitation is addressed may complete this study once. Only one honorarium will only be paid to those individuals on our invitation list.

Sincerely,

Sara Williams

www.curizon.com

More Details:

You may not re-enter the survey once you leave it. Please note: an honorarium is only paid on completed surveys, so please assure that you complete the survey as quickly as possible, to prevent being closed out of this opportunity!

This survey is not designed for mobile devices. If you would like to take this survey, please use a laptop or tablet.

Expected Study Availability: {SurveyEndDate}. While we expect the study to be open until the above date, please remember that this study will be closed as soon as we receive enough participants. Please try to complete the survey as soon as possible in order to assure that we have space for you.

Always protecting your identity: We believe strongly in both physician and patient confidentiality and assure you that all survey data is strictly for market research purposes and is reported in aggregate. No one will ever contact you to try to sell you something as a result of your participation in this or any other of our studies. Your opinions will be used strictly to help shape the way health care products and services are developed and delivered.

Contact us: We appreciate your time and look forward to your participation in this and upcoming studies. Please contact us at support@curizon.com with any questions/comments and reference study # {SurveyNumber}.

If you are interested in learning more about our new health care community please visit www.curizon.com. If for some reason, you are no longer interested in receiving invites from us, please [click here](#).

Thanks again for sharing your valuable expertise!

Toluna Online, 21 River Road Wilton, CT 06897