

Recruitment Email and Website Language

Medscape SURVEYS



Survey Opportunity

Dr. [First Name] [Last Name],

As a valued Medscape member, we are inviting you to participate in the following online market research survey on behalf of our client.

This study is being sponsored by the FDA. Please note: If you do not qualify for this survey, you will receive a \$5 honorarium. All participants who qualify for the 20-minute survey will receive the honorarium noted in the details below. We encourage you to reply at your earliest convenience.

Details: **Healthcare Professional Survey on Prescription Drug Promotion**

Length: **20 Minutes**

Honorarium: **[\$50/60]**

START SURVEY >

Please note that you will be asked to complete a series of screener questions in order to determine if you meet the survey eligibility criteria. If you qualify and complete the entire survey, you will receive your honorarium within 4-6 weeks of the study closing.

If you do not qualify or if the maximum number of survey responses has been reached, you will be entered into a bi-monthly sweepstakes in which you will have the chance of winning 1 of 2 \$125 Amazon.com gift cards.*

Questions about this survey? E-mail us at surveysupport@webmd.net and reference Survey on Information Sources DM[Project#] and your ID [ID] in the email

subject line.

We look forward to your participation!

Sincerely,
The Medscape Market Research Team

[Survey Guidelines](#)

[Amazon.com Gift Card Terms and Conditions](#)

[Sweepstakes Terms and Conditions](#)

*** NO PURCHASE OR SURVEY NECESSARY TO ENTER OR WIN. A purchase or survey will not improve your chances of winning.** Sweepstakes is only open to legal residents of the fifty (50) United States, District of Columbia (DC), age 21 or older, who are healthcare professionals in the clinical or health information management team of an accredited healthcare organization, registered Medscape members, and to whom this offer is addressed. Entries must be received between 12:00:01 AM Eastern Time ("ET") on 5/1/17 and 4/30/18 11:59:59 PM. Sponsor: WebMD LLC.

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Medscape.com Website and Pop-Up Ad Language

Earn \$[50/60] for a 20-minute online survey

Participate in an FDA-sponsored online market research survey for healthcare professionals about prescription drug promotion. If you qualify and complete the 20-minute survey in its entirety, you will earn a \$[50/60] honorarium. If you are unable to complete the survey in one sitting, please bookmark the survey URL so you are able to come back and complete.

[The first line is a hyperlink to the survey]