

## APPENDIX C

### Recruitment Materials



DATE

## [Name Validation Study]

Dr. [LNAME] - based on your medical background, you have been exclusively invited to participate in our online survey.  
Please note that you must complete this survey from a computer.

TOPIC

**Prescribing Decisions**



TIME

**20**



END DATE

**[DEADLINE]**

## Questions or concerns?

Email [support@sermo.com](mailto:support@sermo.com) and mention code XXXXXX - [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.

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## Only **XX** days left

Hi Dr. XXX,

Just a friendly reminder that time is running out to participate in this exclusive survey.

TOPIC  
**Your insights about XXX Study**



TIME  
**[LOI]**



END DATE  
**[END DATE]**

**Questions or concerns?**