

Terms and Phrases-Phase 2-HCPs-Letters and postcards

[Initial survey invitation]

[DATE]

Dear «DR. Name»,

I am writing to request your help with a survey sponsored by the **United States Food and Drug Administration (FDA)** on the topic of prescription drug advertising. **Your participation is important** to help us learn more about how healthcare providers understand words and phrases commonly used in prescription drug advertising. It is important that FDA ensure that prescription drug information is communicated in a way that is accurate and not misleading.

Participation is **voluntary**, but for the success of the study, it is critical that those asked to participate take part in the survey. Your responses will be kept confidential and will be released only as part of a summary of the overall responses from our national sample.

We hope you will complete the enclosed survey today. We have included a [FILL] as a token of our appreciation with the survey. Enclosed is a check for **\$50** to thank you in advance for your participation. The survey should take about **20 minutes** to complete.

For your convenience, we have also included a postage-paid addressed envelope that you can use to return the survey. If you prefer to return the survey by fax, our fax number is: xxx.xxx.xxxx. If you choose not to participate, please return the blank survey in the envelope provided.

FDA is being assisted by RTI International, a non-profit research organization in North Carolina, in fielding this survey. If you have any questions about the survey or the study, please contact our project assistance line at XXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at X.

Thank you for participating in this important research study.

Sincerely,

**SIGNATURE**

Terms and Phrases-Phase 2-HCPs-Letters and postcards

Thank you/reminder postcard [contacts #2]

Dear [NAME],

A few days ago, we mailed you a letter asking you to complete a mail survey about words and phrases used in prescription drug advertising. The large padded white envelope that we sent included a printed questionnaire and postage-paid envelope as well as a \$50 honorarium check and a [TOKEN OF OUR APPRECIATION]. If you did not receive this package, or if it was misplaced, please contact us at X or at X, and we will mail you another one.

If you have already completed the survey, please accept our sincere thanks. If not, we ask that you please do so today.

Many thanks,  
SIGNATURE

Terms and Phrases-Phase 2-HCPs-Letters and postcards

Reminder survey invitation (contact # 3)

DATE

Dear «Name»,

I am once again writing to request your help with a survey sponsored by **the United States Food and Drug Administration** on the topic of prescription drug advertising. It is the FDA's goal to ensure that prescription drug advertising is not false or misleading. **Your participation is important** to help us learn more about how healthcare providers understand and interpret words and phrases commonly used in prescription drug advertising. FDA will use this information to foster better communication of promotional information for both health care professionals and consumers.

For your convenience, we have included another copy of the survey in this packet, as well as a postage-paid addressed envelope that you can use to return the completed survey. If you prefer to return the survey by fax, our fax number is xxx.xxx.xxxx.

FDA is being assisted by RTI International, a non-profit research organization in North Carolina, in fielding this survey. If you have any questions, please contact our project assistance line at XXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at X.

Thank you for participating in this important research study.

Sincerely,

SIGNATURE

Terms and Phrases-Phase 2-HCPs-Letters and postcards

Thank you/reminder postcard [contacts #4]

Dear [NAME],

A few weeks ago, we mailed you a letter asking you to complete a mail survey about words and phrases used in prescription drug advertising. The large padded white envelope that we sent included a printed questionnaire and postage-paid envelope as well as a \$50 honorarium check and a [TOKEN OF OUR APPRECIATION]. We also recently sent a replacement survey via FedEx. If you did not receive either of these packages, or if they were misplaced, please contact us at X or at X, and we will mail you another one.

Our study is drawing to a close, and to the best of our knowledge, we have not yet received your survey. You are one of a small number of primary care physicians who were randomly selected, and we cannot replace you with anyone else. Therefore, I hope you will consider participating today. With your help, this study will help to ensure that prescription advertisements are clear and understandable and that they do not overstate the efficacy or underestimate the risks of using these medications.

Thank you or your consideration,  
SIGNATURE