Appendix B

Recruitment Scripts

**CONSUMER EMAIL INVITATION**

From:
ReplyTo:
Subject: Need more LifePoints? Take this survey Firstname

Hello, we are currently recruiting participants for an upcoming research study sponsored by the Food and Drug Administration. The purpose of the study is to understand perceptions of prescription drug names.

RTI International, an independent, non-profit research institute, will be conducting a survey with people nationwide. The survey will take up to 20 minutes. You will receive $1.50 in LifePoints. To see if you are eligible, please complete the brief survey linked below.

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| Logo |

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| Banner |
| **Let your voice be heard!** |
| A new survey is waiting for you, and LifePoints to collect too.Here's a new opportunity to share your thoughts and opinions with big brands to influence the future.Today we'd like you to participate in this survey for the chance to collect XXX.Click below, contribute and collect LifePoints today. |

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| [LOG IN](https://www.lifepointspanel.com/login) |
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| [T&C's](https://www.lifepointspanel.com/terms-of-use) |  [Privacy](https://www.lifepointspanel.com/privacy) |  [Help](https://lifepoints.zendesk.com/) |

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**PHYSICIAN EMAIL INVITATION**

### Initial email

**Subject: Interview for FDA Study on Prescription Drug Names**

Hello, we are currently recruiting health care providers for an upcoming research study sponsored by the Food and Drug Administration. The purpose of the study is to understand perceptions of prescription drug names.

RTI International, an independent, non-profit research institute, will be conducting a survey with health care providers nationwide. The survey will take up to 20 minutes. You will receive $50.00 in appreciation for your time. To see if you are eligible, please complete the brief survey linked below.

**You have been selected to take part in a new study - {#SURVEYNAME\_SUBJECT#}**

