

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.

-





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.

LOG IN

[T&C's](#) | [Privacy](#) | [Help](#)

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Please add pulse@lifepointspanel.com to your address book to ensure you receive our emails.

Please note this address is for delivery purposes only.

To contact us please [click here](#).

You received this email because you (or someone in your household) has registered with LifePoints.

If you wish to be removed from the LifePoints panel, please
[click here](#)

PHYSICIAN EMAIL INVITATION

1.1.1 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#}



SURVEY

Dear {#TITLE#} {#LAST_NAME#},

You have been selected to take part in a new study.

Survey Name: {#SURVEYNAME_SUBJECT#}

Survey Length {#SURVEY_LENGTH#}

Incentive Amount upon completion: \$ {#CASH_AMOUNT#}

The first few questions will determine your eligibility for the study.

[Start Survey](#)

You can also access the survey on your Members page at [{#ALLGLOBAL_LINK#}](#)

If you have any problems or questions about this survey, please respond to this email. Enter "{#SURVEYNAME_SUBJECT#}" in the subject line.

We look forward to your participation!

Kind regards,
Your All Global Circle Team

If you have a question, somebody probably has asked it before. Our Online Help can immediately provide answers to your questions. Just visit [{#ALLGLOBAL_LINK#}](#) and access the "Help" button. Or, you can also respond to this email.



ALL GLOBAL CIRCLE

You received this email because you signed up to join the All Global Online Healthcare Professional panel or because you expressed an interest in participating during a phone conversation with our representative. If you wish to unsubscribe, [click here](#) and sign in using your email address and password

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