

Terms and Phrases: Meaning Elicitation Survey Screener: Consumers

Initial email

Subject: Interview for FDA Study on Prescription Drug Materials

Hello, we are currently recruiting consumers for an upcoming research study sponsored by the Food and Drug Administration. The purpose of the study is to understand how people understand terms and phrases that are commonly used in prescription drug advertising materials.

RTI International, an independent, non-profit research institute, will be conducting one-on-one telephone interviews on this topic with consumers nationwide. The interview will take up to 60 minutes. Interviews will be scheduled between DATE and DATE. You will receive \$75 in appreciation for your time. To see if you are eligible, please complete the brief survey linked below.

1. How old were you on your last birthday?

_____	Over Age 18 → CONTINUE Under Age 18 → TERMINATE
SCREEN FOR A MIX OF AGES	

2. Are you a medical or health professional?

Yes		→ TERMINATE
No		→ CONTINUE

3. Have you ever worked for...?

Department of Health and Human Services		→ TERMINATE
--	--	--------------------

U.S. Food and Drug Administration		→ TERMINATE
Market research firm		→ TERMINATE
Pharmaceutical company		→ TERMINATE
itracks		→ TERMINATE
RTI International		→ TERMINATE

4. Have you participated in an interview or focus group during the past three months?

Yes		→ TERMINATE
No		→ CONTINUE

5. What is your gender?

Male		→ CONTINUE
Female		→ CONTINUE
Other		→ CONTINUE
SCREEN FOR APPROXIMATELY ½ OF EACH		

6. Are you Hispanic or Latino? (Monitor distribution to ensure we have diversity as close to U.S. distribution as possible)

Yes		→ CONTINUE
No		→ CONTINUE
SCREEN FOR A MIX		

7. Which of these groups best describes you? You may answer more than one.

White		→ CONTINUE
-------	--	------------

Black / African American		→ CONTINUE
American Indian or Alaskan Native		→ CONTINUE
Asian		→ CONTINUE
Native Hawaiian or Pacific Islander		→ CONTINUE
Two or more races		→ CONTINUE
Prefer not to answer		→ CONTINUE
SCREEN FOR A MIX		

8. In which State of the U.S. do you live?

_____		→ CONTINUE
SCREEN FOR A MIX BASED ON THE FOLLOWING REGIONS:		
Northeast: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York, and Pennsylvania		
South: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington D.C., West Virginia, Alabama, Kentucky, Mississippi, and Tennessee, Arkansas, Louisiana, Oklahoma, and Texas		
Midwest: Illinois, Indiana, Michigan, Ohio, and Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota		
West: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming, Alaska, California, Hawaii, Oregon, and Washington		

9. What is the highest level of education you have attained? (Monitor distribution to ensure we have some lower education participants as close to US distribution as possible)

Less than high school		→ CONTINUE
High school graduate (or GED)		→ CONTINUE
Some college or technical school (No degree)		→ CONTINUE

College graduate (2- or 4-year degree)		➔ CONTINUE
Some graduate school (No degree)		➔ CONTINUE
Graduate school degree		➔ CONTINUE
SCREENING NOTES:		
<ul style="list-style-type: none"> • At least 10 with a high school degree or less • No more than 5 with a college degree • No more than 5 with more than a college degree 		

10. Was your total household income in [YEAR]...?

Less than \$20,000		➔ CONTINUE
\$20,000 - \$34,999		➔ CONTINUE
\$35,000 - \$49,999		➔ CONTINUE
\$50,000 - \$74,999		➔ CONTINUE
\$75,000 - \$99,999		➔ CONTINUE
\$100,000 - \$149,999		➔ CONTINUE
\$150,000 or more		➔ CONTINUE
Prefer not to answer		➔ CONTINUE

Closing Scripts

Closing for Ineligible Participants:

I'm sorry, but you are not eligible for this study. There are many possible reasons why people are not eligible. These reasons were decided earlier by the researchers. However, thank you for your interest in this study and for taking the time to answer our questions today.

Invitation Script for Eligible Participants

Thank you for completing the survey. We would like to invite you to take part in the study. If you agree to participate, you will be asked to sign up for a 60-minute telephone interview. You will receive a check for \$75 within 4-6 weeks of your interview in appreciation of your time.

Would you like to schedule your interview? Please click "Yes" to proceed.

Yes → CONTINUE

No → [Thank you for your interest]

PARTICIPANT IS TAKEN TO THE INFORMED CONSENT SCREEN: IF PARTICIPANT AGREES TO PARTICIPATE THEY WILL BE TAKEN TO THE ITRACKS SCHEDULER TO SIGN UP FOR AN INTERVIEW.

Follow-Up Email and Phone Scripts

Interview Call-In Information (email)

Subject: Telephone interview for FDA Prescription Drug Materials Study

Dear [FULLNAME]:

Thank you for agreeing to participate in our telephone interview for the FDA prescription drug materials study. Detailed in this email are some general instructions, followed by specific information needed to participate in the interview.

Your interview is scheduled to take place at the following date/time **[STARTDATE]**.

You can either call in or you can opt to receive a phone call from our system at the time of your interview that will connect you to the interviewer. **[PHONE PREFERENCES]**

Your phone number is only accessible to the itracks IDI platform and is not shared with anyone including the interviewer.

The **interview is scheduled for 60 minutes**, therefore please be sure to allocate enough time in your schedule to accommodate the entire session.

As a token of our appreciation, **a monetary incentive will be issued for participating in the interview**. You can typically expect to receive a check in the mail within 4 to 6 weeks after you have completed the discussion.

Thank you and we look forward to your participation!

If you have any questions regarding this, please feel free to reply to this email.

To call in for your interview, dial the following phone number and enter the pin when prompted.

Phone Number: [CONFERENCEPHONE]

PIN: [CONFERENCEPIN]

If you have opted for us to call you, you will receive a phone call from our system at the time of your interview that will connect you to the interviewer.

Please respond to this email with your preference.

- 1) I would like to call in for my interview
- 2) I would like to be called for my interview

Phone Number: _____

Confirmation Call

Hello this is [NAME] calling from itracks regarding an interview you recently agreed to do for the FDA prescription drug materials study.

I'm calling to make sure you received the instructions for the interview that we sent by email and that you are still willing to participate.

Have you received the instructions?

IF NO – Note in sheet and tell participant you will re-send.

And are you still planning on participating?

IF NO: Do you have a specific question or concern that I can address about the study? [IF NOT THANK PARTICIPANT FOR THEIR TIME]

Ending:

Great. Do you have any other questions at this time?

Thank you [NAME]. We appreciate your participation in this study.

Reminder Calls

If participant has not called in/answered call for the interview 5 minutes after the start time.

When calling out to someone for reminders:

Hello this is [NAME] calling from itracks regarding the FDA prescription drug materials study that you recently agreed to participate in. We had you scheduled for an interview at [TIME].

Are you still able to complete the interview now?

IF YES – confirm phone # and tell participant that the interviewer will call them.

IF NO – [OFFER TO RESCHEDULE] IF NO: Well, thank you for your time.