

Appendix H: Recruitment Materials

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[These materials are intended to serve as a template for correspondence involving obtaining participant interest in participating in the study, confirming participation, and interview appointment reminders.]

Facility Administrator, Social Worker, and Nephrologist Recruitment Email/Call

Dear [NAME],

My name is [NAME] from Insight Policy Research. We are conducting a study for the Centers for Medicare and Medicaid Services (CMS) talking to key informants about their experiences providing and receiving care under the Quality Incentive Program (QIP). CMS is interested in learning about how the QIP has affected patients' health outcomes, access to care (including home dialysis and transplant), and quality of care. They are also interested in understanding how the quality of life for individuals with ESRD has changed over time.

We are looking to schedule telephone interviews with [INSERT PARTICIPANT TYPE] like you to learn about your perspectives on these topics. We expect the interview to take [INSERT TIME BASED ON PARTICIPANT TYPE] and will include a \$100 VISA gift card as a token for taking the time to speak with us.

If you are interested in participating, or if you have questions or concerns please respond to this email or contact [RECRUITER NAME] at [PHONE] or [EMAIL].

Thank you for your time.

Sincerely,

[RECRUITER EMAIL SIGNATURE]

Transplant Center Administrator Recruitment Email/Call

Dear [NAME],

My name is [NAME] from Insight Policy Research. We are conducting a study for the Centers for Medicare and Medicaid Services (CMS) talking to key informants about their experiences providing and receiving care under the Quality Incentive Program (QIP). CMS is interested in learning about how the QIP has affected patients' health outcomes, access to care (including home dialysis and transplant), and quality of care. They are also interested in understanding how the quality of life for individuals with ESRD has changed over time.

We are looking to schedule telephone interviews with transplant center administrators like you to learn about your perspectives on these topics. We expect the interview to take 30 minutes and will include a \$50 VISA gift card as a token for taking the time to speak with us.

If you are interested in participating, or if you have questions or concerns please respond to this email or contact [RECRUITER NAME] at [PHONE] or [EMAIL].

Thank you for your time.

Sincerely,

[RECRUITER EMAIL SIGNATURE]

Corporate Representatives and Patient Advocacy Organizations Recruitment Email/Call

Dear [NAME],

My name is [NAME] from Insight Policy Research. We are conducting a study for the Centers for Medicare and Medicaid Services (CMS) talking to key informants about their experiences providing and receiving care under the Quality Incentive Program (QIP). CMS is interested in learning about how the QIP has affected patients' health outcomes, access to care (including home dialysis and transplant), and quality of care. They are also interested in understanding how the quality of life for individuals with ESRD has changed over time.

We are looking to schedule telephone interviews with stakeholders like you to learn about your perspectives on these topics. We expect the interview to take 30 minutes.

If you are interested in participating, or if you have questions or concerns please respond to this email or contact [RECRUITER NAME] at [PHONE] or [EMAIL].

Thank you for your time.

Sincerely,

[RECRUITER EMAIL SIGNATURE]

Non-Patient Confirmation Email

Dear [NAME],

Thank you for your participation! This message is to confirm your interview scheduled for [DATE] at [TIME] [TIME ZONE]. At the time of the interview, please use the call-in information below.

[MEETING LINK]

[MEETING PHONE NUMBER]

If you have any questions or need to reschedule, please contact [RECRUITER NAME] at [RECRUITER PHONE NUMBER] or [RECRUITER EMAIL].

Thank you for your time.

Sincerely,

[RECRUITER EMAIL SIGNATURE]

Patient Recruitment Email/Call

Dear [NAME],

My name is [NAME] from Insight Policy Research. We are conducting a study for the Centers for Medicare and Medicaid Services (CMS) talking to individuals with ESRD about their experiences surrounding accessing and receiving care for ESRD, including dialysis treatment and other options such as transplant. CMS is also interested in understanding how the quality of life for individuals with ESRD has changed over time.

We are looking to schedule telephone interviews with individuals with ESRD who currently receive dialysis to learn about your perspectives on these topics. We expect the interview to take one hour and will include a \$100 VISA gift card as a token for taking the time to speak with us.

If you are interested in participating, or if you have questions or concerns please respond to this email or contact [RECRUITER NAME] at [PHONE] or [EMAIL].

Thank you for your time.

Sincerely,

[RECRUITER EMAIL SIGNATURE]

Patient Confirmation Email

Dear [NAME],

Thank you for your participation! This message is to confirm your interview scheduled for [DATE] at [TIME] [TIME ZONE]. At the time of the interview, please use the call-in information below.

[MEETING LINK]

[MEETING PHONE NUMBER]

If you have any questions or need to reschedule, please contact [RECRUITER NAME] at [RECRUITER PHONE NUMBER] or [RECRUITER EMAIL].

Thank you for your time.

Sincerely,

[RECRUITER EMAIL SIGNATURE]

Reminder Email/Call (All participant Types)

Dear [NAME],

This email is a reminder of your interview scheduled with Insight Policy Research [DATE] at [TIME] [TIME ZONE]. At the time of the interview, please use the call-in information below.

[MEETING LINK]

[MEETING PHONE NUMBER]

If you have any questions or need to reschedule, please contact [RECRUITER NAME] at [RECRUITER PHONE NUMBER] or [RECRUITER EMAIL].

Thank you for your time.

Sincerely,

[RECRUITER EMAIL SIGNATURE]