Carolina Data Warehouse for Health (CDW-H)
Suggested Language to use in Recruitment Letters and Telephone Scripts

The below examples include suggested language for Investigators’ use when contacting potential research participants whose names were obtained from the Carolina Data Warehouse for Health (CDW-H). Please note that any recruitment letters or telephone scripts must be reviewed and approved by the Institutional Review Board (IRB) prior to use with participants. The IRB may have additional suggestions or request changes to the language in these documents.

**Recruitment letters should begin with any one of the following:**

- We are contacting you because you have been seen by UNC Health Care since 2004.
- Your records in the UNC Health Care System indicate you may be eligible to participate in our research study entitled “xxxxxxxxxx”. We are contacting people who have either an xxxx (lab value) or xxxx (specific inclusion criteria) …...
- You were seen by UNC Health Care in the past year. We are contacting people who are in the xx to xx age range who have been seen by UNC Health Care in the past year in order to tell them about a research program that we are doing.
- Based on your medical history, you may be eligible to participate in this study.

**Telephone scripts should begin with something similar to the recruitment letters:**

- Hello, my name is __________. I am a (student/faculty member/staff member) from the University of North Carolina at Chapel Hill conducting a research study entitled XXXXXXXXXX. This study will test xxxx in xxxxx patients. Your records in the UNC Health Care System indicate you may be eligible to participate in our research study OR based on your medical history, you may be eligible to participate in our study
- If the participant asks for an explanation as to how the investigator has access to his/her name and contact information: **Answer:** We received IRB approval to access medical records of patients in the UNC Health Care System who meet our research study criteria. Based on your medical history, you may be eligible to participate in this study.

**Notes about the CDW-H patient database:**

- Subjects do NOT actually sign up for the Carolina Data Warehouse for Health (CDW-H). The names of potential research participants are in the CDW-H by virtue of them having been seen by UNC Health Care in last few years.
- One should NEVER say “We are contacting you because you signed up with the Carolina Data Warehouse for Health (CDW-H).”