

Written Materials | Study Team Guidance

* Written cold-contact recruitment materials should closely resemble the IRB-approved MUSC Cold-Call Recruitment Script for your study. Be sure to use the primary inclusion criteria for your initial recruitment messages.

Purpose: This document provides general study team guidance for drafting “opt-out inclusive” recruitment materials for your study. Please continue to use the IRB-approved MUSC Cold-Call Recruitment Script in your outreach efforts to patients by phone.

Applicable Outreach Materials

1. Email
2. MyChart® messages
3. Letters

In your messaging, please be sure to inform patients of the following:

1. Why they are being contacted.
2. How you obtained their contact information.
3. That their care will not be affected should they choose not to participate in research studies at MUSC.

Please consider adapting or concluding your recruitment messages to include language similar to the following statements regarding opt-out:

1. “If you wish to stop receiving messages about research participation opportunities, you can indicate that preference in MyChart. For instructions on how to do so, and additional information on MUSC patients as research participants, please visit MUSChealth.org/trials. Please know that research participation is completely voluntary and will not impact your access to, or quality of, care as a patient at MUSC.”

OR

2. “If you wish to stop receiving messages about research participation opportunities, you can indicate that preference via MyChart® or by calling 843-792-8300 and asking for the MUSC Research Preferences Manager.”