Talking ABOUT thE [insert study name] study with prospective participants

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| This document serves as a centralized source of key messaging for the [Insert Study Name]. Site staff are encouraged to discuss these points with all prospective participants in order to convey the study purpose and address any potential concerns.  |

**WHAT IS THE PURPOSE OF THIS RESEARCH?** Provide succinct, clear and digestible information about the study and the potential breakthroughs.

* [Summarize the study objective in a lay-friendly way. What question is this study seeking to answer?].
* [Highlight the value of this study to the specific research community. How does this study advance a specific disease research?].
* [Define any scientific terms that will help the patient better understand the study, e.g. biomarker, imaging, etc.].

**WHY ENROLL IN THE STUDY?** Explain how this study increases our understanding of <Insert> disease and/or may lead to a new or improved treatment.

* [Emphasize the scientific community’s enthusiasm for the study].
* [Provide concrete reasons for the value of this study. How might this research impact the <Insert> patient community?].
* [Highlight how this study is contributing to moving research forward].

**WHO IS ELIGIBLE TO ENROLL?** Present eligibility criteria in a manner that prospective participants can understand, e.g. age and years since diagnosis.

* [Inclusion criteria]
* [Inclusion criteria]
* [Inclusion criteria]

**WHAT IS INVOLVED FOR PARTICIPANTS?** Provide a clear understanding of what study participation entails.

* [Provide information on study duration. How many visits are involved? Can any visits be completed by phone or video conference?].
* [Explain the types of study procedures involved.].
* [Provide rationale for intimidating study procedures, i.e. lumbar puncture, DaTscan, biopsies, etc.]

**WHAT RESOURCES ARE PROVIDED TO PARTICIPANTS?** Provide information about stipends, travel reimbursement, food, etc.

* [All study procedures are provided at no cost.]
* [Travel reimbursement is available for participants.]
* [Site staff can arrange and pay for transportation to and from study visits.]

**WHO CAN I CONTACT WITH QUESTIONS ABOUT HOW TO DISCUSS THE STUDY WITH POTENTIAL PARTICIPANTS?** You can contact [Name] with questions about recruitment talking points and activities.

[Contact Name]

[Contact Phone]

[Contact Email]

[General Study Email (e.g. xyzpdstudy@university.edu)]