# Consent Letter

## Introduction

My name is Donnette Bloomfield, and I am a Doctoral Student at Northcentral University (NCU).

I am Conducting a Research Study to explore how African American Physicians describe their lived experiences when Prescribing Drugs to Patients in response to Direct-to-Consumer Advertising (DTCA). The name of this research study is Direct-to-Consumer Advertising’s Influence on African American Physicians Prescribing Generic or Name Brand Drugs. I am seeking your Consent to Participate in this Study.

Please read this Document to learn more about this study and determine if you would like to Participate. Your Participation is completely Voluntary, and I will address your Questions or Concerns at any point before or during the study.

## Eligibility

You may participate in this research if you meet all of the following criteria:

* African American
* Currently a Practicing Physician
* Live and Practice Medicine in Atlanta, Georgia
* Have at least three years of experience Writing Prescriptions.

I hope to include 15 people in this research.

## Activities

If you decide to participate in this study, you will be asked to do the following activities:

1. Review of the informed consent form and scheduling of the interview by Facebook messenger, 10 minutes.

2. One-to-one, semi-structured interview, 60-90 minutes, through the online video-conference application Zoom.

3. Review of interview transcripts for 10 minutes via email.

During these activities, you will be asked questions about:

* How you describe your experiences when prescribing drugs to patients in response to a DTCA advert.
* How African American Physicians could improve their Medication Writing process.

All activities and questions are optional: you may skip any part of this study that you do not wish to complete and may stop at any time.

If you need to complete the activities above in a different way than I have described, please let me know, and I will attempt to make other arrangements.

## Risks

There are no foreseeable risks or discomforts associated with this study. You can still skip any question you do not wish to answer, skip any activity, or stop participation at any time.

## Benefits

If you participate, there are no direct benefits to you. This research may increase the body of knowledge in the subject area of this study.

## Privacy and Data Protection

I will take reasonable measures to protect the security of all your personal information, but I cannot guarantee confidentiality of your research data. In addition to me, the following people and offices will have access to your data:

* My NCU Dissertation Committee and any appropriate NCU support or Leadership Staff
* The NCU Institutional Review Board

This data could be used for future research studies or distributed to other investigators for future research studies without additional informed consent from you or your legally authorized representative.

I will securely store your data for 3 years. Then, I will delete electronic data and destroy paper data.

## How the Results Will Be Used

I will publish the results in my dissertation. I may also share the results in a presentation or publication. Participants will not be identified in the results.

## Contact Information

If you have questions, you can contact me at: 678-934-0002, or by email at donnettebloomfield@yahoo.com.

My Dissertation chair’s name is Dr. Cesar Aquino. They work at Northcentral University and are supervising me on the Research. You can contact them at: 951-486-5269, or by email at caquino@ncu.edu

If you have questions about your rights in the research or if a problem or injury has occurred during your participation, please contact the NCU Institutional Review Board at irb@ncu.edu or 1-888-327-2877 ext 8014.

## Voluntary Participation

If you decide not to participate, or if you stop participation after you start, there will be no penalty to you: you will not lose any benefit to which you are otherwise entitled.

I Consent to this Form

**Please Sign Below**

Please Save this Form and Email it to

donnettebloomfield@yahoo.com

Thank You for Participating!