

## VCHRI Research Study E-Broadcast: EXAMPLE ONLY

*(Email Subject Line) Research Study: Do you have ECZEMA or Atopic Dermatitis?*

### **Purpose of this study:**

Researchers from the Department of Dermatology and Skin Science are conducting this study to examine the effectiveness of a new investigational cream to treat atopic dermatitis.

### **Who can participate?**

- Participants need to be between the ages of 18 to 65 with atopic dermatitis, a form of eczema.

### **What is involved?**

- The research study may require up to 9 clinical visits over 14 weeks.
- For the first six (6) weeks, research participants will receive either the investigational study cream OR a cream that does not contain a study drug.
- For an additional six (6) weeks, ALL research participants will receive the investigational study cream.
- Blood samples will be drawn.

Please note: Qualified participants will receive free study medication and will be reimbursed for travel expenses.

### **When does this study take place?**

This study commenced on October 26<sup>th</sup>, 2009. Recruitment closes March 28<sup>th</sup>, 2010. The end of this study is the 29<sup>th</sup> October, 2010.

### **Where does this study take place/location?**

Dermatology and Skin Science Centre, West 10th Avenue, Vancouver.

### **Contact Information:**

To express interest to participate in this study, please contact the Study Coordinators, on **604-875-5550 ext: 63712**

Principal Investigator: Dr John Smith, Associate Professor, UBC;  
Co-Director of VGH Psoriasis and Phototherapy Clinic;  
Staff member of VCH and BCCA;  
Research Investigator with VCH Research Institute

This recruiting service, provided by the VCH Research Institute, saves study coordinators thousands of dollars and helps VCH remain an effective clinical trials site. The effectiveness of these emails has been measured and validated by clinical trial coordinators as a very important and effective way of reaching potential study participants. We try to list the subject line in such a way that it can be easily deleted by those who are not interested. Thank you.

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