

19 Mayfield Road  
London  
N8 9LL  
Telephone: 07768596081  
Email: [info@consortiumresearch.com](mailto:info@consortiumresearch.com)



## An invitation to be interviewed as part of a market research study into Chronic Lymphocytic Leukaemia (CLL).

Hello, we are Consortium, a group of three market researchers, Ian Crouchley, Jane Fligelstone and Marie Harrison.

We specialise in undertaking market research in the field of healthcare.

We are currently looking to undertake research with people who have been diagnosed with CLL (Chronic Lymphocytic Leukaemia), and also with people who live with or care for people who have been diagnosed with CLL.

The aim of the study is to understand, from the patient's and carer's perspectives, the real-life experience of living with CLL, including their interactions with the healthcare system and treatments.

We operate in accordance with the UK Market Research Society (MRS) and British Healthcare Business Intelligence Association guidelines. This is a market research project. This is not a selling situation. Nothing will be promoted to you as part of this exercise. You will not be asked to buy anything or change anything you currently do.

Our client for this piece of market research is a pharmaceutical company who have an interest in CLL. The results of our research will be amalgamated to produce a report helping our client to better understand patients' and carers' perspectives of CLL.

The anonymised results from this market research study may be used by the company to help them make business decisions, for internal and external disease awareness and educational purposes, including media activity. It may be shared with blood cancer patient organisations, expert groups working in blood cancer, including clinicians and nurses, and to raise awareness of issues in blood cancer with policy makers and government officials.

As a market research respondent, you have the following rights:

- The right to anonymity (no names will be passed on to the company sponsoring the research)
- The right to complete confidentiality (no comments will be attributed to a particular person in any subsequent report)
- The right to withdraw from the research at any point
- The right not to give an answer to a question

This research has been commissioned by a company that develops and manufactures medicines. It is a legal requirement that the company keep records of any side effects or complaints that people may have about their medicines. Because we are conducting this market research on their behalf we also need to keep a record of any side effects or complaints about medications.

Therefore, if, during the interview, you make any reference to a side effect or complaint about a medicine, we will let the company know about this even if it has already been reported by you directly to the company or the regulatory authorities. You can decide whether or not to give the company your name and contact details.

We will need to ask you a few questions to check that you qualify for this piece of research, and if you do qualify, we would like to invite you to participate.

The research will consist of three different phases;

1. Firstly, a face to face interview lasting a maximum of 1 hour, to be arranged at a time and place to suit you.
2. Secondly, a notebook for you to jot down some of your observations in the month following the interview. We will tell you more about this during the interview; it will not be difficult or time-consuming. We have titled it 'A month living with CLL'.
3. Finally, we will share with you some of the information and observations we have received from you and your fellow respondents (anonymised) and ask you to comment upon these. It may be interesting for you to learn what others have said, and you may then feel you have more to tell us. The original interviewer you spoke to (Ian, Marie or Jane) may call you or contact you by email to collect these final thoughts, we will arrange whatever you prefer.

Your name, address or any other personal data will not be revealed. An audio recording will be made of the interview and the final conversation for analysis purposes only, but not passed on to any third parties. It will only be for the use of the Consortium market research team, Ian, Jane and Marie, mentioned earlier.

You will be offered a remuneration of £100 for your participation in this research, which will require all three phases of the research outlined above to be completed.

So, if you are someone who has a diagnosis of CLL (Chronic Lymphocytic Leukaemia), or you are a carer or live with someone with a diagnosis of CLL, and you think you might be interested in taking part in a market research study, please contact us by calling or emailing us. Call us on 07768-596081 or email us at [info@consortiumresearch.com](mailto:info@consortiumresearch.com).

Thank you for taking the time to read this letter. We look forward to hearing from you soon.

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