

Multimedia Appendix 3: The 8 email interventions

Email 1 (87 words, 429 characters, Readability: Passive sentences =0%, Flesch Reading Ease = 48.4, Flesch-Kincaid Grade Level = 11.2): No factors

Subject: 990+ patients have abnormal results that need follow-up in your LHIN



AUGUST 2017

Dear Dr. [PHYSICIAN LAST NAME],

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Thousands of Ontario family doctors access the SAR to compare their rates to other family doctors in Ontario and their region.

ACCESS YOUR SAR

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Cancer Screening

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Telephone: 1.866.250.1554, 24 hours a day/7 days a week

Need more help?

Email: screenforlife@cancercare.on.ca

Telephone: 1.866.662.9233, Monday to Friday 8:30 a.m. to 5 p.m. EST

Watch: [The online SAR tutorial](#)

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**Email 2 (182 words, 688 characters, Readability: Passive sentences = 0%,
Flesch Reading Ease = 53.6, Flesch-Kincaid Grade Level = 10.4): Anticipated
Regret**

Subject: 990+ patients have abnormal results that need follow-up in your LHIN



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Email 3 (107 words, 532 characters, Readability: Passive sentences =0%, Flesch Reading Ease = 49.8, Flesch-Kincaid Grade Level = 11.0): Material Incentive (behaviour)

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**Email 4 (153 words, 753 characters, Readability: Passive sentences =0%,
Flesch Reading Ease = 58.0, Flesch-Kincaid Grade Level = 9.0): Problem Solving**

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**Email 5 (125 words, 609 characters, Readability: Passive sentences =0%,
Flesch Reading Ease = 53.9, Flesch-Kincaid Grade Level = 10.4): Anticipated
Regret + Material Incentive (behaviour)**

Subject: 990+ patients have abnormal results that need follow-up in your LHIN



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Email 6 (171 words, 830 characters, Readability: Passive sentences =0%, Flesch Reading Ease = 60.9, Flesch-Kincaid Grade Level = 8.7): Anticipated Regret + Problem Solving

Subject: 990+ patients have abnormal results that need follow-up in your LHIN



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Email 7 (173 words, 856 characters, Readability: Passive sentences =0%, Flesch Reading Ease = 57.7, Flesch-Kincaid Grade Level = 9.2): Material Incentive (behaviour) + Problem Solving

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Email 8 (191 words, 933 characters, Readability: Passive sentences =0%, Flesch Reading Ease = 60.1, Flesch-Kincaid Grade Level = 8.9): Anticipated Regret + Material Incentive (behaviour) + Problem Solving

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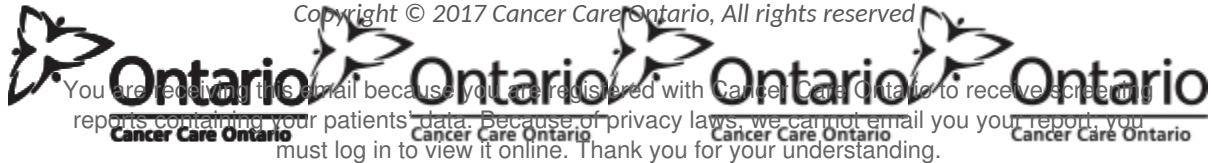
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