**Invitation**

Header: IMPORTANT: Your opinion is needed – invitation to low-value care survey

Dear [COLLEAGUE/NAME OF RECIPIENT/MEMBER OF MEDICAL SOCIETY],

Low-value care refers to medical practices that provide little or no benefit to the patient, considering benefits and harms, available alternatives, costs and patient’s preferences. This issue has received an increasing amount of attention in recent years. How do you see low-value care in primary care? What would help you to abandon low-value care? Your answers are important in taking the next steps of improvement in primary care!

This not-for-profit survey is sponsored by the Strategic Research Council at the Academy of Finland. It is conducted by researchers from the University of Helsinki and the Finnish Medical Society Duodecim, in collaboration with Swedish, German, Austrian, Italian, Greek, Japanese and Israeli colleagues. The survey is being sent to 2000 primary care doctors in each country.

Data will be anonymously collected.

Responding to the survey takes about 10 minutes. **The survey is available in English and Hebrew. We request that you only reply to the survey once.**

Below you will find the link to the survey (click the “begin survey” button).

Thank you for helping with this initiative!

Your sincerely, on behalf of the study group,

Eliana Ben-Sheleg, Prof. Moriah Ellen, Prof. Natalya Bilenko, Ben-Gurion University of the Negev

*The survey is conducted by researchers from the University of Helsinki and the Finnish Medical Society Duodecim, in collaboration with Finnish, Swedish, German, Austrian, Italian, Greek, Japanese and Israeli colleagues. The survey is being sent to 2000 primary care doctors in each country. Our aim is to describe primary care physicians’ opinions on reducing the use of low-value care in primary care. Responses will be summarized and reported in a scientific article. For more information about the survey, contact Aleksi Raudasoja, aleksi.raudasoja@duodecim.fi.*

1. **Reminder**

IMPORTANT REMINDER: INVITATION TO LOW-VALUE CARE SURVEY

Dear [NAME OF YOUR NATIONAL MEDICAL ASSOCIATION/NAME OF THE RECIPIENT] member,

A week ago, we invited you to answer our survey on low-value care use in primary care. **This is a reminder to respond to the survey. Answering will take approximately 10 minutes. The survey is available in English and Hebrew. We request that you only reply to the survey once.**

Below you will find the link to the survey (click the “begin survey” button).

Your answers are important in taking the next steps towards improving primary care.

Thank you for helping with this initiative!

Eliana Ben-Sheleg, Prof. Moriah Ellen, Prof. Natalya Bilenko, Ben-Gurion University of the Negev

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