### 6.4 Recruiting a patient/caregiver to participate in market research

**PLEASE NOTE: This is not a fully formed consent agreement and you will need to add further specific detail eg. the name of the recipient company. For more information about consent agreements please see the BHBIA’s GDPR Update on Consent for market research or section E4.2 of the BHBIA’s Legal and Ethical Guidelines.**

Example Wording

Interviewer says:

*This research has been commissioned by a company that 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. We must assist the company in meeting its legal obligations.*

*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.*

Please confirm:

*“I agree that if I discuss any side effect or complaint about a medicine during the market research, this information will be passed to the company.”*

Next Steps

1. Interviewer should i) obtain confirmation from the market research participant that they are happy to proceed on this basis and ii) keep a record of the confirmation.

1. If the market research participant does not provide confirmation, they should not be recruited to participate in the market research. Interviewer should thank them and end the recruitment process.
2. If the market research participant provides confirmation and raises an AE/PC/SRS during the interview, the MRA should seek confirmation from them that they can forward their contact details to the MAH. See Annex 6.6 for an example of the wording for this.