

SUPPLEMENTAL DIGITAL CONTENT

Online Box 1. Paper reminder letter^a

[Mayo Clinic logo]

[recipient name, address]

Dear Dr. [last name],

Continuous professional development (CPD), including maintenance of certification (MOC), affects all physicians. Our group is trying to promote changes to make CPD easier and more effective.

We invite you to participate in a nation-wide survey, and make your voice heard on these important issues! **Those who complete the survey can request a free copy of the "Mayo Clinic Handbook for Happiness: A Four-Step Plan for Resilient Living."**

This survey asks physicians' opinions about MOC, continuing medical education, and online learning. We want to understand what you do to maintain your professional knowledge and skills, what challenges you face, and – most importantly – what needs to change.

Last week we sent you an email with a link to the survey. If you have already responded to this survey, thank you very much; you may disregard this reminder.

If not, then please use that link to access the survey. If you did not receive this email, but would like to participate, please contact <email address of study investigator>.

We anticipate this will take about 7 minutes to complete. Your responses will be de-identified and strictly confidential. We would be grateful to receive responses by <date 2 weeks out>, although responses after that date will still be useful.

Thanks in advance for your participation. Feel free to contact any of us if you have questions.

Sincerely,

<signature>

[names of study investigators]

^a The bolded, underlined text was deleted in the "no book offer" group. The letter was printed on institution letterhead bonded paper and mailed in a sealed envelope exhibiting the Mayo Clinic logo.

Online Box 2. Postcard reminder^a

[Mayo Clinic logo]

Dear Dr. [last name],
Continuous professional development (CPD), including maintenance of certification (MOC), affects all physicians. Our group is trying to promote changes to make CPD easier and more effective.

As part of this effort we are conducting a nationwide survey of physicians' opinions about MOC, continuing medical education (CME), and online learning. We invite you to participate in this survey, and make your voice heard! (If you have already responded thank you very much; you may disregard this reminder.)

Last week we sent you an email with a link to the survey. Please use that link to complete the survey. If you did not receive this email, but would like to participate, please contact <email address of study investigator>.

Those who complete the survey can request a free copy of the "Mayo Clinic Handbook for Happiness: A Four-Step Plan for Resilient Living."

Feel free to contact any of us if you have questions.

Thanks in advance!

<signature>

[names of study investigators]

^a The bolded, underlined text was deleted in the "no book offer" group. Distinguishing features of the postcard included a watermark image of the Mayo Clinic founders (the Mayo brothers) as a background to the message, and the Mayo Clinic logo printed on both sides of the postcard.

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