

**From:** [REDACTED]  
**Sent:** 17 February 2023 16:05  
**To:** CAG <cag@hra.nhs.uk>  
**Cc:** [REDACTED]  
>  
**Subject:** RE: 22CAG0051 - CAG Amendment request - query

Hi [REDACTED],

As you note, the original aim was to consent 150k participants from 3m invites.

To date, as a result of the previous extension to 12 million invitations, we have issued just over half that amount, and the latest figures (to 16<sup>th</sup> February) show:

361k registered participants  
255.4k consented participants

The current Conversion rate for registration is around 4.38%, and 3.11% for consent. This includes all those consenting with a Digitrials code, and those who complete consent without the specific Digitrials code. Within this, those registering with a specific Digitrials code show a registration rate of around 3.3% and consent of 2.38%. These conversation rates are rising as the wider comms strategy is implemented and awareness of the programme, and its aims, rises. A-B testing of different letter formats has shown specific benefit with the clearly more successful letter format adopted in the last month to bring further increase in recruitment rates in coming weeks and months.

At current conversion rates (2.38% consented), 45m invitations will lead directly to recruitment of 1.071m consented participants.

The planned continued work to deliver 5% conversion will increase this to 2.25m consented participants.

I hope that clarifies.

Many thanks for all your help and I am happy to provide any further information as needed.

Best wishes

[REDACTED]



[REDACTED]  
NHS and Data Advisor

T: [REDACTED]  
E: [REDACTED]

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**From:** CAG <[cag@hra.nhs.uk](mailto:cag@hra.nhs.uk)>

**Sent:** 17 February 2023 14:51

**To:** [REDACTED]

**Cc:** [REDACTED]

**Subject:** RE: 22CAG0051 - CAG Amendment request - query

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Dear [REDACTED],

I apologise as I can't remember what was said on the phone about the specific change regarding if any more than 150,000 individuals are due to be consented via the CAG supported method. I just need to be clear on it before sending to the chair – can you please confirm?

Relevant extract from the outcome letter =

'Our Future Health aim to recruit up to 5 million adults from across the UK to create a cohort of people who have consented to participate in the research.' – **this is confirmed as not changing.**

Potential participants will be identified and contacted in various ways, including: identification by staff in primary and secondary care, by NHS blood donation, direct recruitment and survey based sampling. Participants in existing research studies will also be contacted about this study. These methods of recruitment are outside the scope of the support sought, as confidential patient information will be processed only by those with an existing legal basis.

The applicants will also identify and contact patients in England via DigiTrials. Approximately 3 million patients will be identified and contacted, with an assumed response rate of 5%, around 150,000 patients will be recruited. – **this has obviously now been supported to 12 million, and the amendment tis for 45 million. But is there an associated additional increase of the 150,000 patients expected to be consented via this method?**

Many thanks,

[REDACTED]