

No Participants, No Trial

(Don't Plan for Everything, but Recruitment)

Presentation will begin at 12:00 PM (PT)

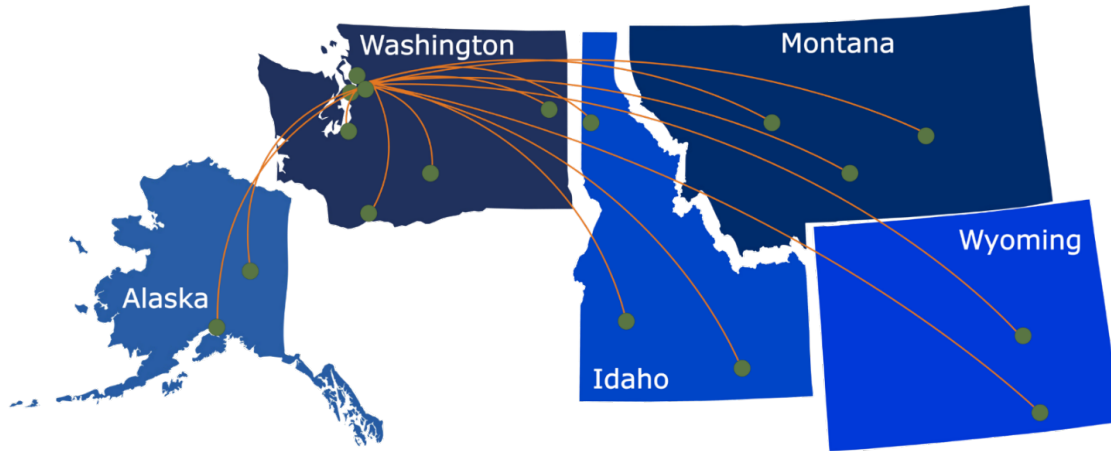
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Institute of **Translational Health Sciences**
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- 1 Research Support Services:** Members gain access the different research services, resources, and tools offered by ITHS, including the ITHS Research Navigator.
- 2 Community Engagement:** Members can connect with regional and community based practice networks
- 3 Education & Training:** Members can access a variety of workforce development and mentoring programs and apply for formal training programs.
- 4 Funding:** Members can apply for local and national pilot grants and other funding opportunities. ITHS also offers letters of support for grant submissions.

Contact our **Director of Research Development**



- Project Consultation
- Strategic Direction
- Resources and Networking

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206.616.3875



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Feedback

At the end of the seminar, a link to the feedback survey will be sent to the email address you used to register.

No Participants, No Trial

(Don't Plan for Everything, but Recruitment)

The presenter for today's educational program is:

Michael Donahue

University of Washington
Clinical Trials Office

Institute of Translational Health Sciences
mgd@uw.edu



UW Medicine

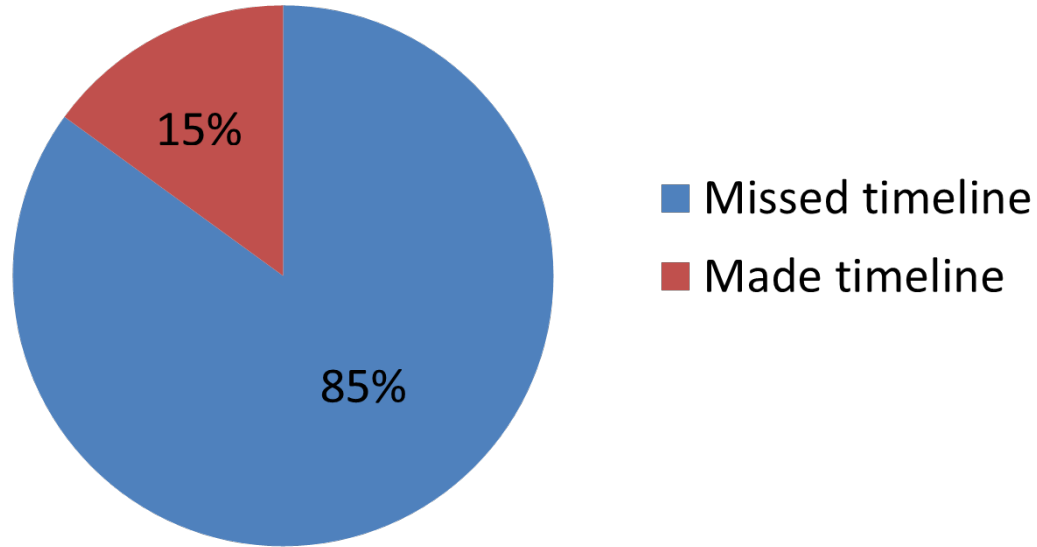
*I have no relevant financial relationship(s) in connection with this educational activity.

Learning Objectives:

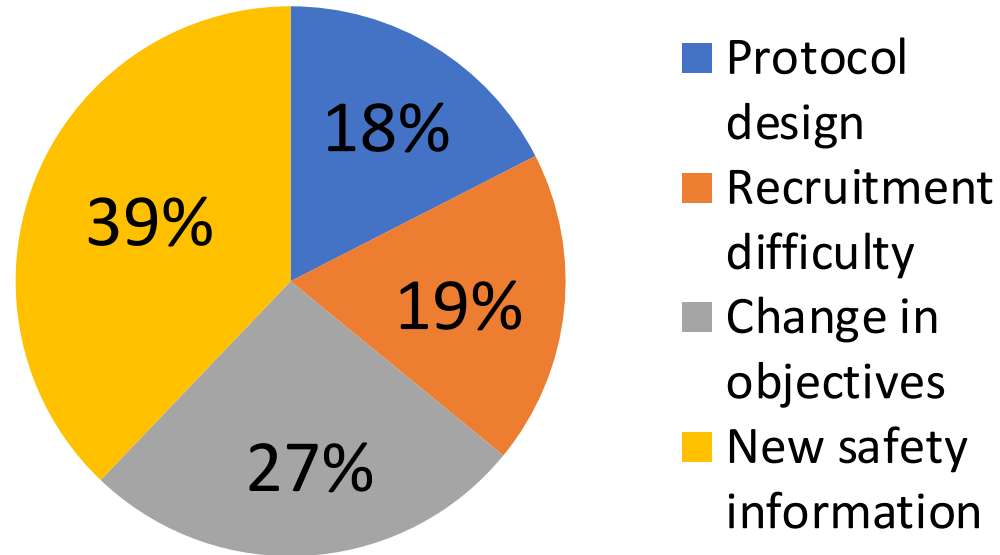
- 1 Characterize the study population, anticipate barriers, and develop an effective recruitment plan
- 2 Measure, evaluate, and modify recruitment strategies
- 3 Create participant recruitment materials that are eye-catching and bring participants and study teams together

Let's Start The Conversation

Percentage of clinical trials that fail to meet enrollment timelines



Percentage of protocol amendments made to facilitate recruitment



PI's estimate of eligible participants

"I see 20 patients a month with this diagnosis"

20 patients is an exaggeration

Some won't meet eligibility criteria

Some are there for second opinion only

Some won't live locally

Some won't be interested

Assumptions

- People are going to be as engaged in the study as we are
- Research Coordinator's responsibility

Clinical research involves a specific set of skills



Recruitment is a marketing activity!

Learning Objective 1:

Characterize the study population, anticipate barriers, and develop an effective recruitment plan

Recruitment Strategizing Worksheet

Define the characteristics of your population	Identify potential barriers to participation and retention
<ul style="list-style-type: none"> <input type="checkbox"/> Where do they live, work, shop, and spend time? <input type="checkbox"/> Are they likely to be employed? Retired? Do they have leisure time? <input type="checkbox"/> Where do they get information in general and health information in particular? <input type="checkbox"/> What is their level of health literacy and experience with health care systems? <input type="checkbox"/> What would engage them with your study? What's in it for them? Why would they want to participate? <input type="checkbox"/> Are there different characteristics among different racial, ethnic, and socioeconomic groups? <input type="checkbox"/> What would engage them with your study? Why would they want to participate? 	<ul style="list-style-type: none"> <input type="checkbox"/> Are there elements of the study design or inclusion/exclusion criteria that might be too limiting? Is it possible to revise some of the criteria? <input type="checkbox"/> Does your site serve a large geographic area? Will there be a lot of travel time to study visits? <input type="checkbox"/> How much flexibility do you have with scheduling study visits? <input type="checkbox"/> Could people in your target population have transportation problems? <input type="checkbox"/> What is the burden of time and inconvenience? Is there anything you can do to make participation more convenient? <input type="checkbox"/> How might they feel about medical research? <input type="checkbox"/> Do they have family responsibilities: childcare or elder care? <input type="checkbox"/> Would they have other medical conditions that might affect their participation (in addition to being excluded)?
Study start-up	Reaching your audience
<ul style="list-style-type: none"> <input type="checkbox"/> Evaluate strategies from other studies <input type="checkbox"/> How much do other studies pay? Where do you see studies advertised? Get feedback from participants. <input type="checkbox"/> Are there other clinical team members (social worker, physical therapists, etc.) who might have suggestions or refer participants? Establish a referral network early in the process. <input type="checkbox"/> IRB recruitment materials basic tool kit <ul style="list-style-type: none"> <input type="checkbox"/> Brochures (mail, leave in clinics or community areas, etc.) <input type="checkbox"/> Flyers (for posting, could make into a poster or print ad) <input type="checkbox"/> Information statement: one paragraph description, suitable for newsletters, websites, Craigslist, etc. <input type="checkbox"/> Approval for emailing participants information <input type="checkbox"/> Budget: Create line items for compensation, parking, and printing, targeted mailings; consider adding advertising and graphic design costs. 	<ul style="list-style-type: none"> <input type="checkbox"/> Identifying participants by screening upcoming clinic appointments. <input type="checkbox"/> Is there a service that searches the electronic medical records to identify potential participants? <input type="checkbox"/> Community outreach: advocacy organizations, senior centers, community centers, faith based organizations, support groups, and health fairs <input type="checkbox"/> Direct (specific individuals) and targeted (large scale, based on demographic profiles) mailings. <input type="checkbox"/> Online advertisements: Craigslist, and listserves. <input type="checkbox"/> Study-specific website. <input type="checkbox"/> Local advertising: Newspaper (consider community and neighborhood papers), public transportation. <input type="checkbox"/> Health reporters and bloggers: Is there something particularly innovative about what you're doing? <input type="checkbox"/> Social media: YouTube, Facebook. <input type="checkbox"/> Radio
Implementation	General guidance
<ul style="list-style-type: none"> <input type="checkbox"/> Make a plan for rollout <ul style="list-style-type: none"> <input type="checkbox"/> Staffing to take calls <input type="checkbox"/> Keep metrics: when each strategy was implemented, how many contacted you, where did they see the material? 	<ul style="list-style-type: none"> <input type="checkbox"/> Making participation as easy as possible will help with enrollment and retention. <input type="checkbox"/> Provide compensation or gratuity, and pay for parking costs. The compensation should be accessible to your population. <input type="checkbox"/> Plan to hit early and hit hard, and strategies are worth repeating. You will often reach people

Worksheet Sections

Define the characteristics of your population

- What are their daily lives like?
- How do they get their information?
- Consider at different demographics levels
- Why would they want to be in your study?

Worksheet Sections

Study start up and implementation

- Review strategies from other studies
- IRB approval of recruitment materials
- Plan for rollout - timeline
- Metrics

Worksheet Sections

Identify barriers

- Transportation
- Certain study procedures
- Burden: how much are we asking them to do?

Worksheet Sections

Reaching your audience

- Web postings
- Flyers
- Clinics
- Social media

Worksheet Sections

General guidance and resources

- Make participation as easy as possible
- Tips for rollout
- Links to resources

Learning Objective 2:

Measure, evaluate, and modify recruitment strategies

Recruitment Data 1 – Kids and MRI study

Sources of enrollment (n = 36)	Enrolled	% of enrollment
UW recruitment website	17	47
Seattle Childrens Hospital outreach	10	28
Local parent list serves	3	8
Other/unknown	4	11
Research Coordinator list serve	1	3
Principal Investigator outreach	1	3

Recruitment Data 2 – Kids and MRI study

Sources of contacts (n = 116)	Contacts	Number enrolled	% *
UW recruitment website	79	17	22%
Seattle Childrens Hospital outreach	16	10	63%
Local parent list serve	7	3	43%
Other/unknown	7	4	57%
Research Coordinator list serve	3	1	33%
Principal Investigator outreach	4	1	25%

*percentage is the number of subjects enrolled out of each source of contacts

What to track?

- Number of contacts
- How did they hear about the study?
- Outcome: phone screen fail; they didn't follow up;
how many enrolled?

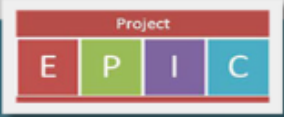
Value of tracking

- Quantifying what's working and what's not working
- Documents effort
- Identifies barriers – modify protocol?

Learning Objective 3:

Create recruitment materials that are eye-catching and bring participants and study teams together

Before and After



Study Information

What is Project EPIC?

Project EPIC is a study conducted through the Center for the Study of Health and Risk Behaviors at the University of Washington in Seattle, WA. This study aims to explore health-related behaviors, including alcohol use and sexual behaviors. We are interested in recruiting young people between the ages of 18 and 20 with the long-term goal of studying health behaviors during the transition to adulthood. This is a national study conducted online.

Who can participate?

All men and women between the ages of 18 and 20 who currently reside in the United States are invited to participate.

Do I get paid?

Invited participants who complete the survey will be paid with their choice of a \$25 gift certificate, which will be emailed with two weeks of completion. Participants who complete each of the follow-up surveys (at 3-, 6-, 9-, and 12 month time points) will receive gift certificate payments of their choice of a select number of merchants, which will increase by \$5 at each time point (\$30, \$35, \$40 and \$45). Each time a participant completes a survey within 2 weeks of being invited, they will also be entered into a drawing for an Apple



Scan the barcode to take the 3-min intro survey now!

UW researchers are studying 18-20 year olds' choices about drinking and having sex

Not Your Average Survey

Get \$200 to fill out 5 surveys

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Appeal to different audiences

Ever wonder what's normal?



Get \$200 to fill out 5 surveys

UW researchers are studying 18-20 year olds' choices about drinking and having sex

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Clinical Research Education Series 2020



What catches your attention?

Tips for creating print material:

- Goal is to pique interest so people will want to know more
- Characterize the audience
- Image that resonate with the target audience

Tips for creating print material:

- Content
 - Eye catching and easy to read from a distance
 - Tagline
 - Only list general eligibility
 - Concise text

Tips for creating print material:

- **Layout**
 - Cluster information with text boxes
 - Use bulleted lists
 - Don't use more than two fonts, and sans serif fonts are easier to read
 - Use italics sparingly
 - Avoid long stretches of text in all caps

Tips for web material:

- Much the same as print material
- Can link to eligibility survey
- Email contact – click rather than call

Social Media:

- 68% of adults on Facebook (2016 data); 24% on Twitter, 32% on Instagram
- Can target ads based on specific demographics
- Keywords
- Google ads: picks up on what people are searching for

Social Media:

- Can link to a basic eligibility survey (keep to just a few key questions)
- Facebook
 - Provide tool for creating an ad; objective, audience, budget
 - Can track number of clicks to see how popular it
 - Site provides guidance
 - Links on recruitment worksheet used today

Case History 1: Fetal MRI

Purpose	To learn more about the pattern of fetal brain growth and to develop better ways of evaluating abnormal brain development. It's hoped that fetal MRI can provide additional information about the internal brain structures that cannot be seen by ultrasound.
Study Procedures	One MRI
Benefits / Incentives	\$50 and an MRI image
Risks	Feelings of claustrophobia and discomfort from the loud noises
Inclusion Criteria	Pregnant women aged 18-45, between 18 and 36 weeks gestational age, carrying developmentally normal fetuses AND women carrying fetuses with suspected brain development abnormalities (by ultrasound)

To consider:

- Why would they want to participate?
- Availability -what would be barriers to participation?
- How would you do outreach?
- How would you target this specific population?

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Case History 2: Hypnosis and Pain Management

Purpose	Evaluate a hypnosis audio recording for chronic pain management with cancer survivors
Study Procedures	Randomization to one of two arms 1) relaxation audio recording or 2) hypnosis intervention. One in-person visit for consenting and baseline questionnaires. Daily paper diaries and follow-up questionnaires (by phone) at 2 and 4 weeks after randomization
Benefits/Incentives	\$50 for completing the questionnaires and an additional \$25 for transportation costs
Risks	Experience of stress and anxiety during the intervention and questionnaires
Inclusion Criteria	Adults who have completed cancer treatment

To consider:

- Health experiences
- What would be barriers to participation?
- How would you do outreach?
- How would you target sub-populations?

Take home messages:

- Consider multiple strategies – there's no magic bullet
- Build into initial IRB application
- Track progress – PIs like data

Take home messages:

- Repeat messaging
- Recruitment is marketing!

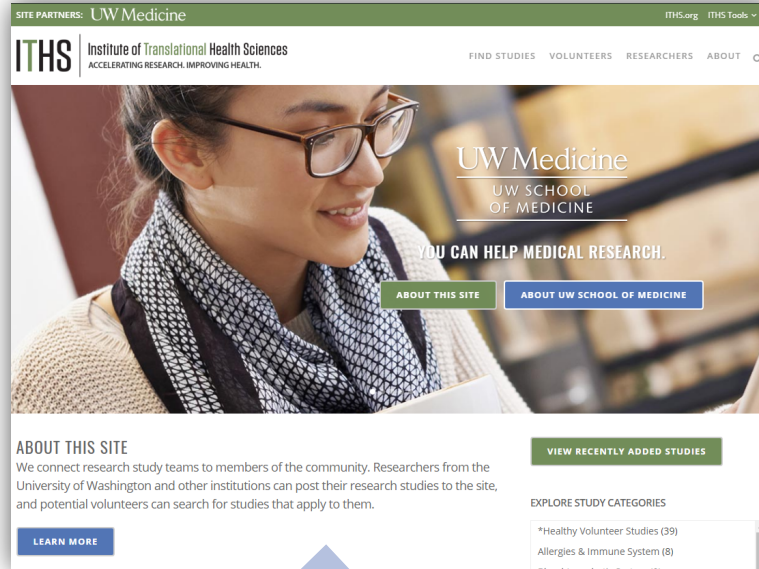
ParticipateInResearch.org

Connecting Volunteers with Researchers

Volunteers contact you directly via the website

Less than 10 minutes to post

Free posting of studies



Available to WWAMI Region

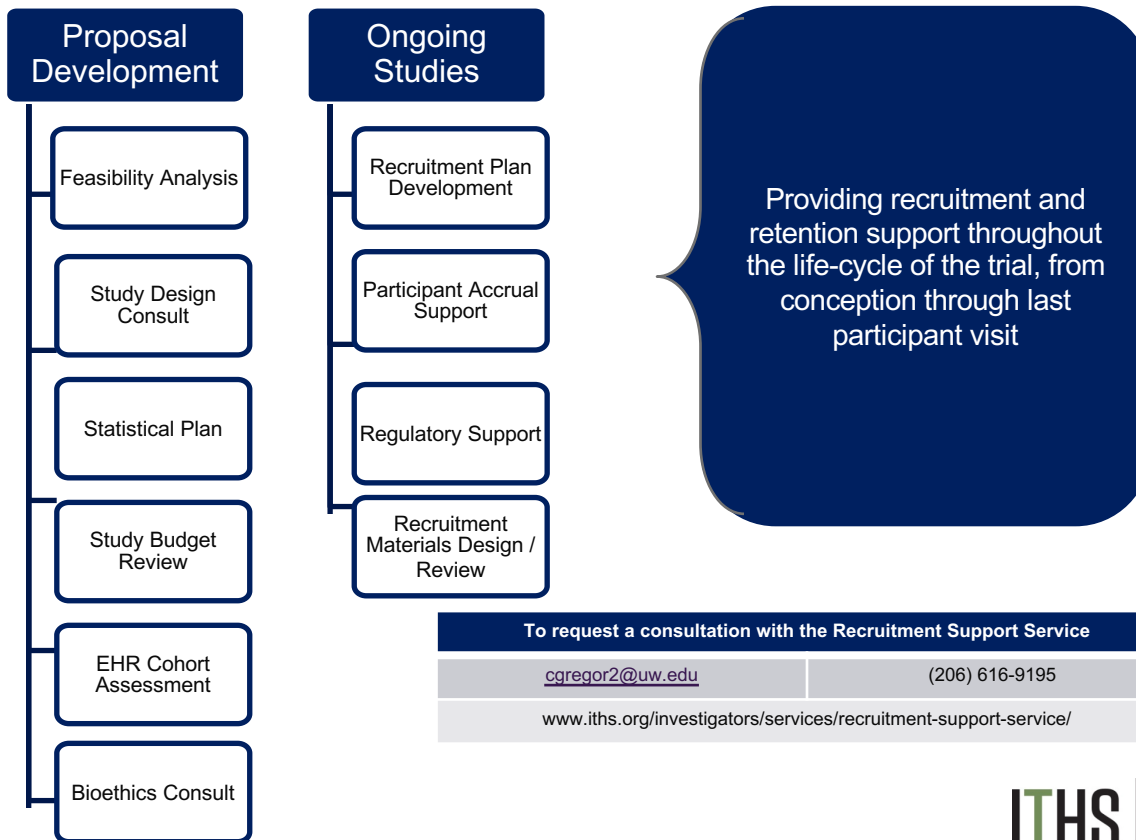
23 medical categories for posting

Tag your study with key search terms

- ✓ > 300 studies posted
- ✓ 70-90 studies currently active
- ✓ > 9.500 study team contacts (3 years)
- ✓ 130 average hits each day

Recruitment Support Service

Strategic, project-specific recruitment
consultations



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Acknowledgments:



UW Medicine

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Acknowledgments:

Research participants, past present and future!

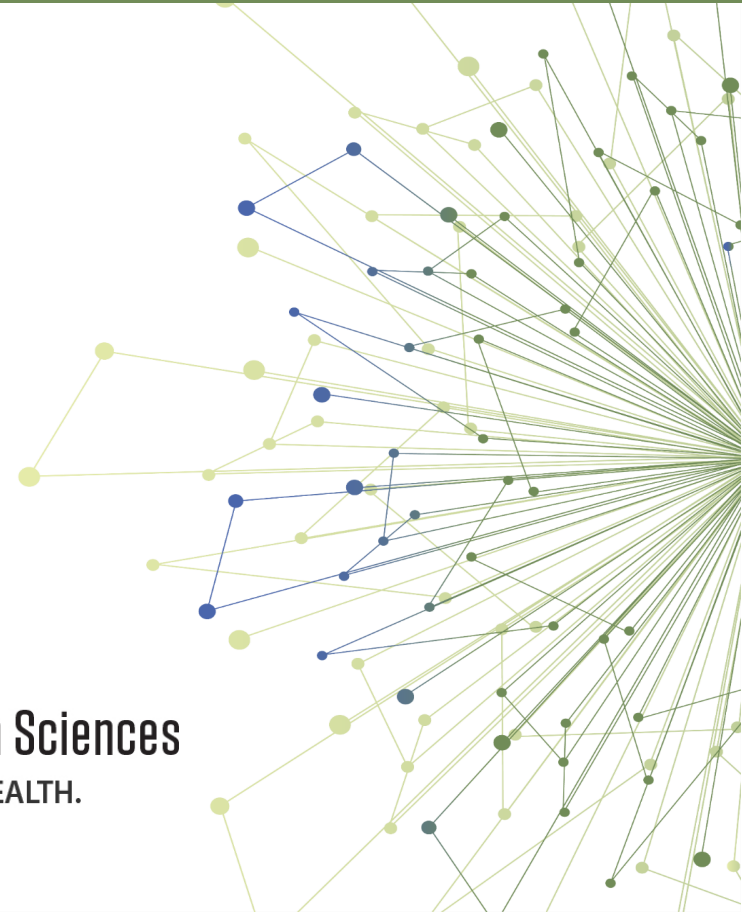


Thank You

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Feedback Survey

A link to the feedback survey has been sent to the email address you used to register.

Please get out your device, find that email, and spend a few moments completing that survey before you leave today.

Tip: If on a mobile device, shift view to landscape view (sideways) for better user experience.