

ITHS Clinical Research Education Series

Strategies to Optimize Phone Recruitment and Retention

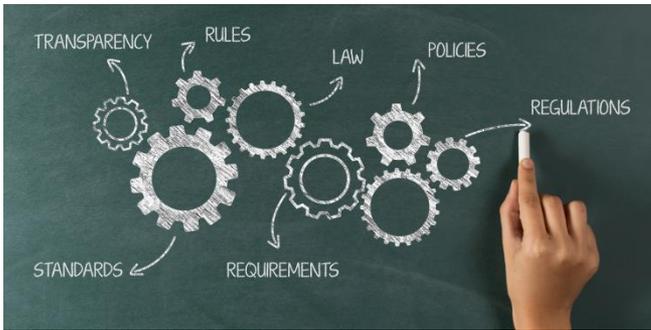


ITHS

Institute of Translational Health Sciences
Accelerating Research. Improving Health.

Institute of Translational Health Sciences

CLINICAL RESEARCH EDUCATION SERIES



We love to hear from you!

Please connect anytime.

Mandy Morneault

Manager for Regulatory Knowledge and Training, ITHS

vicka@uw.edu

206-616-6339

Our Focus

- Speeding science to the clinic for the benefit of patients and communities throughout WWAMI
- We promote the translation of scientific discovery to practice by:
 - ❑ Fostering innovative research
 - ❑ Cultivating transdisciplinary research partnerships
 - ❑ Ensuring a pipeline of next-generation researchers through robust education and career development programs

Laboratory

Clinic

Community

**PLEASE COMPLETE THE EVENT
SURVEY AT THE CONCLUSION
OF THE WORKSHOP.**

THANK YOU!



WORKSHOP LOGISTICS

9-10:20

General Session
**The Survey
Research
Process**
Guided
Discussion

10:20-10:30

Break
• Restrooms are
up the hall to
lobby, to the
left

10:30-12

*Breakout
Session*
• Breakout A:
**Project
Planning
Discussion,**
(across hall
in C122)
• Breakout B:
**Reaching
Participants**
(here)

12-12:30

**Networking
Lunch**
(unstructured)
• Buffet in hall,
eat here

Attendees!

ICEBREAKER...

1-2-4-ALL

What is your #1 motivator to be here today?

GENERAL SESSION: The Survey Research Process



Welcome Presenters!

**Megan
Baldwin**



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206-287-2010

*Manager,
Survey
Research*

*Group Health
Research
Institute*

**Danielle
Woodward**



dgangnes@myuw.net
206-685-1632

*Director,
Survey Research
Division*

*UW Social
Development
Research Group*

**Jude
Warner**



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*Research
Interviewing
Supervisor*

*Fred Hutch
Collaborative Data
Services*

Learning Objectives



I. Before you start dialling

Initial conversations to set up the project for success



II. Staying the course

Tracking progress and ensuring quality along the way



III. It's a wrap

Evaluating the data collected and the data capture process

Key Definitions for Survey Research

Survey

Systematic collection of information by asking questions of individuals on a topic of interest. A "survey" can be anything from a short paper-and-pencil feedback form to an intensive one-on-one in-depth interview.

Questionnaire

A research instrument comprised of a series of questions and prompts (response categories, scales), usually self-administered, paper-pencil or web-based (Phones, Kiosks, Tablets, Text or SMS, Email)

Interview

A survey administered by another person (in-person, telephone, focus groups)



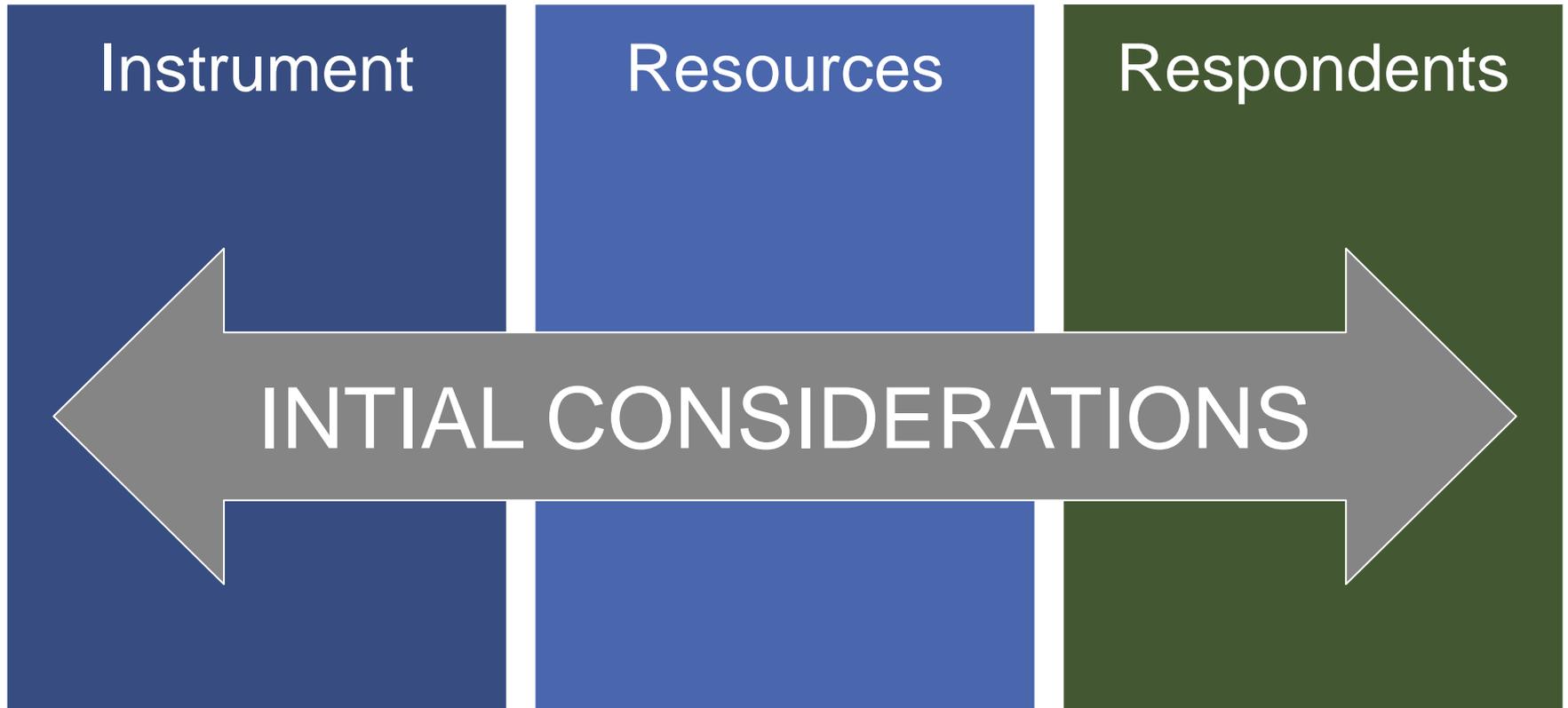
Before you start dialing...



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Before you start dialing...

WHEN PHONE IS YOUR BEST BET



Before you start dialing...

WHEN PHONE IS YOUR BEST BET

Instrument

- How sensitive is the information you're asking? Will response bias be an issue? Is privacy needed?
- How complex is the logic? How many questions? How are responses given (open ended, long lists, select one)? How long will it take to complete?
- Do you need to display visual cues or images or graphics?

Before you start dialing...

WHEN PHONE IS YOUR BEST BET

Resources

- How many people do you need to contact? How quickly? Do you have access to their contact information? What kind?
- How much \$\$ do you have to spend? How long is the field period?
- How many data collectors do you have available and where are they located?

Before you start dialing...

WHEN PHONE IS YOUR BEST BET

Respondents

- Are they literate, mobile, educated, trusting? Are there language issues?
- How old? Do they like technology (email/cell phones/smart phones)?
- Where are they? Are there geographic restrictions?
- Where and when do they answer their phones?
- What do they do when they're not being asked to complete your questionnaire?
- Why would they cooperate? How are they motivated?

Before you start dialing...

WHEN PHONE IS YOUR BEST BET

Choosing the Best Mode	Interview		Self-Administered Questionnaire	
	Phone	In Person	Web	Mail
Respondents are unable to read and/or write.	x	x		
Respondents are not centrally located.	x		x	x
Respondents will need extra time to answer questions/formulate responses.			x	x
There is complex logic/branching/skip patterns.	x	x	x	
There are many questions.	x	x	x	
The data are used immediately/quickly to inform other research project tasks.	x	x	x	
Long open-ended responses are required.	x	x		
Provides privacy or a sense of privacy		x	x	x
Response options include long or complicated lists.		x	x	x
Questions work better if presented with images/graphics/visual cues.		x	x	x
Other data collection tasks are required (biosamples, written consent, observations, etc.).		x		x
Question include sensitive subjects - likely to be impacted by response bias.			x	x
The budget is small for the amount of work needing to be completed			?	x
The number of available staff to conduct the work is low(er)			x	x
Space for staff and operations is limited		x	x	

Before you start dialing...

WHEN PHONE IS YOUR BEST BET

Respondents are likely to have difficulty reading and writing

Survey includes complex branching/skip patterns, responses from previous surveys, or other information displayed or referred to during the interview.

Quantitative response options are clear, short lists of repetitive responses, and short likert-type scales (yes/no, strongly agree to strongly disagree)

The interview is long and includes many questions

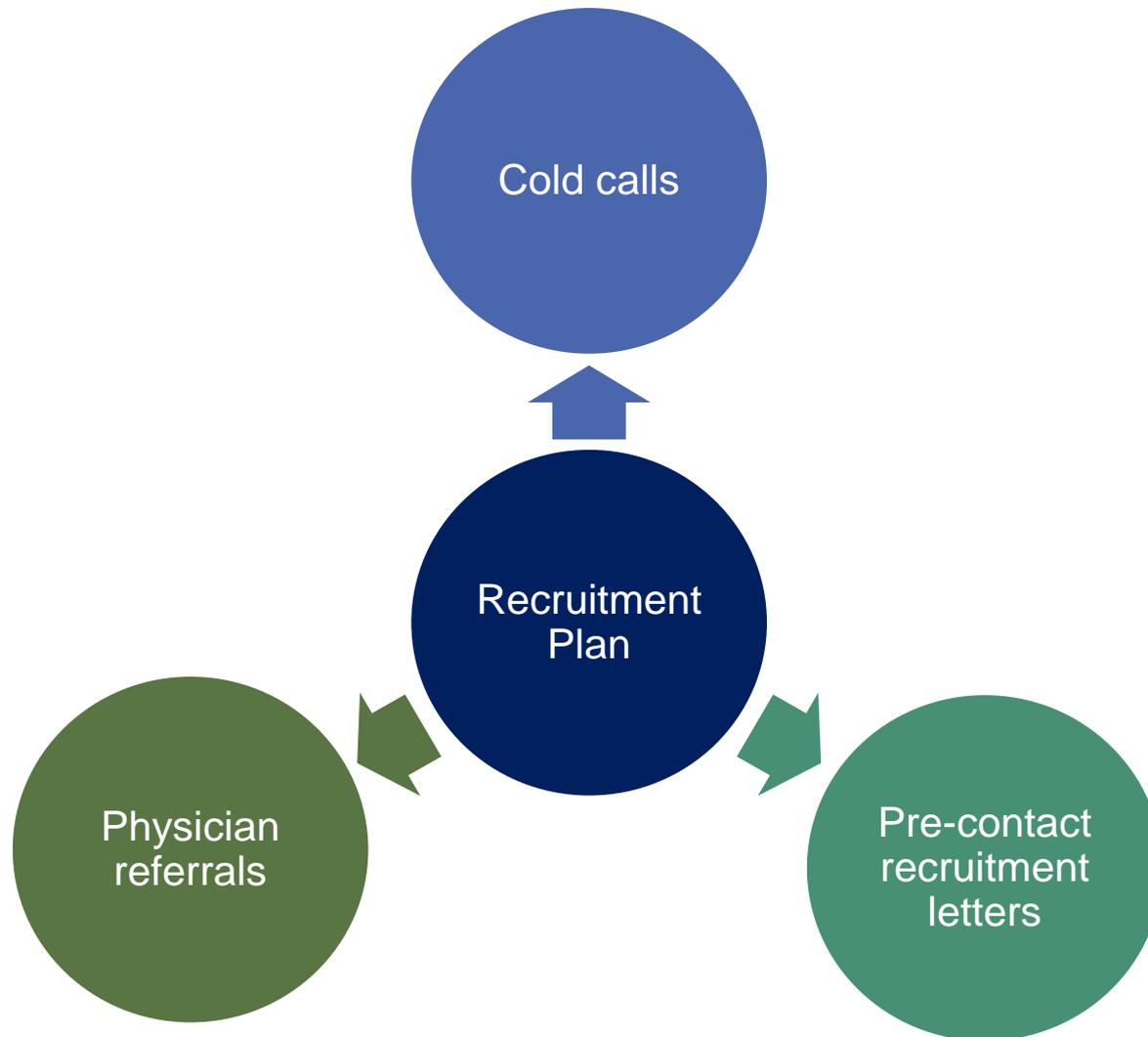
Responses include open-ended or many 'please specify' responses

Respondents are dispersed over large geographic area and Interviewers are not

Data are needed immediately to inform research tasks or process

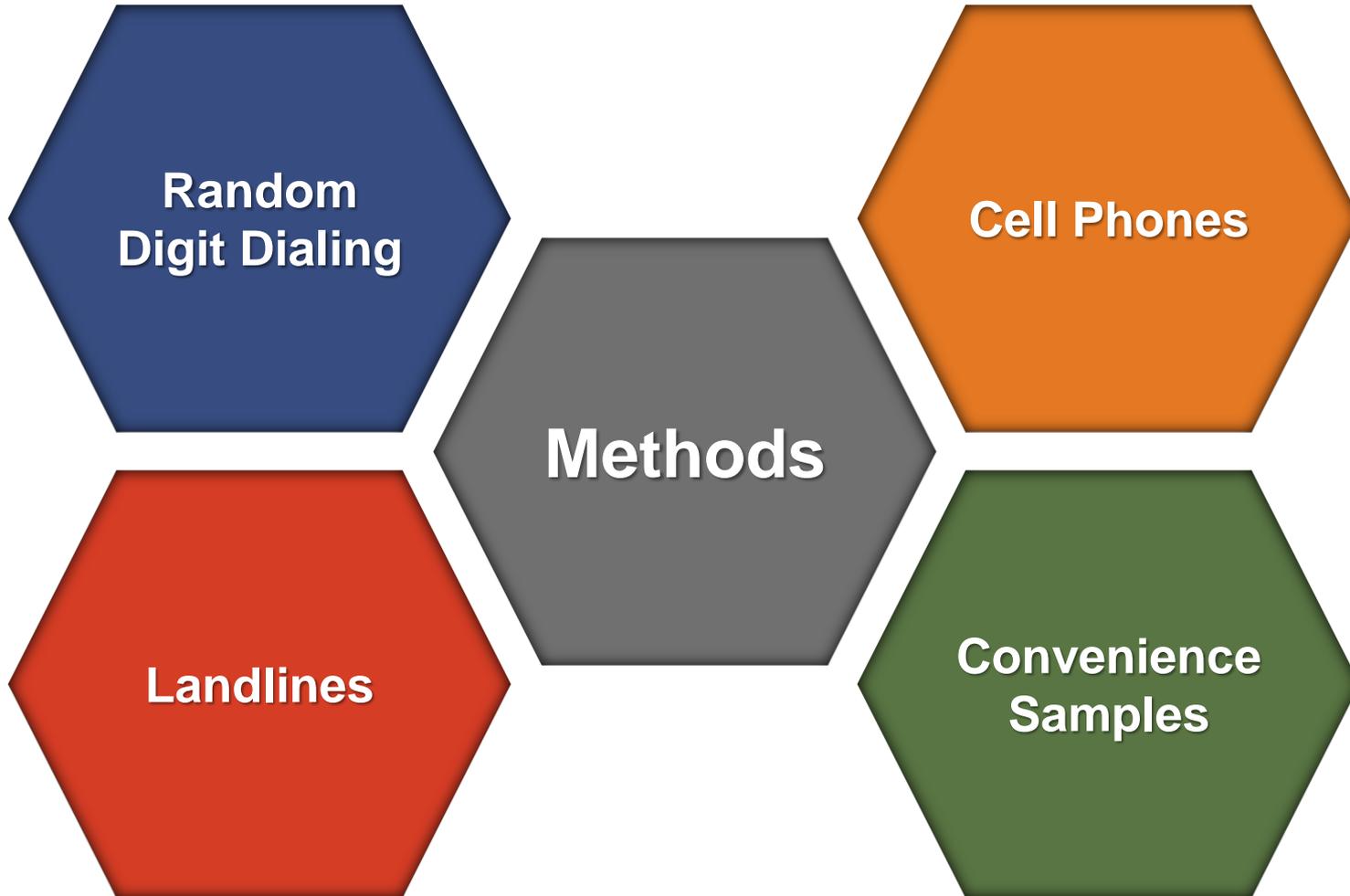
Before you start dialing...

RECRUITMENT PLAN DETERMINES CONTACT STRATEGY



Before you start dialing...

REACH YOUR POPULATION



Before you start dialing...

PHONE PROJECT RESOURCE

Survey Sampling International (SSI)

www.surveysampling.com

Can help with sample selection and approaches to maximize response

Contact:

Frank Markowitz, PRC

Key Account Manager: Academia and Public Policy Survey Sampling International, LLC

T: +1.203.814.2595

F: +1.203.254.0372

frank_markowitz@surveysampling.com

Before you start dialing...

FACTORS THAT IMPACT RESPONSES



Population



Timing



Incentives



Attempts



Content
"Fit"



Before you start dialing...

COMPUTER-ASSISTED CASE MANAGEMENT SOFTWARE

CATI

Computer-assisted telephone interviews

CAPI

Computer-assisted in-person interviews

CASI

*Computer-assisted self-administered
interviews*

Before you start dialing...

COMPUTER-ASSISTED CASE MANAGEMENT SOFTWARE

Software manages sample & delivers next call

Ability to tailor algorithms to fit sample

Who to call next requires little/no thought on the part of the interviewer

Sample management tools sometimes result in low/no sample available

Before you start dialing...

DECENTRALIZED CASE LOAD MANAGEMENT

Interviewers self-manage cases

Interviewers need to develop their own algorithm to follow up on cases

Important to have a system for rotating cases to maximize efficiency

Requires adjusting and monitoring by interviewer

Before you start dialing...

MAXIMIZING RESPONSE

Don Dillman's Total Design Method

Advance
notification

Use of
incentives

Order, timing
and number of
contacts

Attention to
details (quality
of documents,
project names,
etc.)

Before you start dialing...

MAXIMIZING RESPONSE

Strategic Planning Components

- Interviewer training
- Advance letters with pre-incentives
- Endorsement from “trusted other”
- Well crafted recruitment scripts
- Clearly defined contact protocol
- Standardized probes
- Refusal conversion strategies
- Tracing plan
- “Question by Question” specifications and recommended responses
- Post incentives

Before you start dialing...

YOUR TURN...

PARTNER

Sell your pen in 2 minutes

Partner 1:

List 15 things on
your to-do list

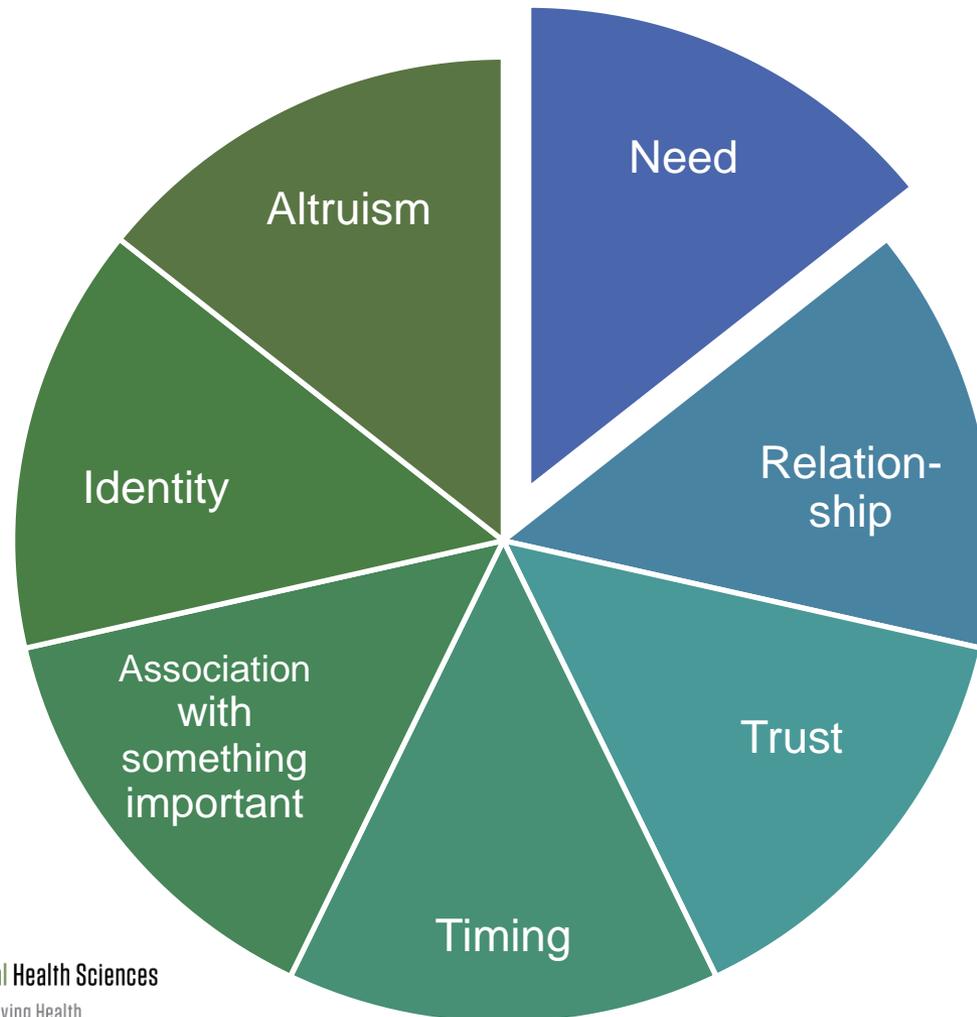
Partner 2:

Sell the pen for
\$5 (no rules)

Before you start dialing...

YOUR TURN...

What impacted your decision?



Before you start dialing...

ASK THE EXPERTS

Questions for Speakers

- ❖ What are some recommendations for planning to recruit populations you don't personally know (communities you are not familiar with)?
 - Vulnerable/marginalized individuals (racial, ethnic, LGBTQ, low socioeconomic status, etc.)
 - Transient populations

Before you start dialing...

KNOW THE DEMOGRAPHICS

Vary:

- Time of day
- Day of week
- Leave a message vs. no message

Balance:

- Frequency of contact
- Content of messages

Before you start dialing...

ASK THE EXPERTS

Questions for Speakers

How many calls/voicemails can you do before it qualifies as harassment?

- ❖ Is there a certain number of times you should call in a week?
- ❖ Can you call more often if you don't leave a message each time?
- ❖ How many voicemails per person can you leave in a time period?
- ❖ If you leave a message, then the person calls back and leaves a message, can you call them an unlimited number of times?

Before you start dialing...

ASK THE EXPERTS

Questions for Speakers

- ❖ Are there certain times of the year that you should refrain from making calls (over the holidays)?
- ❖ If you leave a message, is there a good way to get someone to return a phone call?

Before you start dialing...

ASK THE EXPERTS

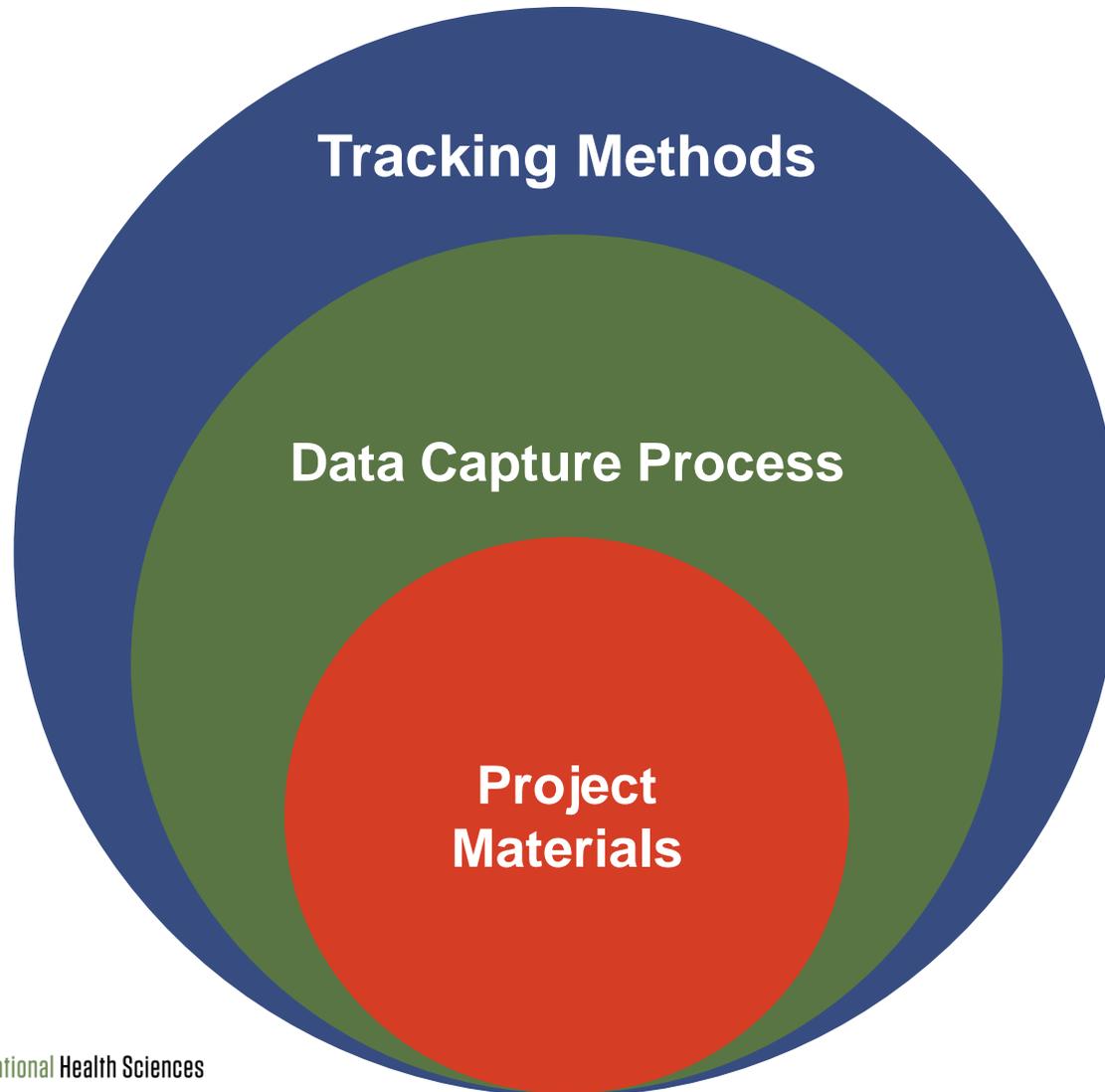
Questions for Speakers

In our behavioral treatment study, we recruit, enroll, and administer the study intervention by phone. After the initial qualification call, we send participants a consent form, HIPAA form, baseline questionnaire booklet, and postage-paid return envelope, but approximately 15% do not return their forms. We call each of these non-returners three times and talk to them or leave a message.

- ❖ Is 15% a reasonable number for us to expect to not follow through?
- ❖ Is there anything we can do or say to encourage them to follow through?

Before you start dialing...

AGREE ON HOW TO COMMUNICATE PROGRESS WITH PI



Before you start dialing...

OFFICIAL KICKOFF



Survey Research Division, University of Washington
Social Development Research Group
9725 3rd Avenue NE, Suite 401
Seattle, WA 98115
206-685-1632

Project Kickoff Meeting Agenda

When a project is newly funded and enough of the SRD team has been assembled, the Project Lead should schedule an SRD project kickoff meeting and invite all key SRD staff members assigned to the project. Whether or not to invite the PI/Client is up to the project manager.

Before the meeting (project manager):

- Disseminate Statement of Work to all meeting invitees.
- Disseminate master timeline if it exists → make plan for disseminating this later if not yet developed.

During the meeting:

- Discuss the following:
 - **Timeline** (major milestones: survey programming/testing, mailing dates, interviewer hiring/training, field period window, data cleaning/reconciliation)
 - **Roles** Who is responsible for what on this project? (programmer, data manager, field supervisor, PI/Client, etc.)
 - What % of effort is allocated for each role?
 - **Communication** Internal team member communication & meetings, as well as how/when we will communicate with the PI/Client
 - Establish a meeting structure
 - **Goals/Expectations** What is the response rate expectation by when? When is the final dataset expected?
 - **Project comparisons** What previous projects can we learn from? What mistakes can we avoid?
 - **Immediate next steps** Who needs to do what by when?

Stay the course...



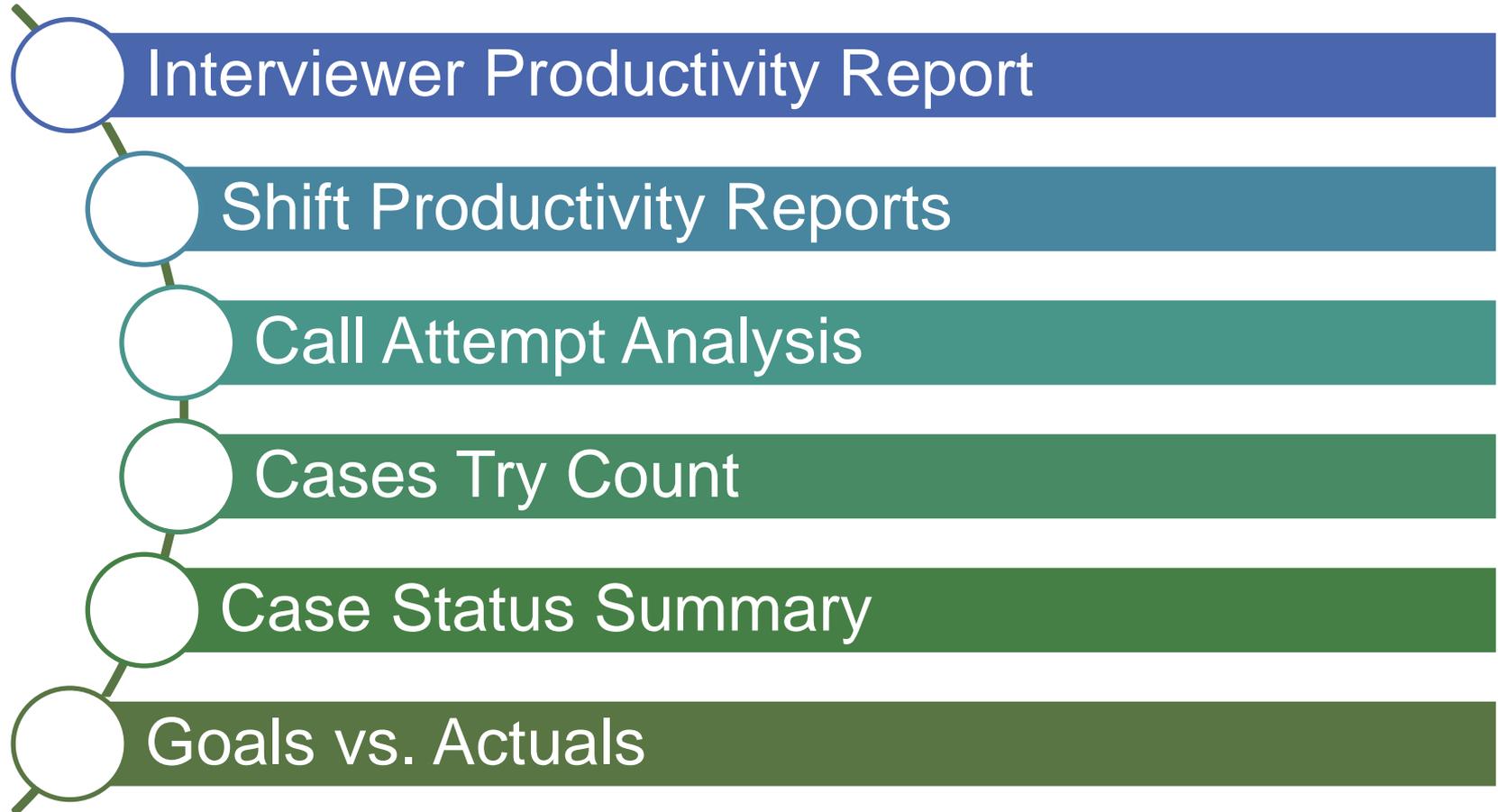
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Stay the course...

TRACK PROGRESS

Types of Progress Reports



Stay the course...

TRACK PROGRESS

Interviewer Productivity Report

Study	Complete		Refusal		Ineligible		Count
	#	%	#	%	#	%	
	239	59.2 %	110	27.2 %	55	13.6 %	404
HOME_HP	234	70.3 %	68	20.4 %	31	9.3 %	333
LETBI	175	87.1 %	4	2.0 %	22	10.9 %	201
MsFI5	351	53.4 %	21	3.2 %	285	43.4 %	657
OATS	18	10.8 %	40	24.1 %	108	65.1 %	166
OH	258	97.0 %	7	2.6 %	1	0.4 %	266
OPEL	42	22.5 %	38	20.3 %	107	57.2 %	187
VITALVALID	19	65.5 %	6	20.7 %	4	13.8 %	29
	1336	59.6 %	294	13.1 %	613	27.3 %	2243

Stay the course...

TRACK PROGRESS

Shift Productivity Reports

- ✓ Display 'live' study progress data
- ✓ Available for active projects
- ✓ Accessible to GHRI intranet users
- ✓ Can be converted to PDF or exported to Excel and shared with external partners

Stay the course...

TRACK PROGRESS

Shift Productivity Reports

Shift Productivity Report

For the Date: 2/22/2017

Data Last updated:

2/22/2017 6:30:23 PM

Shift	Study	Complete		Refusal		Ineligible		Count
		#	%	#	%	#	%	
	CAHPS	9	90.0 %	1	10.0 %	0	0.0 %	10
	eMERGE_RCT	5	100.0 %	0	0.0 %	0	0.0 %	5
	ENGAGEDTRIAL	3	60.0 %	1	20.0 %	1	20.0 %	5
	LETBI	1	100.0 %	0	0.0 %	0	0.0 %	1
	OATS	1	14.3 %	2	28.6 %	4	57.1 %	7
	OH	1	100.0 %	0	0.0 %	0	0.0 %	1
		20	69.0 %	4	13.8 %	5	17.2 %	29
1 pm to 5 pm		#	%	#	%	#	%	
	OATS	0	NaN	0	NaN	0	NaN	0
		0	NaN	0	NaN	0	NaN	0

Stay the course...

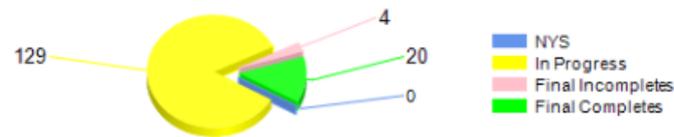
TRACK PROGRESS

Shift Productivity Reports

Survey Project Name: CAHPS

Project Name	CAHPS
Project Investigator	Baldwin, M
Project Manager	Schartz, E
Survey Manager	Schartz, Ellen
Start Date	01/01/2017
End Date	03/31/2017
Field Start Date	02/01/2017
Phone Room Start Date	

Loaded Sample Summary



Data Collection Progress

Sample Loaded to Survey Central	n	% of Total
	153	
<i>Removed from Sample</i>		
<i>Removed from Sample Subtotal</i>		
Remaining Available Sample	153	100.0%
<hr/>		
<input type="checkbox"/> Pending/Not Yet Started		
Total	0	0.0%

Stay the course...

TRACK PROGRESS

Shift Productivity Reports

☐ In Progress

☐ In Progress	Added to WinCati	129
	Subtotal	129
	Total	129

☐ Final Incompletes

☐ Refused/Opted Out (Final Incomplete)	REF - Refusal by Participant	4
	Subtotal	4
	Total	4

☐ Final Completes

☐ Final Complete	Completed Interview - 100	20
	Subtotal	20
	Total	20

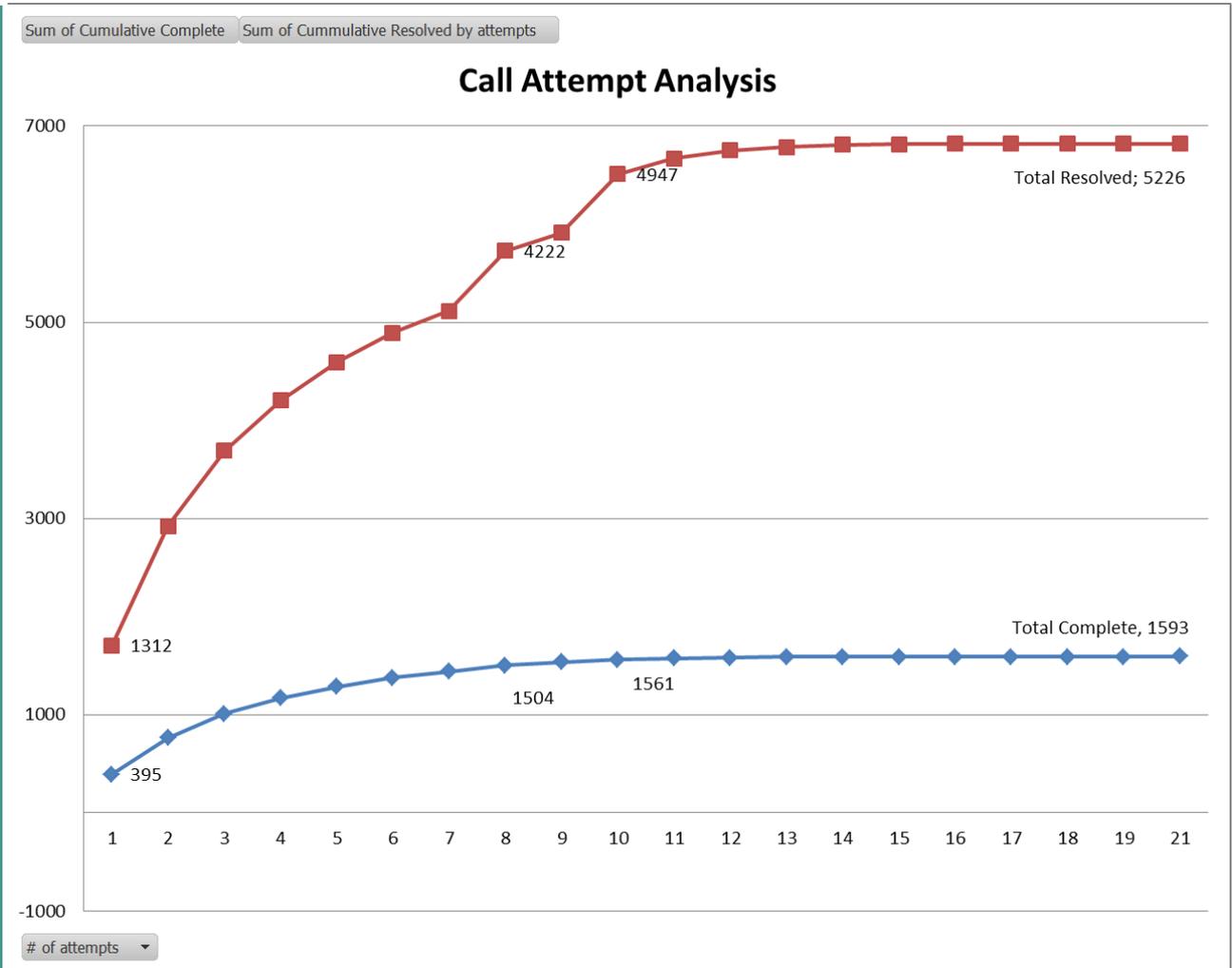
Response Rates

Cooperation Rate: # Final Complete/# Fielded	13.1%
Unadjusted RR: # Final Complete/(# Final Complete + # Final Incomplete)	83.3%
Adjusted RR: # Final Complete/(# Final Complete + # Final Incomplete - # Ineligible)	83.3%

Stay the course...

TRACK PROGRESS

Call Attempt Analysis



Stay the course...

TRACK PROGRESS

Cases Try Count	Interim Cases-Try Counts	
	Fresh	1565
	1	45
	2	162
	3	130
	4	692
	5	1911
	6	821
	7+	1369
	Total	6695

Stay the course...

TRACK PROGRESS

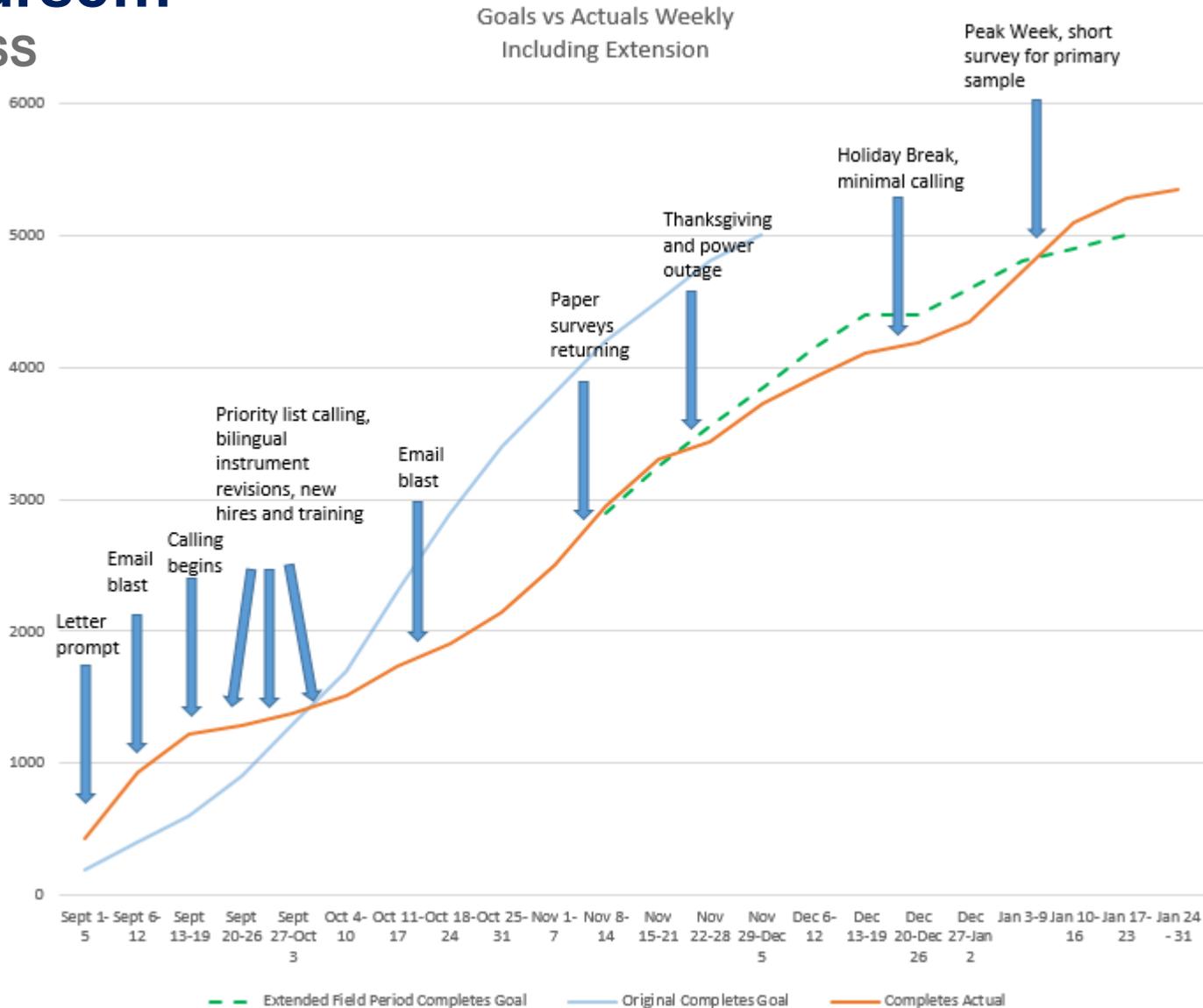
Case Status Summary

Case Status Summary	
Fresh Cases	1565
Interim Status Cases	4797
Appointments	172
Timed Out	50
Recall	4575
Needs Review Cases	2798
Needs Interpreter	26
Disconnected/Wrong #	1970
Initial Refusal	6518
Problem Case	184
Unusable Cases	658
Ineligible	495
Language Barrier	52
Final Refusal	112
Completed Cases	5350
TOTAL	

Stay the course...

TRACK PROGRESS

Goals vs. Actuals



Stay the course...

WHEN IT'S NOT WORKING

Factors to consider as you progress



Stay the course...

QUALITY CONTROL

Interviewer Monitoring Topics

Customer Service



Interview Accuracy



Probing



Documentation

Newly hires

- First call post training
- Once more during the first call week
- Weekly for first month of calling

Ongoing

- 1 front end and 1 complete interview per pay period
- If any monitoring score is low, re-monitor next interview

Stay the course...

EDITING COMPLETED INTERVIEWS

Review the data, notes, comments and dispositions from every interview to ensure that interviewer responses follow protocol specifications

Edit Sheet

Calendar/Appt. problem

Call Log problem

Missing info

No documentation of changed answer

No probe when response unclear

Probe not correctly recorded

Protocol not followed

Skip pattern not followed

Unclear, unreadable, incomplete, unnecessary verbatim

Wrong code entered

Other

Stay the course...

INTERVIEWER OBSERVATIONS

Did R have any difficulty hearing or attending to this interview?

- Was there noise in the background?
- Did the R have trouble hearing?
- Was there a bad connection (drop offs, static with a cell phone)?
- Were they distracted by other people, conversations, TV, pets?

Did R have any trouble answering any item due to language or cognitive difficulties?

- Low vocabulary/comprehension
- Limited English skills
- Slightly impaired with speech or understanding
- Asked questions that indicated a lack of comprehension

Is there any additional information the study team needs to know about this interview?

- *{Do not record anything that you have already recorded elsewhere in the interview.}*

Stay the course...

STAY MOTIVATED

Have weekly team meetings

Progress Toward Goals

- Range & average #of contact attempts or number of completes per hour
- Friendly competitions between team members. For example:
 - Split the group in 2 equal groups and see which group can get
 - the most recruited
 - the most completes
 - the highest number of contact attempts in a given period

What's Working & What's Not

- If some are having success, how are they starting the call? Do they say something different?
- How did individuals reply in sticky situations or with difficult respondents?
- To decompress/commiserate and share funny/challenging/interesting situations (confidentially)
 - Create a wall of post-its of the funny things people have said.



It's a wrap...

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It's a wrap...

COMPARE METRICS ACROSS PROJECTS

Project Minutes Per Complete and Resolved Report

2/22/2017 6:48:16 PM

Project Name	Time Points	Sample Loaded	In Progress	Final Incomplete	Final Complete	Total Resolved	Total Iwer Hours (ETT)	Minutes Per Complete	Minutes Per Resolved
CAHPS	Single	153	129	4	20	24	18	54	45
eMERGE_III	Single	2,400	1,131	46	1205	1251	73	4	3
ENGAGED_Beta	Multiple	70	0	31	38	69	28	44	24
ENGAGED TRIAL	Single	389	137	0	13	13	19	89	89
LETBI	Single	1,598	37	394	744	1138	404	33	21
MsFI5	Single	2,734	0	3408	923	4331	986	64	14
OATS	Single	1,750	496	1058	155	1213	241	93	12
OH	Multiple	1,456	26	332	1098	1430	822	45	34

It's a wrap...

PROJECT DEBRIEF



Survey Research Division, University of Washington
 Social Development Research Group
 9725 3rd Avenue NE, Suite 401
 Seattle, WA 98115
 206-685-1632

Internal Project Debrief

Project:	
Timeframe:	
Status:	
Project Staff:	

1. Was the timeline, staffing estimates & budget as proposed in the Scope of Work sufficient to accomplish the aims of the project?
2. Was the survey methodology/mode adequate as proposed?
3. Please rate SRD's performance in the following areas:
 - a. Timeliness
 - b. Accuracy/quality of work
 - c. Courtesy
 - d. Knowledge
4. Did we meet customer expectations with the original deliverable?
 - a. Did we have to make revisions in the deliverables along the way or after delivery? (describe)
 - i. If yes, how can we avoid these types of revisions or plan for them in the future?
5. Please rate how you felt about the allocation of the following internally. Were they sufficient to complete this project?
 - a. Time
 - b. Support
 - c. Resources
6. Please rate our communication on this project
 - a. Did we communicate adequately internally? Externally with the client?
 - b. Were processes in place to facilitate communication?
7. Was taking on this project a good move for SRD? Did it move us forward or add to our body of knowledge (either scientific or data collection)? Did it provide coverage for key staff when needed?
8. Did you encounter any obstacles not yet mentioned? (Please describe)
9. What are your overall recommendations to improve our quality of work, procedures, ability to develop proposals and bids, and ability to staff projects appropriately in the future?

Takeaways



Before you start dialling

Know the many factors to consider that will determine your success interacting with participants over the phone to make the right decisions for your project.



Stay the course

Evaluate your progress regularly, make changes when you need to (within your means), and find fun ways to stay motivated!



It's a wrap

Evaluate the strategies, successes, challenges, and PI satisfaction with the data collection process to improve for the next project.

Thank You

Questions?

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[/ithsuw](https://www.youtube.com/ithsuw)

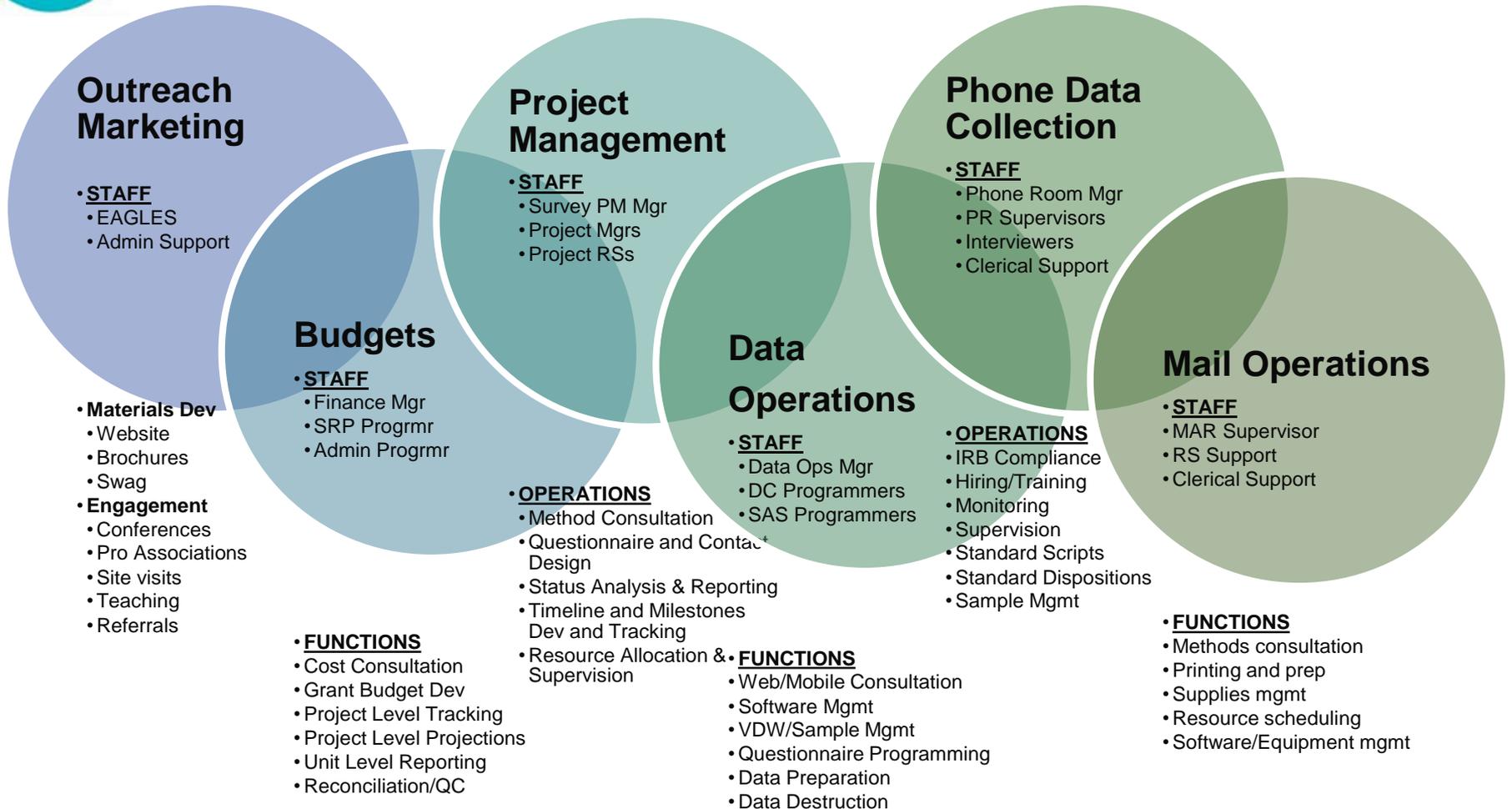


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Survey Research Services



Survey Research Program Work Flow Cycle

