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Recruitment Strategizing

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Session outline

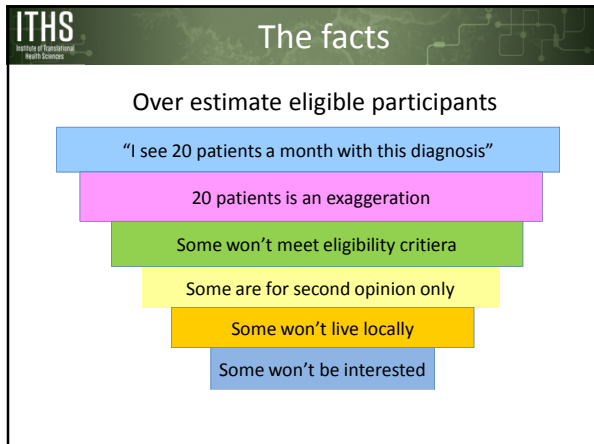
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graph LR; A[Current state of recruitment] --> B[Defining your population]; B --> C[Developing a plan]; C --> D[Case studies and group discussion];
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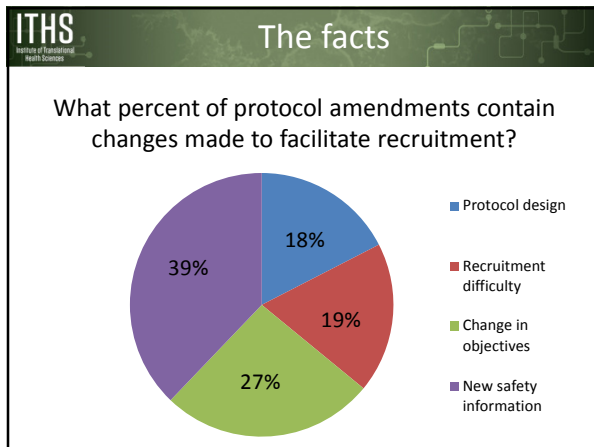
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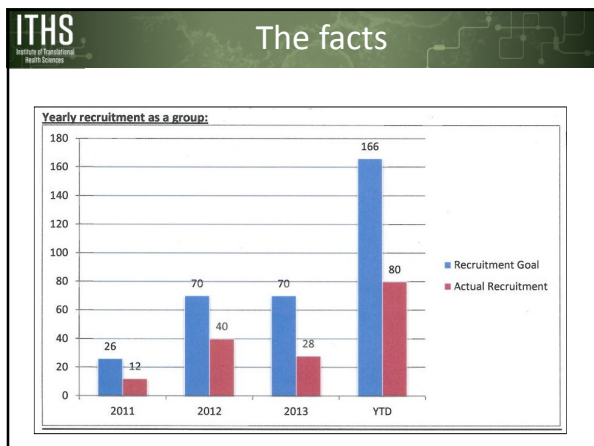
The facts

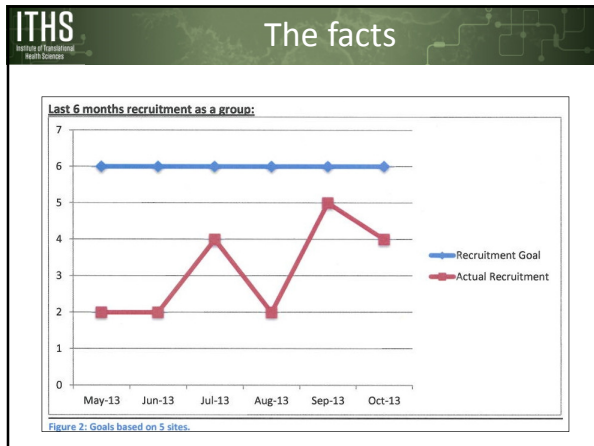
What percentage of clinical trials fail to meet enrollment timelines?

Category	Percentage
Made timeline	85%
Missed timeline	15%









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- ### The facts
- 7-12 impressions before someone will call or take action
 - Considered the research coordinator's responsibility
 - Expect recruitment to be free



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The facts

Clinical research involves clinical-related skills, recruitment is a marketing activity!



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Who are you looking for?

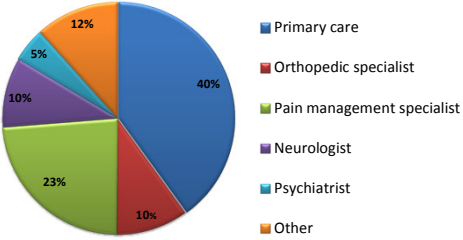
- Where do they live, work, shop, spend time?
- Where do they get information?
- Analyze at different demographic levels



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Who are you looking for?

What type of doctor do you see regularly for pain?



Doctor Type	Percentage
Primary care	40%
Orthopedic specialist	10%
Pain management specialist	23%
Neurologist	10%
Psychiatrist	5%
Other	12%

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Who are you looking for?

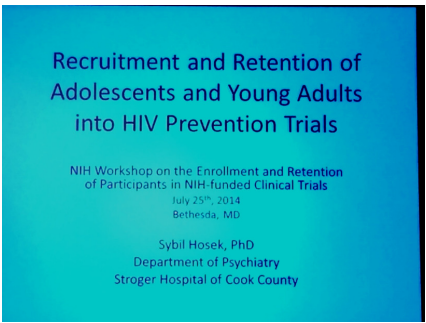
- What are their lives like?
- Why would they want to participate?



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Who are you looking for?

Identify barriers



Recruitment and Retention of Adolescents and Young Adults into HIV Prevention Trials

NIH Workshop on the Enrollment and Retention of Participants in NIH-funded Clinical Trials
July 25th, 2014
Bethesda, MD

Sybil Hosek, PhD
Department of Psychiatry
Stroger Hospital of Cook County

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Develop a plan

- Protocol development
- Build into the budget
 - Parking
 - Compensation
 - Printing
- Initial IRB submission

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Develop a plan

Meet as a team



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Develop a plan

- Hit early and hit hard
- Metrics
 - Timing of implementation of each strategy
 - Numbers of calls/contacts
 - Source
 - Screen fails/not interested
 - How many enroll
 - Coordinator efforts

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Tools

Well-designed flyer

Is Chronic Insomnia Interfering with your Day?



Do you frequently have difficulty falling asleep or staying asleep, only to awake the next morning, exhausted and irritable?

Well, there may be hope. As part of a clinical research study, medical researchers are evaluating the safety and effectiveness of an investigational medication for chronic insomnia. If you are 18 to 64 years old and consider yourself otherwise healthy, you may be eligible to participate. You will receive a confidential, computer-assisted assessment and study medication at no cost to you. Qualified participants may also be compensated for their time and travel. Insurance is not required to participate.

For more information, call
Research Associates
 123 Main Street, Anytown
 (555) 555-1234
 YourSite.com.

Is Chronic Insomnia Interfering With Your Day?

Do you frequently have difficulty falling asleep or staying asleep, only to awake the next morning, exhausted and irritable?

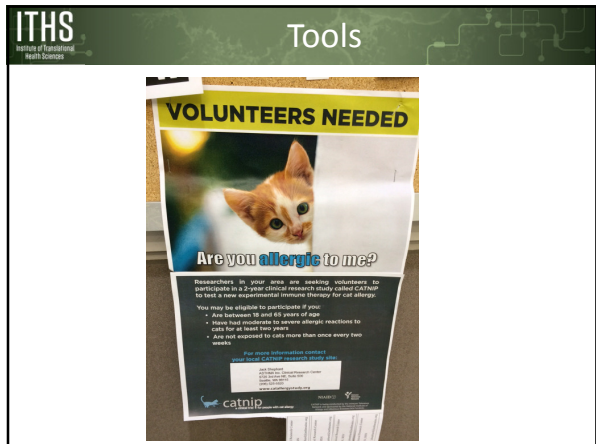


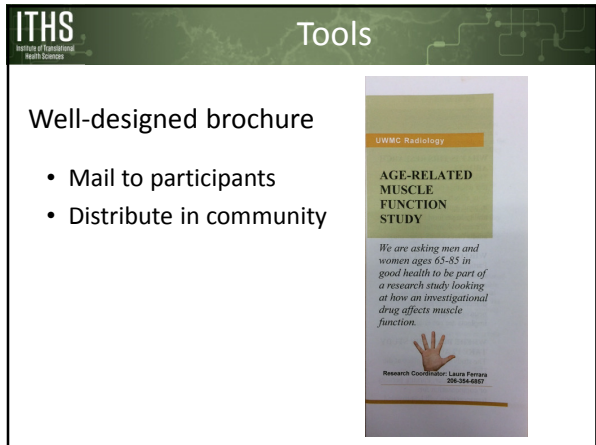
If you are 18 to 64 years old and otherwise healthy, you may be able to participate in a clinical research study, evaluating the safety and effectiveness of an investigational medication for chronic insomnia.

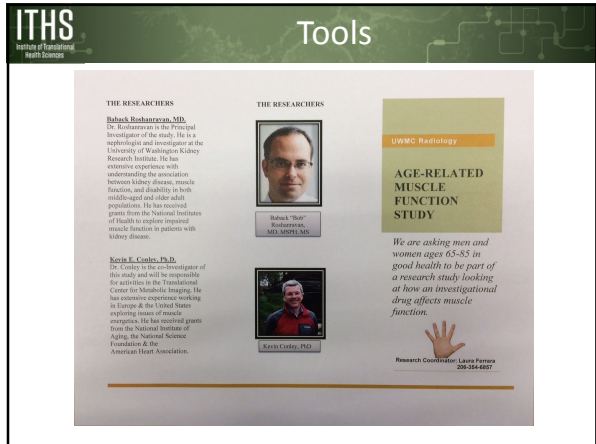
If you qualify, you will receive study medication at no cost to you, and may be compensated for time and travel.

For more information
Call 410-484-0000
or visit www.itsihs.com/CRS

Clinical Research
 2500 Investigational Drive #200
 Baltimore, MD 21289







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Tools

Information brief

Did your parents get divorced after you turned 18? If so, then you may qualify for a study on the relationship between parental marital status, young adult relationships, and well-being. This study can be reached via SurveyMonkey, which is a secure, completely confidential website where you will take a simple survey. This study has received IRB approval from Towson University and will take between 20-30 minutes to complete. The only two requirements to participate are: 1) you have to be between 18 and 30 years old and 2) you had to experience your parents divorcing when you were at least 18 years old.

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Reaching your audience

Internet

- Facebook
- Advocacy organizations
- Craigslist
- Participateinresearch.org
- Study-specific website



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Reaching your audience

Community outreach

- Support groups
- Community centers
- Senior centers
- Health fairs

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Reaching your audience

Advertising

- Community papers
- Arts organizations
- Public transportation

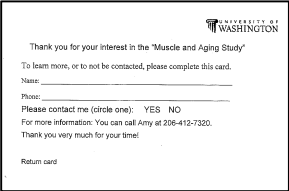


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Reaching your audience

Direct mailings

- Introductory letters or post cards
 - zip codes
 - demographics
- Reply card





Analyze Case Studies

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Acknowledgements

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