

Clinical Research United





CRU

Participant Recruitment

DATE: January 24, 2019 Kitt Swartz & Meredith Zauflik



Agenda

1. Review Fall 2018 Recruitment Survey results
2. Introduction to OCTRI's Recruitment Specialist
3. Review recently created recruitment content
4. Wrap-up and Next-Steps

Where did we leave it last time?

Themes/Categories	# of Votes	V% of Total
complex criteria	8	40%
market strategies	1	5%
no shows/subject engagement/sham procedures	4	20%
competing protocol and therapy	2	10%
logistics/timing	2	10%
Difficult Populations & Minority Recruitment	3	15%
lack of resources	0	0%
identifying right resources	0	0%
participant fatigue	0	0%
Total:	20	100%

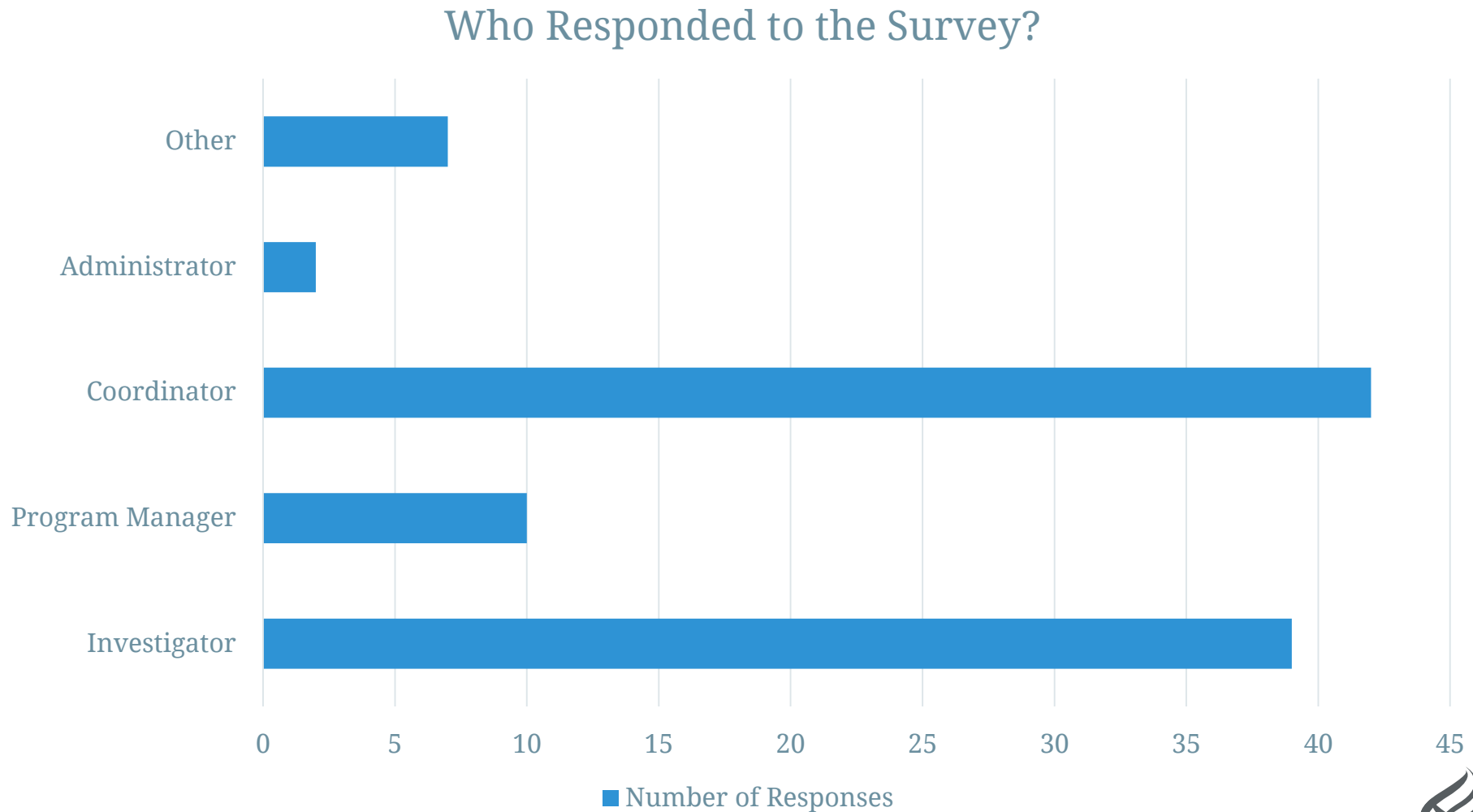
- Majority of interest group found complex criteria to be the most important limiting recruitment factor

Subject Recruitment Tool Survey Results: Fall 2018 – Total Response 144

- Sent out via email to everyone signed up for CRU communications & anyone using OCTRI services in the past 2 years.
- Primary Goal – to find out what recruitment tools and methods are being used and which have the highest value to researchers.
- Pain points
- Qualitative information

Subject Recruitment Tool Survey Results:

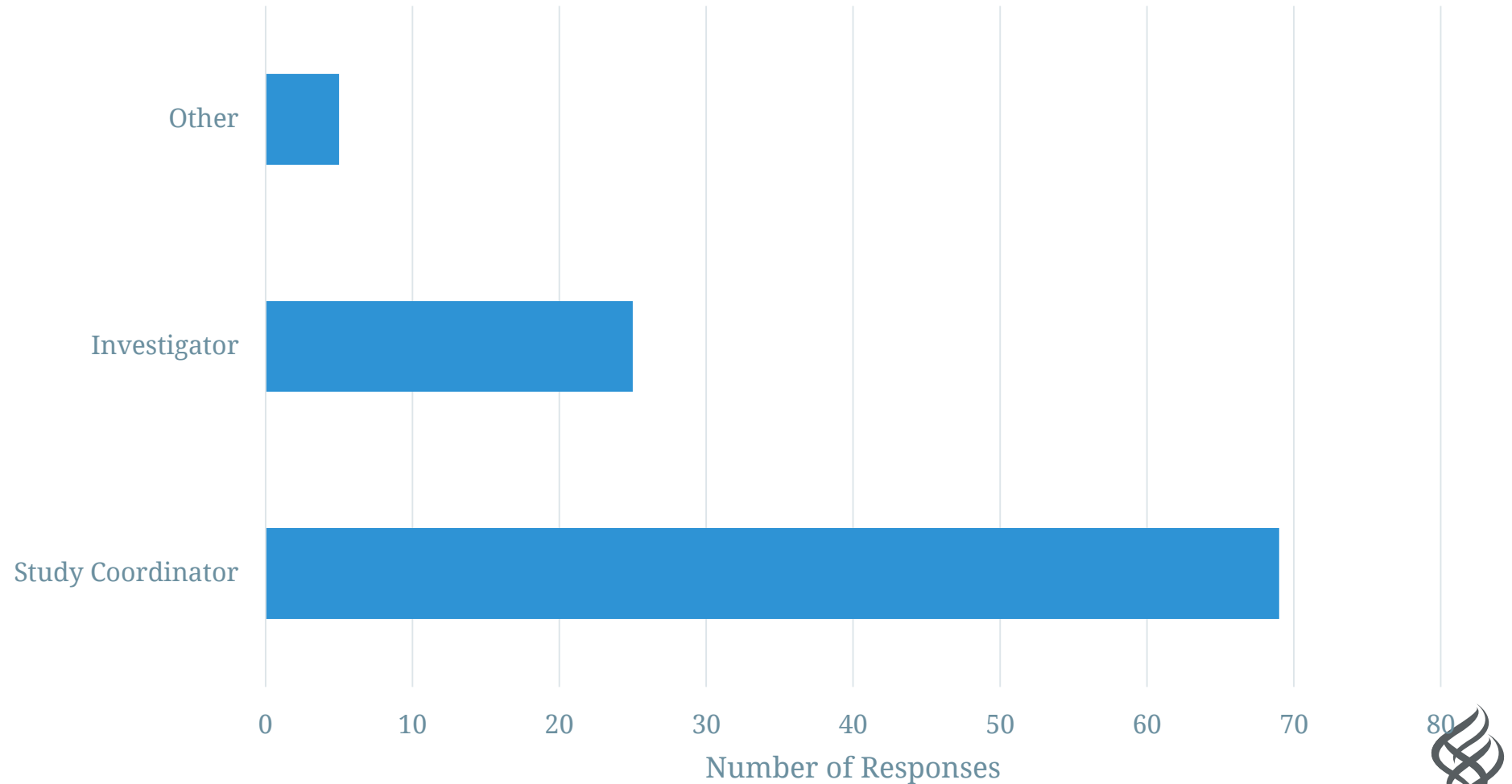
Who responded? Responses = 100



Subject Recruitment Tool Survey Results:

Who is the primary recruiter? Responses = 91

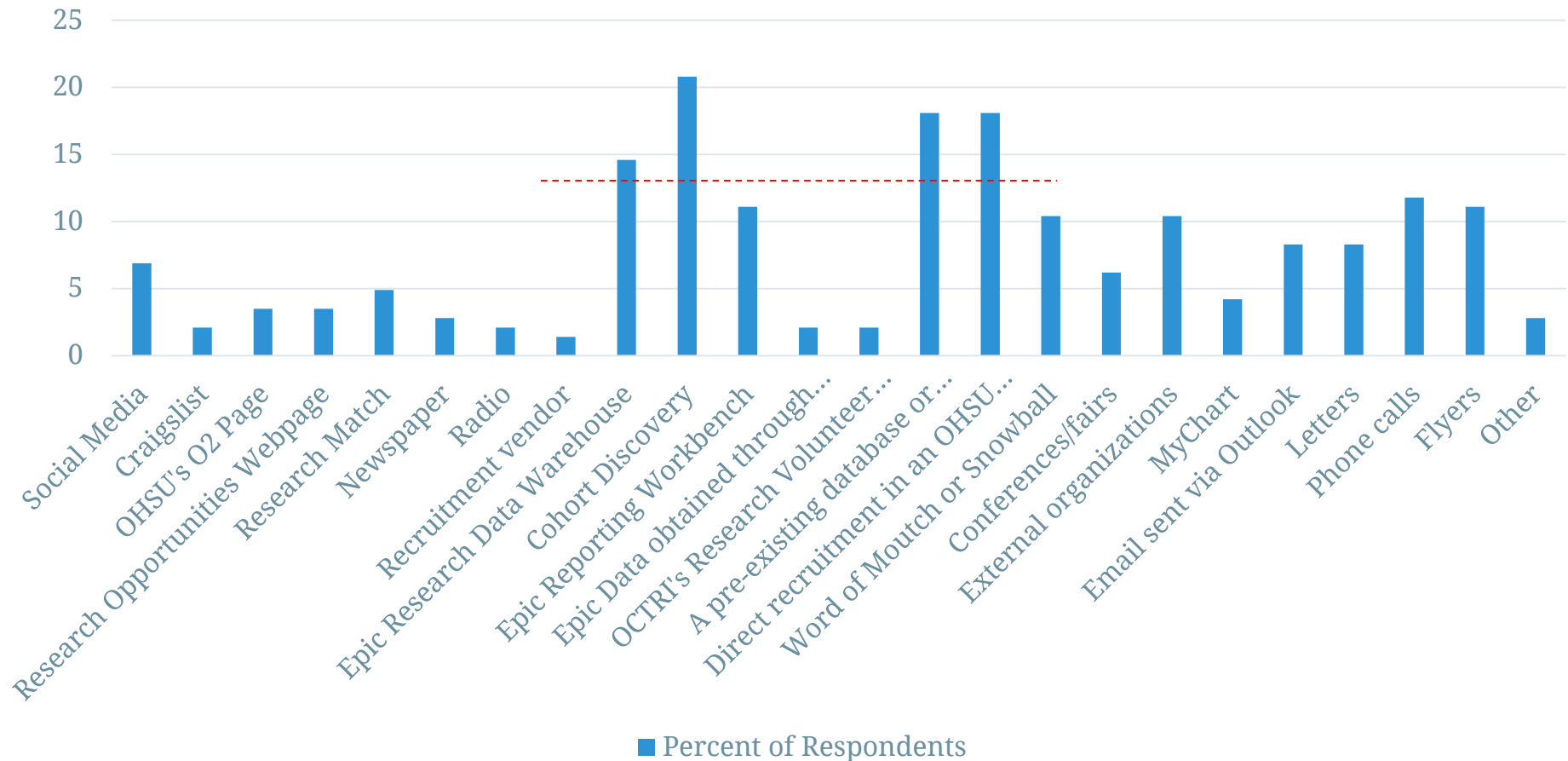
Who is the Primary Recruiter?



Subject Recruitment Tool Survey Results:

What are you using for planning? Responses = 144

Tools used for Recruitment Planning



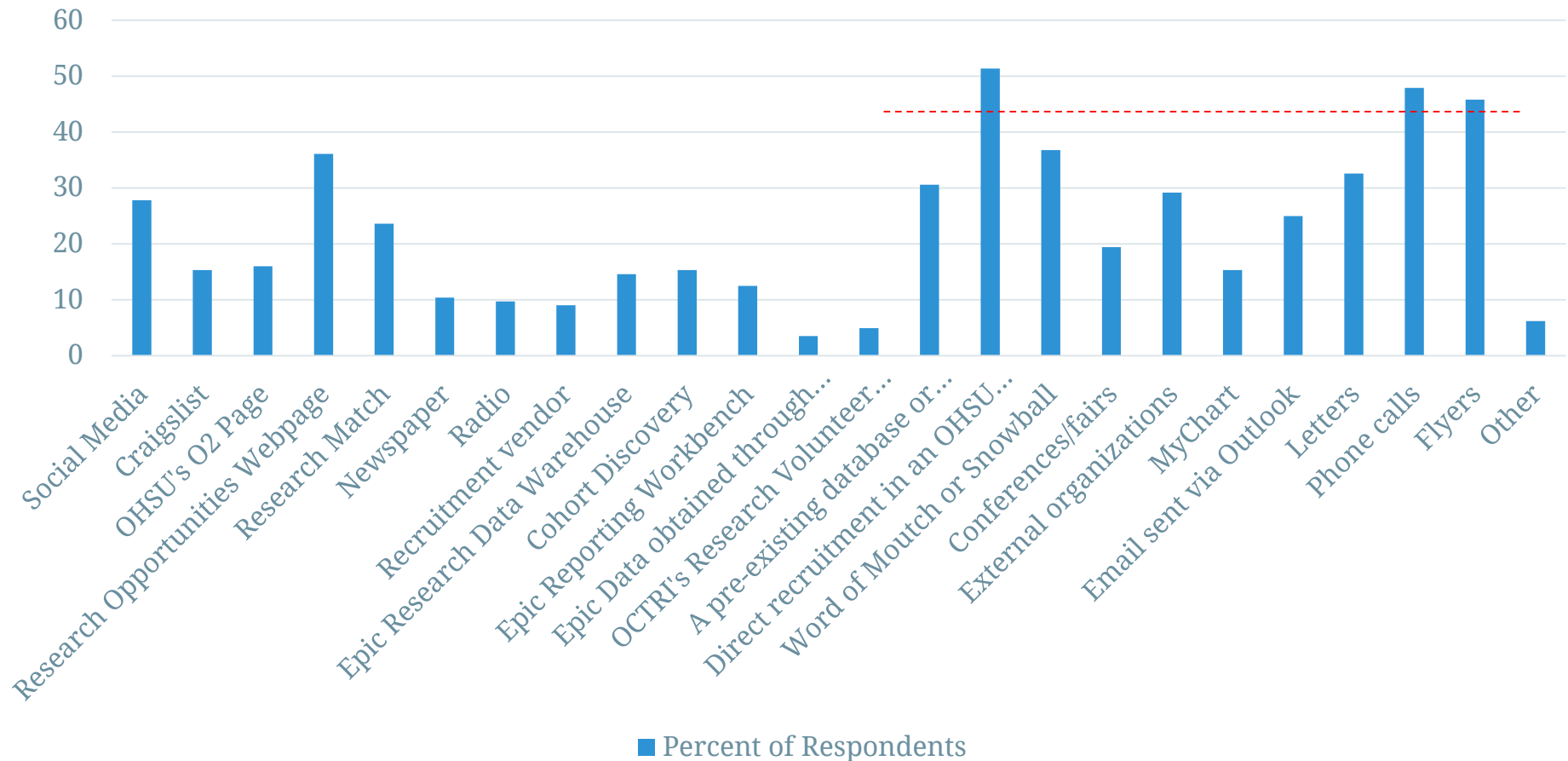
- Percent of Respondents
1. Cohort Discovery
 2. OHSU Clinics & Pre-existing database
 3. Research Data Warehouse



Subject Recruitment Tool Survey Results:

What are you using for recruitment? Responses = 144

Tools used to Recruit



■ Percent of Respondents

1. Direct clinic recruitment
2. Phone calls
3. Flyers



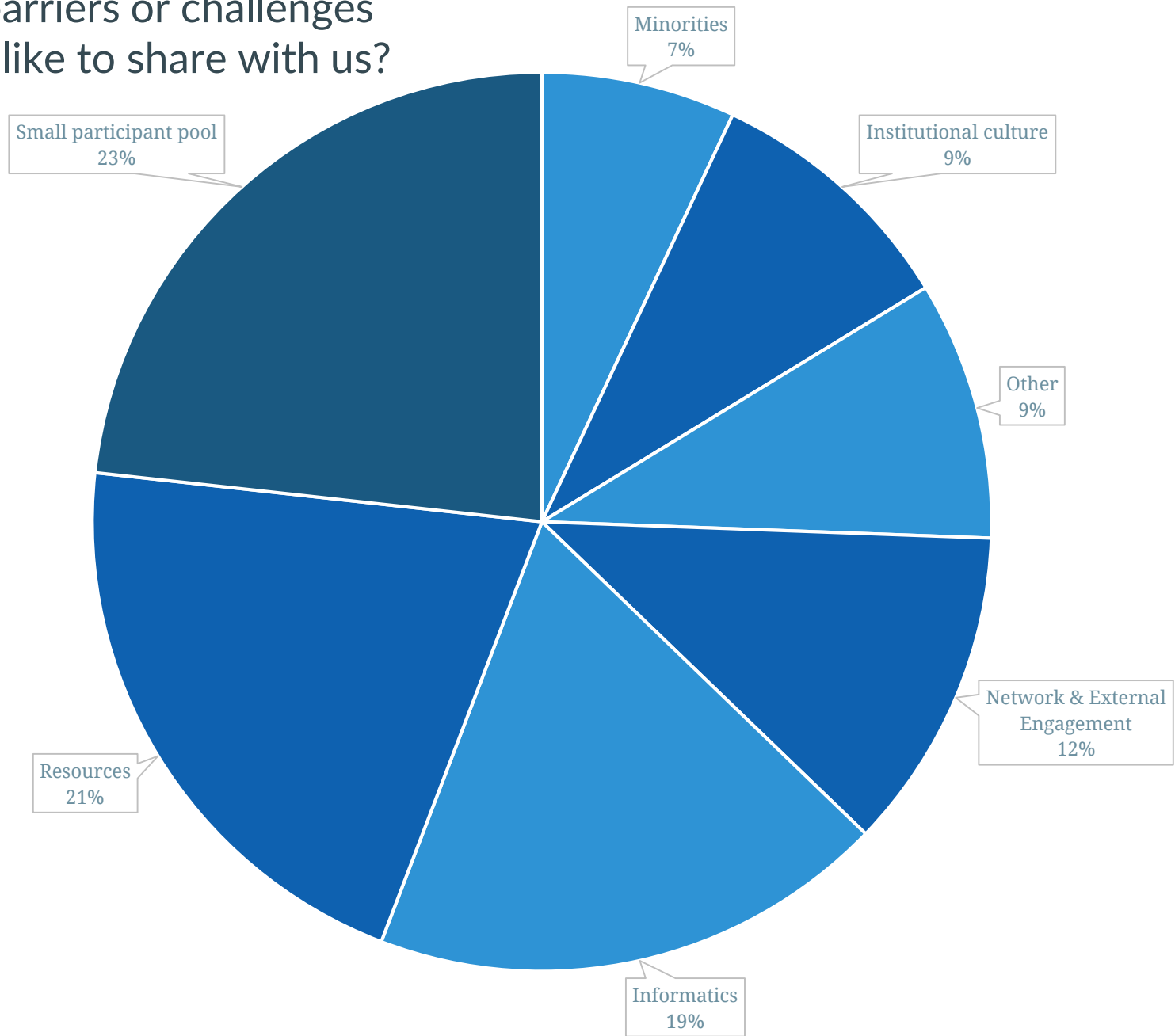
Subject Recruitment Tool Survey Results:

Some interesting findings

- More than 20% of respondents did not know about available Epic recruitment tools including Research Data Warehouse, Reporting Work Bench and Cohort Discovery
- Most valued methods were:
 - OHSU clinic recruitment
 - Snowball method
 - Flyers
 - Phone Calls
 - Other databases
 - Social Media

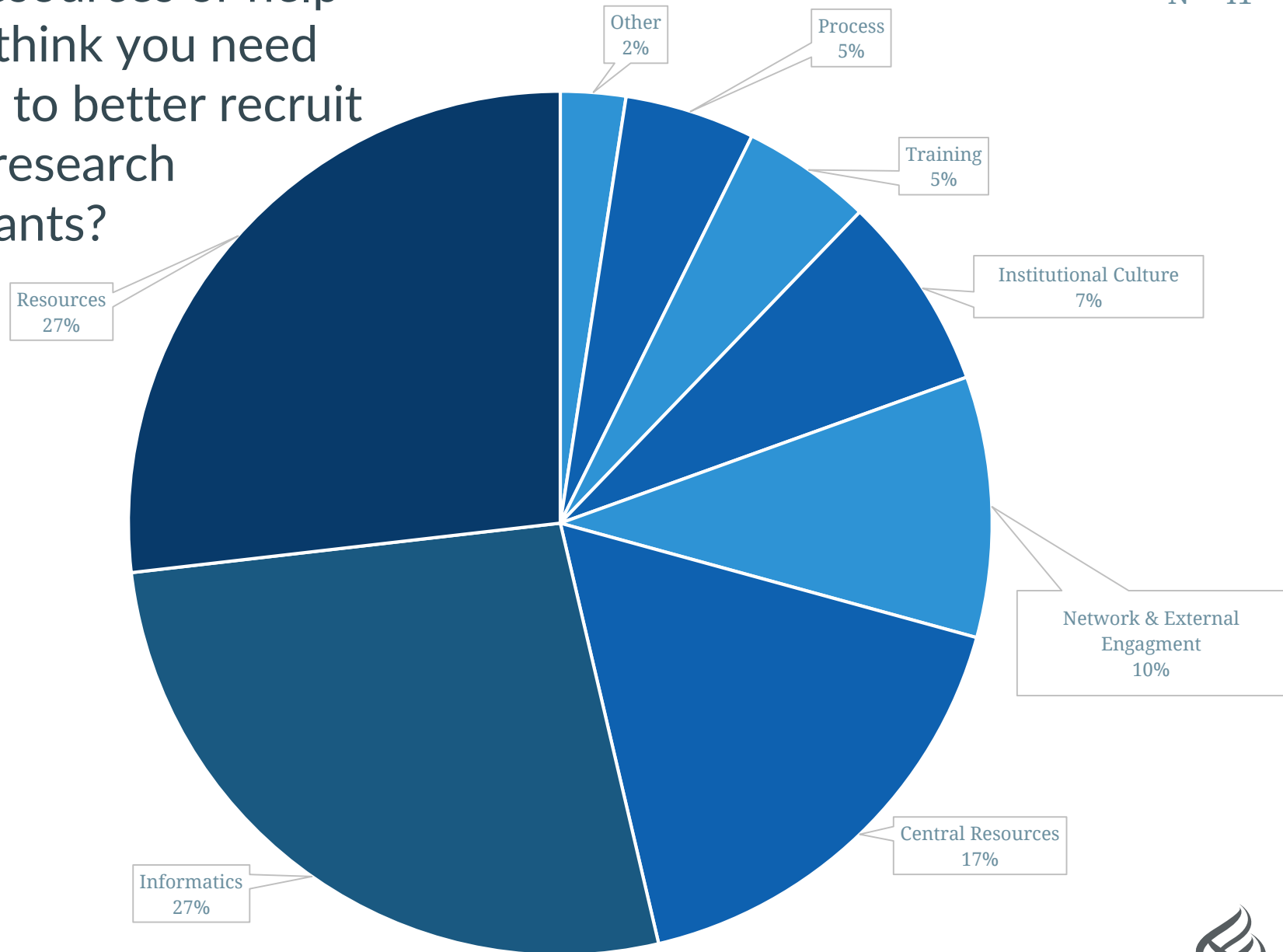
Are there recruitment or retention barriers or challenges you would like to share with us?

N = 43



What resources or help do you think you need in order to better recruit clinical research participants?

N = 41



OCTRI's Recruitment Specialist: Meredith Zauflik


- In late September, OCTRI hired a Recruitment Coordinator to add to their growing list of recruitment support services
- Through the role, we aim to equip and support the research community at OHSU with the tools they need for successful study recruitment and retention
- We aim to do this through:
 - **Recruitment Consultations**
 - **Recruitment Navigation**
 - **Recruitment Toolkit**

For more information, additional resources, or to request a recruitment consultation, please email

octrirecruitment@ohsu.edu or visit our website at
<https://www.ohsu.edu/octri>



OCTRI Recruitment & Retention Webpage



Oregon Clinical & Translational Research
Institute

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Text Size [A](#) [A](#) [A](#)

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[OCTRI Home](#) > [Resources and Services](#) > [OCTRI Research Services](#) > [Study Recruitment & Retention Resources](#)

Resources

Clinical Research Navigator

OCTRI Research Services

- Forming a Research Team
- Designing a Study
- Regulatory Knowledge and Support
- Implementing a Study
- Analyzing the Data
- Evaluation Core
- Recruitment Resources

Policies, Forms and Templates


Trial Innovation Network

Boilerplate Text and Letters of Support

Quick Links

- Participate in a Research Study

Study Recruitment & Retention Resources



Need help finding and recruiting participants?

Recruiting participants who are a good match for your study can be very challenging. You're not alone – a startling number of clinical studies at OHSU never enroll a single participant. In addition to traditional advertising and outreach through clinics, there are a variety of tools and resources that can help investigators identify potential participants. We have gathered documents, tools and information to help you as you plan and implement your study.

Recruitment & Feasibility Assessment Tools

Recruitment Resources & Tools


OCTRI Recruitment & Retention Services

Contact Us!

Feasibility:

It is important to assess the feasibility of a protocol prior to implementing it to ensure that it is successful. Here are some helpful tools to assist you in assessing the feasibility of your project:

- Protocol feasibility checklist:** A checklist designed to help you determine if a protocol can be successfully conducted.
- Cohort Discovery:** A web-based tool administered by OCTRI that uses Epic data to estimate the number of potential study participants based on criteria provided by you.
- AccuralNet:** An online project of the National Cancer Institute that has several tools to help evaluate study feasibility. This information on this site is useful for non-cancer studies as well.



Can't find what you're looking for?

The Clinical Research Navigator Program is here to help! Call 503-418-9790.

Ready to request a consultation?

Hit the button below to request a consultation with the recruitment team.

[Email OCTRI](#)


Recruitment Services

Quick links to OCTRI research services related to recruitment.

- Cohort Discovery for Count Requests
- Epic Data for Research Purposes
- Research Recruitment Tools in Epic
- Study Coordinators
- ResearchMatch

Not sure where to begin?

If you aren't sure where to start contact the [OCTRI Recruitment Coordinator](#) for a consultation.



Recruitment Materials & Methods

Through this document:

- Understand the materials and methods available for study recruitment
- Estimated cost(s) for each option
- Where to obtain more information if interested

Our goal: That with this document, based on your study needs and budget, you are able to identify the best choice(s) for your study



Recruitment Materials & Methods

Materials	Description	Links and additional information as applicable	Estimated Costs*
Printed Materials			
Flyers	Printed material for hanging or distributing		Costs will vary based on the type of the materials, color of ink, number of materials, and printing vendor used. Average cost at the OHSU Copy Center is \$0.04 to \$0.10 per page.
Brochures	Printed material, typically in tri-fold form, for distribution	https://o2.ohsu.edu/communications/services/printing-and-distribution/printing.cfm	Average cost for external print shops is \$0.12 to \$0.19 per page. Other costs to consider include postage rates (\$0.30 per stamp) and staff time.
Informational letters	Letters sent to a pre-determined group of potential participants informing them of the study		
Methods/Engagement			
Online/Digital			
Email campaigns	Emails sent to a pre-determined group of potential participants informing them of the study		Costs vary based on size of campaign, marketing service used (ex. REDCap, MailChimp), and staff time. Average online marketing services range from \$20 to \$50 per month.
Websites and online posting (ex. Craigslist)	Posting of study information, typically in advertisement format, on a public website		Costs vary based on site, usually no fee to post.
StudyTeam	A clinical research software that helps with scheduling and managing of workflow and patient recruitment	https://www.studyteamapp.com/	No cost to sites to use. For more information, email shabnam@o2.ohsu.edu .
StudyPages	A participant recruitment and engagement platform connecting interested participants with study sites	https://studypages.com/	Costs vary based on funding source, number of listed studies, and services chosen and begin at \$300/study. For more information, email support@studypages.com .
Social Media (ex. Facebook, Twitter, LinkedIn)	Study advertisements posted on social media sites to a specific user page or through paid advertisements to a broader audience	https://o2.ohsu.edu/communications/chemicals/social-media.cfm	Costs vary based on advertisement type, 1) Post on personal/business page to followers - No cost 2) Paid advertisement - Prices range from \$0.27 to \$50 per click and vary based on factors like keyword(s) chosen.
Search Engine Marketing (ex. Google AdWords)	Promotion of study websites by increasing their visibility to search engine results through the use of keywords and paid advertisements		Costs range from \$1 to \$50+ per click and vary based on factors like keyword(s) chosen.
Advertisements			
Television	Video advertisement/commercial spot on television station		\$200 to \$1,500 for a 30-second commercial for local TV stations.
Radio	Audio advertisement/commercial spot on public or private radio station		\$200 to \$5,000 for a week's worth of advertisements.
Newspaper/Magazine	Print advertisement within newspaper or magazine		\$500 to \$1,000+ per ad based on ad size, frequency of posting, and day(s) of week the ad is published.
Public Transportation posted ads	Printed advertisements located on or within public transportation and transportation stop locations		\$75 to \$2,000 per ad per 4 week period.
Billboards	Print or digital advertisements for public billboards		\$300 to \$4,000 per 4 week period.
Online Registries			
ResearchMatch	Online registry connecting interested participants and relevant research studies	https://www.researchmatch.org/	No cost to use.
ClinicalTrials.gov	Database of privately and publicly funded clinical studies	https://clinicaltrials.gov/	No cost to use.

*Estimated costs subject to change

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OCTRI Recruitment Resources & Services



OCTRI Recruitment Resources

Let OCTRI help you with your recruitment needs. Resources include:

- **ResearchMatch:** A free participant recruitment and feasibility analysis tool available to OHSU researchers. Bringing together willing volunteers and researchers, ResearchMatch allows researchers to search the national registry and, with IRB approval, contact volunteers who may be a good 'match' for their study.
- **Research Volunteer Registry & Biorepository:** An OHSU IRB approved registry of participants interested in participating in research at OHSU. The registry allows researchers to search and contact potentially eligible research participants. The registry also includes a biorepository of samples from healthy subjects.
- **Cohort Discovery:** A web-based tool that allows OHSU researchers to identify patient cohort counts from Epic data for preparatory to research purposes, including recruitment. Participation in a one time, two hour training is required prior to gaining access to this tool.
- **Research Data Warehouse (RDW):** A repository of Epic data from patients and research subjects that provides access to over 2.5 million patient records and 40,000 data points. Working with OCTRI staff, researchers are able to utilize the RDW for such purposes as identifying potential study participants, assess feasibility for a grant application, deidentified data sets for epidemiological studies, and retrospective data on current study participants.
- **Study Coordinator(s):** OCTRI Study Coordinators are trained in all aspects of clinical trial conduct and are experienced in standard and novel recruitment methods, having a track record of successfully recruiting participants for studies. They are available to assist with recruitment efforts, along with other study activities.
- **Recruitment Consultation(s):** Investigators can request a recruitment consultation with the OCTRI recruitment team before or during a research study. The recruitment team is available to provide general education and guidance on recruitment methods and strategies, identify best practices and solutions, develop recruitment strategies customized to specific research studies, and connect investigators with the resources and tools needed for a successful recruitment plan.

Recruitment Plan Worksheet – Building a Participant Profile

Through this document:

- Think about the type of person you are trying to recruit – Who are they? What does their life look like? Why would they want to be in a research study?

Our goal: That with this document, by thinking about who you are trying to recruit, you are able to identify the best method(s) to reach this population



Recruitment Plan Worksheet – Building a Participant Profile

When it comes to recruitment, there are many options available to reach potential study participants. Before deciding on a recruitment plan for your study, it is helpful to start with an outline of who your ideal participant is. This will allow you to choose the best recruitment methods for your study.

1. Who is your ideal participant? Who are you trying to recruit?

- Age: _____
- Sex/Gender Identity: _____
- Location (if applicable): _____
- Disease type(s): _____
- Other important factors: _____

2. Why would they be in this research study? What motivates or would motivate them to participate?

3. Where do they get most of their information from? Who/where/what are they listening or looking to the most?

- ☐ Community/group of friends
- ☐ Trusted community or faith/spiritual leader
- ☐ Television
- ☐ News source
- ☐ Online
- ☐ Social Media
- ☐ Academic institution
- ☐ Medical professional and/or healthcare locations
- ☐ Frequently visited location (ex. gym, coffee shop)
- ☐ Other: _____

Once you understand the profile of your ideal research participant, you are in a better position to select the recruitment method, material(s) and even wording that are best to reach your intended audience.

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Recruitment Resources Matrix

Through this document:

- Connect specific population groups with specific recruitment methods, understanding what works best for who

Our goal: That with this document, you are able to determine which methods work best for the population you are trying to recruit



Creating A Recruitment Strategy: Connecting Recruitment Methods with Participant Profiles

Based on current research, the "X" shows the methods that have proven to be most successful for the participant profile. A lack of "X" means that the method was shown to be unsuccessful or that the success rate is unknown due to a lack of evidence on proven success. For further information, please contact OCTRecruitment@ohsu.edu.

Recruitment Methods	Participant Profile							Race & Ethnicity		Recruitment Reach			Disease Type			
	Children (ages 0-12)	Adolescence (ages 13-18)	Young Adults (ages 18-25)	Adulthood (ages 26-40)	Middle Age Adults (ages 41-60)	Older Age Adults (ages 61-80)	Oldest old (ages 80+)	Underrepresented Minority*	Not Underrepresented minority	Local	Regional	National	Rare	Not Rare	Healthy	Volunteers
Online/Digital																
Email Campaigns			X	X	X	X	X		X	X	X	X	X	X	X	X
Webinars and online posting (ex. Craigslist)				X	X				X	X	X	X	X	X	X	X
Social Media (ex. Facebook, Twitter, LinkedIn)	X	X	X	X	X					X	X	X	X	X	X	X
Search Engine Marketing (ex. Google AdWords)	X	X	X	X	X			X	X	X	X	X	X	X	X	X
Advertisements																
Television					X	X	X		X	X	X	X				
Radio				X	X	X				X	X	X				
Newspapers/Magazines				X	X	X				X	X	X				
Public Transportation Posted Ads				X	X	X				X	X	X				
Billboards						X	X									
Online Registries																
Government Funded Registries (ex. ResearchMatch, ClinicalTrials.gov)	X	X	X	X	X	X	X			X	X	X	X	X	X	X
Private Funded Registries (ex. StudyX, Trialspark)	X	X	X	X	X	X	X			X	X	X			X	X
Repositories and Electronic Medical Records																
EMR/EPIC	X	X	X	X	X	X	X		X	X	X	X			X	X
Research Data Warehouse (RDW)	X	X	X	X	X	X	X		X	X	X	X			X	X
Pre-existing Repositories	X	X	X	X	X	X	X	X	X	X	X	X			X	X
Disease Specific Associations																
Some disease specific associations allow their members to utilize their website, membership list, conferences and other resources for research recruitment purposes	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Healthcare																
Primary Investigator's Patient Population	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
Clinic or Hospital Space	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
Community Clinics and Other Healthcare Spaces	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Physician Referrals (from within PFT healthcare system and within other systems and community)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Department Specific Websites					X	X	X		X	X	X	X			X	X
Community Outreach																
Information table (i.e. "tableting") at outreach event (ex. health fair or expo, community event or fair, sports event)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Advocacy Group (ex. AARP or NAACP)						X	X	X	X	X	X	X	X	X	X	X
Flyers in Public Places (ex. gym, coffee shop, community center, school)			X	X	X					X	X	X	X	X	X	X
Community Newsletter					X	X	X	X	X	X	X	X	X	X	X	X

For more information, additional resources, and to request a recruitment consultation, please visit our website at <https://www.ohsu.edu/uctri> or email us at OCTRecruitment@ohsu.edu

*Underrepresented Minority (URM) is defined as someone whose racial or ethnic makeup is from one of the following: African American/Black, Asian, Hispanic/Latino, Native American/Alaskan/Native, Native Hawaiian/Other Pacific Islander, race or more races, when one or more are from the preceding racial and ethnic categories

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Recruitment Toolkit in Practice



Jane was just assigned a new study.

According to the protocol inclusion criteria, she needs to find:

- 30-44 year old females
- Trying with no success to become pregnant
- Healthy, no known fertility issues
- Located in Portland and surrounding communities

Recruitment Toolkit in Practice



Participant Profile



Recruitment Materials and Methods



Recruitment Navigation and Consults

What's next?

A series of talks in 2 tracks: “*Populations*” & “*Methods*”

Focus on Populations – Aging
February 5th
2pm-3pm
CHH 3171 1A

Focus on Methods - Social Media
February 28th
1pm-2pm
CHH 3070 (4)

[RSVP to ohsucru@ohsu.edu](mailto:ohsucru@ohsu.edu)



Wrap Up & Next Steps



Thank You

Subject Recruitment Questions?
Email octrirecruitment@ohsu.edu