Improving Recruitment
Overview

• Best Practices
• Current Resources
• Piloting New Initiatives
• What works for you?
• What hasn't worked?
• Where should we start?
University of Chicago - Trial Recruitment Innovation Office (TRIO)

- Develop study-specific initiation and recruitment strategies in “TRIO Studios” attended by research professionals – report to PI
- Honest Broker – matches participants to studies
TIN – Local Recruitment Support Centers

University of Michigan

• 1:1 Consultations with *Participant Recruitment Comm Coordinator*
  • Timelines, budget, connect with university resources, marketing/advertising, social media

• Volunteer registry (UMHealthResearch.org), internal & external messaging, tracking enrollment #’s
TIN – Local Recruitment Support Centers

UPMC “Pitt+Me”

• Volunteer Registry
  • Registry Recruitment at outpatient offices, EPIC MyChart, website, outreach events and call center

• Advertising Studies
  • Website, study match mailing from registry, Facebook, Twitter, YouTube, digital newsletter

• Study Team Engagement by Recruitment Facilitator consultations
  • Free service draft study description for use in recruitment medium, call center script, screening questions, full study ads
  • On-line screening
  • Access to the volunteer registry and individuals who have indicated interest
Provider Networks

• For example ClinOne "MD Referrals"
Current Resources
EMR Search – Feasibility & Recruitment

- Clinical Research Informatics Office - Data Warehouse
  (UTMed EPIC & Cancer Registry) (UHS Sunrise) (US Census Data)
  - i2b2
  - TriNetX
  - Clinithink

EPIC Slicer Dicer
What is ClinicalTrials.gov?

A web-based resource that provides patients, their families, health care professionals, researchers and the public with easy access to information on publicly and privately supported clinical studies with a wide range of diseases and conditions.

- National Clinical Trial (NCT number)
- Disease or condition
- Intervention
- Title, description and design of the study
- Requirements for participation (eligibility criteria)
- Locations where the study is being conducted
- Contact information for study locations
- Links to relevant information on other health Web sites, such as NLM’s Medline Plus for patient health information and PubMed for citations and abstracts.
Important Information to keep updated

- Enrollment status
- Location sites
- Contact information for key study team members
- Protocol changes
Find-A-Study

• A website created by the Vice President for Research Office as a recruitment tool
• Linked to the IRB database to post new human studies involving either an information sheet or consent form in Find-A-Study. Enrollment will show as active when the study is approved institutionally, and if your study has a Velos eResearch record, the status from Velos will be synchronized through the IRB database in Find-A-Study.
• The record information can be managed by the Principal Investigator or delegated study team members
• This website record can be linked to the record in ClinicalTrials.gov if the NCT number is added to the Find-A-Study record.
Proyecto Corazon: Learning How to Protect a Broken Heart During Bereavement

Family Health

This study will help us learn how to protect a broken heart after the loss of a spouse or significant other by identifying factors that improve the health and well-being of Latinos during this difficult life transition.

Expand ▼
Find-A-Study Log in:
https://vpr.uthscsa.edu/findastudy/

• Study team

• Volunteer
For PI and Team Use

- Edit Study Information
- Hide/Show from Public Website
- View/Export Registered Volunteers/Patients
- Add a Recruitment Point of Contact to Manage Volunteer Requests
Contact information submitted with your IRB application will show automatically:

**Overall Study Contact:**
Principal Investigator
Name of PI

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**Regulatory Point of Contact:**
Name of Point of Contact
Email address of point of contact

**Add Recruitment Contact**
The PI or designated study team members can add a recruitment point of contact, or the Office of Clinical Research can assist you with this process.
<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
<th>Date</th>
<th>Contacted</th>
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<td>Volunteer 1</td>
<td><a href="mailto:V1@gmail.com">V1@gmail.com</a></td>
<td>555-1234</td>
<td>Jan 20, 2020</td>
<td></td>
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<td>555-2345</td>
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<td>555-3456</td>
<td>Jan 20, 2020</td>
<td></td>
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<tr>
<td>Volunteer 4</td>
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<td>555-4567</td>
<td>Jan 20, 2020</td>
<td></td>
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<tr>
<td>Volunteer 5</td>
<td><a href="mailto:V5@gmail.com">V5@gmail.com</a></td>
<td>555-5678</td>
<td>Jan 20, 2020</td>
<td></td>
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</table>
Find A Study Volunteer Guide

- Select categories of interest
- Lists studies they have expressed an interest in
- Allow study teams to contact them
- Edit search criteria
- Link to TrialsToday, which derives information from CT.gov
Office of Clinical Research (OCR) Website: 
http://research.uthscsa.edu/ocr/

• ClinicalTrials.gov PRS Registration: 
Contact the OCR at OCRMai1@uthscsa.edu or Karen Nijland nijlandk@uthscsa.edu at 567-8554 for questions or assistance in setting up an account or registration and result reporting

• For Find-A-Study: https://vpr.uthscsa.edu/findastudy/
Contact OCR at OCRMai1@uthscsa.edu 
or Karen Nijland nijlandk@uthscsa.edu at 567-8554 for assistance in updating your record.
What can we do for you to support your study needs & fill the gaps in our clinical research infrastructure?
Objectives & Introductions

Most importantly: We want to listen to YOU to better understand what YOUR needs are to make your studies successful.

Cover the need for comprehensive recruitment plans in protocols

Discuss pilots underway to help with partnerships & recruitment

Learn more about how to access & use FindAStudy
Social Media Pilot - Image Bloom

Participants to be recruited for a study needed to be recreational opioid users. Study team was unable to recruit needed population. Research Partnerships found a local company, Image Bloom, and initiated the approval of the vendor to provide services.

Services Provided

- Asset creation and IRB approval
  - Videos
  - Flyers
  - Social Media post
- Posting study to MyLocalStudy.com
- Call center and initial screening
- Text messaging system
- Appointments to Outlook calendar
Body Options:

Adults who use prescription pain medications without a prescription or to get high may qualify for a clinical study enrolling now. All info will remain confidential. Compensation may be available. Learn more.

Link Description: Compensation for time and travel may be available for qualified participants.
A brief introduction to Community Engagement Studios

COMMUNITY ENGAGEMENT STUDIO
Upstream research services designed to inform investigators to drive institutional efficiency and effective volunteer recruitment for clinical trials.
What are your thoughts?

Help us fill this page so that we can provide the best services for our research community!
What works for you?

What hasn't worked?

Where should we start?