



Researcher Use of Facebook: A Case Example

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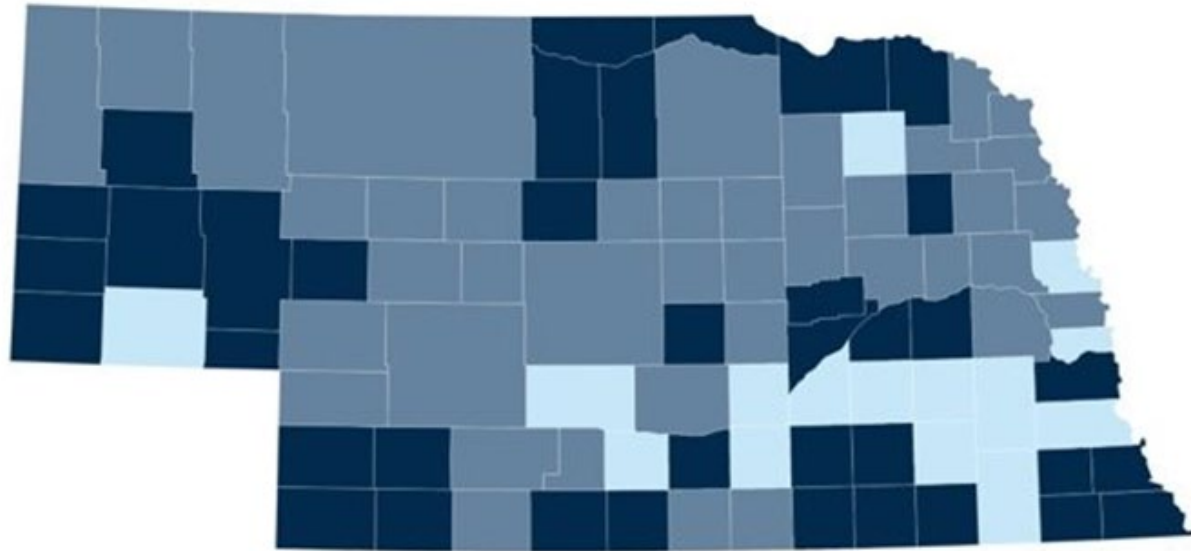
Case: Survey advertisement using Facebook

- Project: needs & interest survey spring 2020
- Target: nurses, nurse practitioners, primary care administrators in NE
- Timeframe: Ad development ~ 3 weeks
Ad posted 30 days
- Cost: \$100
- Contact: John Barrier jbarrier@unmc.edu
Information Systems Specialist CON



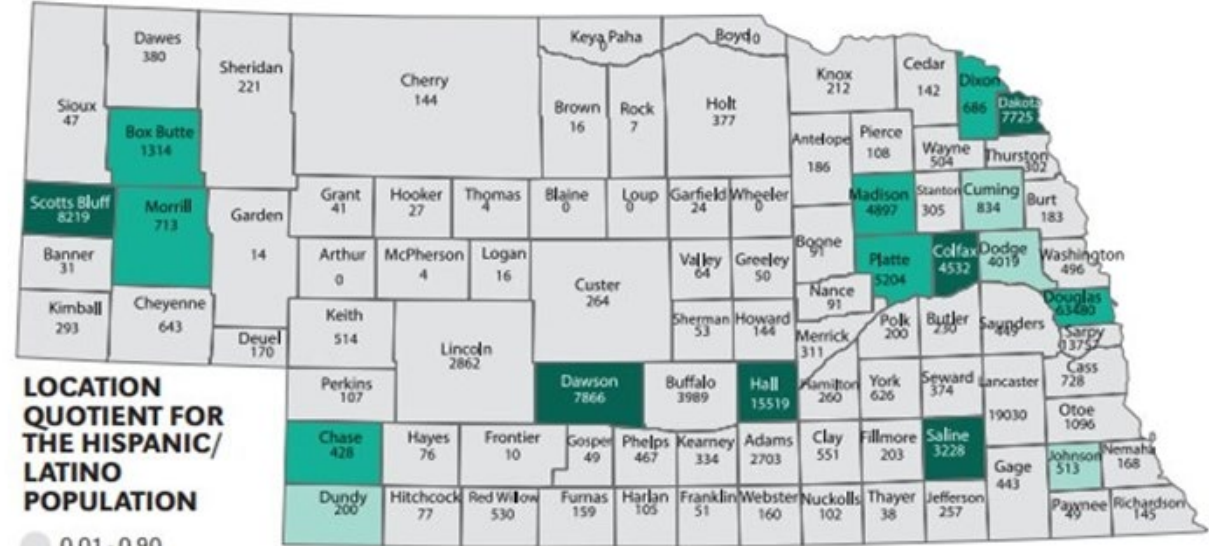
The Reach

Health Professional Shortage Areas: Primary Care, by County, 2019 - Nebraska



None of county is shortage area Part of county is shortage area Whole county is shortage area

Source: data.HRSA.gov, April 2020.



LOCATION QUOTIENT FOR THE HISPANIC/LATINO POPULATION

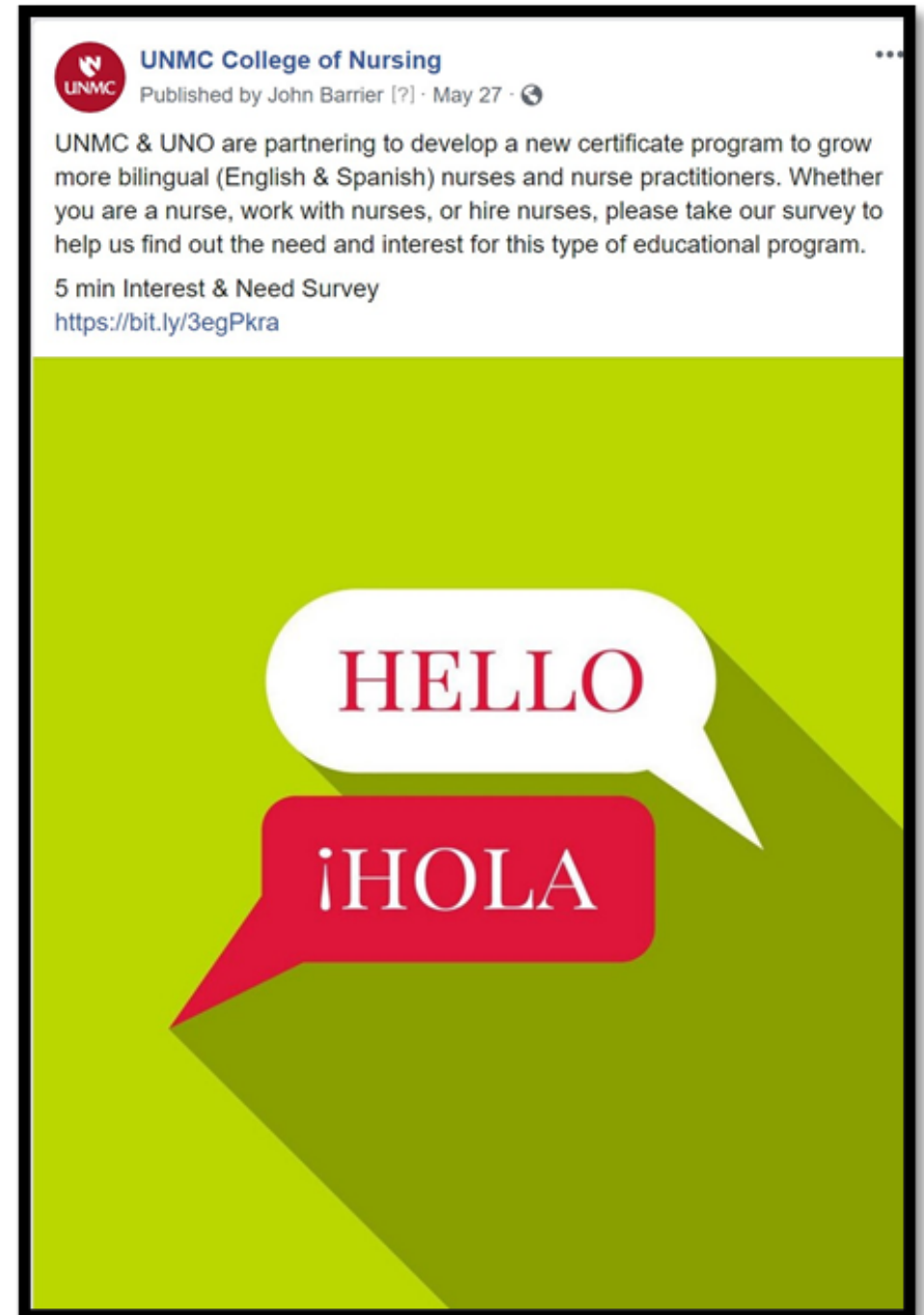
- 0.01 - 0.90
- 0.91 - 1.10
- 1.11 - 2.00
- 2.01 and up

0 20 40 80 120 160 Miles

Source: US Census Bureau. "Demographic and Housing Estimates" 2011-2015 American Community Survey 5-Year Estimates (DP05)

The Ad

- For more clicks use a compelling, original, royalty-free image – avoid headshot and text only
- Keep it short & more of an invitation to click
- FB Artificial Intelligence (AI) may flag the ad
 - “Spanish” approved by FB – cannot target ethnicities in a bad way
 - “Nurses” & “Nurse Practitioners” – approved by FB. No job postings!



The Ad

- Budget – based on prospective views (filters and duration)
- Filter options:
 - Gender
 - Age groups
 - Zip codes
 - Countries
 - Interests
 - Education level
 - And more
- Get ready to BOOST!
 - Use of filters to extend or limit your reach
 - Can see ahead of time how filter use will affect your budget
 - AI monitors boosting too

The Reporting



Highlighted Comment

Potential customers are commenting on your ad! Reply to join the conversation.



Austin Brake This would be great for paramedics too!

The Reporting

United States: Alda (68810), Allen (68710), Ames (68621), Angora (69331), Bancroft (68004), Battle Creek (68715), Beemer (68716), Bennington (68142), Berea (69301), Boys Town (68010), Bridgeport (69336), Broadwater (69125), Cairo (68824), Clarkson (68629), Columbus (68601), Concord (68728), Cook (68329), Cozad (69130), Crab Orchard (68332), Creston (68631), Crete (68333), De Witt (68341), Dixon (68732), Dodge (68633), Doniphan (68832), Dorchester (68343), Duncan (68634), Eddyville (68834), Elk Creek (68348), Elkhorn (68022), Emerick (68758), Emerson (68733), Enders (69027), Farnam (69029), Fontanelle (68044), Fremont (68025), Friend (68359), Gering (69341), Gothenburg (69138), Grand Island (68803), Grand Island (68801), Haigler (69030), Hemingford (69348), Homer (68030), Hooper (68031), Howells (68641), Hubbard (68741), Humphrey (68642), Imperial (69033), Lake Platte View (68069), Lamar (69023), Leigh (68643), Lexington (68850), Lyman (69352), Madison (68748), Maskell (68751), Max (69037), Meadow Grove (68752), Minatare (69356), Mitchell (69357), Monroe (68647), Morrill (69358), Newcastle (68757), Norfolk (68701), North Bend (68649), North Shore (68731), Omaha (68104), Omaha (68105), Omaha (68106), Omaha (68107), Omaha (68108), Omaha (68110), Omaha (68111), Omaha (68112), Omaha (68114), Omaha (68116), Omaha (68117), Omaha (68118), Omaha (68122), Omaha (68124), Omaha (68127), Omaha (68130), Omaha (68131), Omaha (68132), Omaha (68134), Omaha (68135), Omaha (68137), Omaha (68144), Omaha (68152), Omaha (68154), Omaha (68164), Omaha (68178), Omaha (68182), Omaha (68102), Ough (69021), Overton (68863), Parks (69041), Platte Center (68653), Ponca (68770), Redington (69334), Rogers (68659), Saint Bernard (68644), Schuyler (68661), Scottsbluff (69361), Scribner (68057), South Sioux City (68776), Sterling (68443), Sumner (68878), Swanton (68445), Tilden (68781), Tobias (68453), Valley (68064), Vesta (68450), Wakefield (68784), Washington (68007), Waterbury (68785), Wauneta (69045), West Point (68788), Western (68464), Wilber (68465), Willis (68743), Wisner (68791), Woodriver Valley Mobile Park (68883) Nebraska.....

- 10,574 total people reached
- 920 engagements
 - Liked, shared, comments, clicked link

Needs & Interest Survey

- 456 Completed surveys
 - 10,574 reached via FB
 - 1,218 emails to UNMC graduates
 - ~ 250 emails to NNP members
 - ? Informal link sharing



Evaluation of a REDCap-based Workflow for Supporting Federal Guidance for Electronic Informed Consent

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Abstract

Adoption of electronic informed consent (eConsent) for research remains low despite evidence of improved patient comprehension, usability, and workflow processes compared to paper. At our institution, we implemented an eConsent workflow using REDCap, a widely used electronic data capture system. The goal of this study was to evaluate the extent to which the REDCap eConsent solution adhered to federal guidance for eConsent. Of 29 requirements derived from sixteen recommendations from the United States Office for Human Research Protections (OHRP) and Food and Drug Administration (FDA), the REDCap eConsent solution supported 24 (86%). To the best of our knowledge, this is among the first studies to evaluate an eConsent approach's support for federal guidance. Findings suggest use of REDCap may help other institutions overcome barriers to eConsent adoption, and that OHRP and FDA expand guidance to recommend eConsent solutions integrate with enterprise clinical and research information systems.

Introduction

Experts from academic medical centers and the biopharmaceutical industry have identified electronic informed consent (eConsent) as beneficial to research stakeholders including patients, healthcare organizations, and sponsors. (1,2) Studies have demonstrated numerous benefits of eConsent compared to the standard paper-based approach, including improved patient comprehension, usability, and workflow processes.(3–7) Despite these benefits, adoption of eConsent for research in academic medical centers is low due to barriers including funding and system selection.(8) In contrast, REDCap, an electronic data capture system maintained by Vanderbilt University, is free for use by academic medical centers and has seen widespread adoption at more than 2,500 institutions worldwide.

To overcome common barriers to adoption of eConsent, our institution implemented a REDCap-based workflow intended to mimic an existing paper-based approach. Although the literature describes use of REDCap for eConsent (7), to our knowledge no studies have evaluated REDCap for eConsent's ability to replace paper and support federal guidance for electronic informed consent.(9) Because of the widespread adoption of REDCap, REDCap-based eConsent approaches have the potential to generalize broadly. The goal of this study was to evaluate a REDCap-based eConsent approach's usage, support for local requirements, and adherence to federal guidance.

Full Article : <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6568140/>

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