

Clinical Trials Recruitment

Dawn Nevarez

Recruitment Specialist



What we'll cover today

Recruitment at little or no cost

Reaching diverse populations

- Right message
 - Reading level
 - Ad design
- Right person
 - Who are you looking for
 - What do they read, listen to, or watch
- Right timing & placement
 - Timing is everything
 - Placement of stories and ads



Right Message

Reading Level Ad Copy/Text

Message should be clear and direct;

- What is purpose of ad?
 - looking for people for research study
- What is the study for, how can it help
- Basic study inclusion/exclusion information
- Who to contact for more information or a link to a web page

Reading level on anything that goes out to the public should be at an 8th grade reading level.

How would you explain your study to your neighbor, who has basic or no science understanding.

Reading Level – Flesch-Kincaid Grade Level

MSWord: Review > Spelling & Grammar > after spell check > **Readability Statistics** pop-up

If **Readability Statistics** does not come up.

Go to File > Options > Proofing >

Under: When checking spelling and grammar in Word

- Check box: Show readability statistic

Back in your document, Review > Spelling & Grammar

- After spelling & grammar is finished the readability statistics will pop up



Right Message

Ad Design

A STUDY TO COMPARE TWO DIFFERENT FORMULATIONS OF MIRIKIZUMAB IN HEALTHY PARTICIPANTS

The purpose of this study is to compare two different formulations of mirikizumab in healthy participants. This study will compare how much of each formulation gets into the blood stream and how long it takes the body to remove it. Information about any side effects that may occur will also be collected. Participants will remain in the study for about 12 weeks, after receiving study drug. Participants will be compensated.

Inclusion Criteria:

Are overtly healthy males or females, as determined through medical history and physical examination

Exclusion Criteria:

Must not have an average weekly alcohol intake that exceeds 21 units/week (males) and 14 units/week (females)

Must not show evidence of active or latent tuberculosis (TB)

Must not have received live vaccine(s) (including attenuated live vaccines and those administered intranasally) within 8 weeks of screening, or intend to during the study

Must not have been treated with steroids within 1 month of screening, or intend to during the study

Must not be immunocompromised

Must not have significant allergies to humanized monoclonal antibodies

Study Coordinator: Jane Smith

Phone: 402-123-4567

Email: jane.smith@unmc.edu

IRB#1234



UNMC is looking for health people for a psoriasis research study



Psoriasis is a condition in which skin cells build up and form scales and itchy, dry patches.

The research study;

- will compare two different dosage amounts of a drug called mirikizumab
- will last for about 12 weeks
- Looking for men and women 19 – 75 years old who currently suffer from psoriasis

Participants will be compensated.

Contact Jane Smith for more information;

402-123-4567 or jane.smith@unmc.edu

IRB#1244

University of
Nebraska
Medical Center



11.5th grade reading level

Text heavy, it's not going to be read.

We don't have the patience's.

You've lost me with the headline, must not be for me if I don't understand the headline.

Not professional looking, I question if this is really UNMC.

7.6th grade reading level.

Pictures help tell the story.

It's clear to the consumer what you are looking for/want.

Easy to read, not imitating.


Has a professional look and feel, I can trust them. It clearly shows how you are.

Right Person

Who are you looking for - demographics


Who are you looking for?

- Male, Female or both
- Age range
- Healthy or with certain medical condition
- Ethnicity
- Time and location commitment
- How many and by when



UNMC
UNIVERSITY OF NEBRASKA MEDICAL CENTER

**UNMC is looking for health people
for a psoriasis research study**



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IRB#1244
Nebraska
Medical Center

Male & Female

19 – 75 years old

All ethnicities

All socio-economic groups

12 weeks – weekly visits to the clinic

Current diagnosis of psoriasis

150 variety of ages & ethnicities


Need within one year




Right Person

Who are you looking for - demographics

Diverse Populations



UNMC is looking for health people for a psoriasis research study



Psoriasis is a condition in which skin cells build up and form scales and itchy, dry patches.


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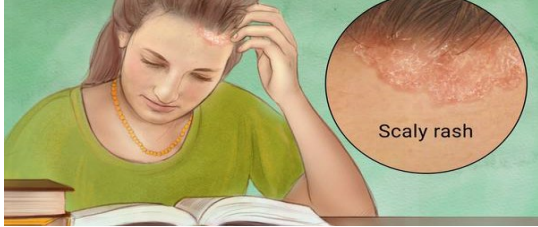
Contact Jane Smith for more information;
402-123-4567 or jane.smith@unmc.edu

IRB#1244





UNMC is looking for health people for a psoriasis research study



Scaly rash

Psoriasis is a condition in which skin cells build up and form scales and itchy, dry patches.


The research study;

- will compare two different dosage amounts of a drug called mirikizumab
- will last for about 12 weeks
- Looking for men and women 19 – 75 years old who currently suffer from psoriasis

Participants will be compensated.

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402-123-4567 or jane.smith@unmc.edu

IRB#1244





Right Person

What do they read, listen to, or watch

Diverse Populations

Pockets of diversity in our community

- Omaha North Star free weekly newspaper

 - Make sure your ad reflects that community

- Hispanic radio – build a relationship

 - Make sure they get your press releases

Target marketing with Social Ads – As little as \$50 a week



Right Person Registries

Registries are a great asset.

Great Plains IDeA-CTR is currently working on a general registry.

[Home](#) [FAQ](#) [Researchers](#) [Education](#) [Clinical Trials](#) [Register](#) [Sign In](#)









This is Great Plains Research Net:

Striving to create a dedicated research network for the Great Plains region, by linking community members to brain-health focused research, education, and care.

[Learn More >](#)

[Sign Up >](#)

The Great Plains region of the United States is a large, primarily rural area with many open spaces and country living. Some people in the area can face loneliness and have a difficult time accessing healthcare. The Great Plains IDeA-CTR, funded by the National Institutes of Health (NIH), is a partnership of eight regional universities and medical centers with a mission to improve the health of the region. Together with the NIH, our motto is that "together we are better". To learn more, visit <https://gpctr.unmc.edu>.



[Enroll Now](#)

Basic Information

Reminder: You are completing this survey for yourself.


Directions:

This questionnaire collects your contact information so researchers can notify you if you are eligible for a study or to send a request to you to update your information. Please fill out the contact information to the best of your ability.

Permissions Statement: Adapted from the National Alzheimer's Coordinating Center Uniform Data Set (UDS) 3.0 with permission. Copyright 2006, 2008, 2015, 2017 University of Washington. Created and published by the ADC Clinical Task Force (John C. Morris, MD, Chair) and the National Alzheimer's Coordinating Center (UO1 AG016976-Walter A. Kukull, PhD, Director).

What is your first name?

What is your last name?



Right Placement & Timing

Getting in-front of them at the right time

Get in-front of them

Take advantage of Campus Resources

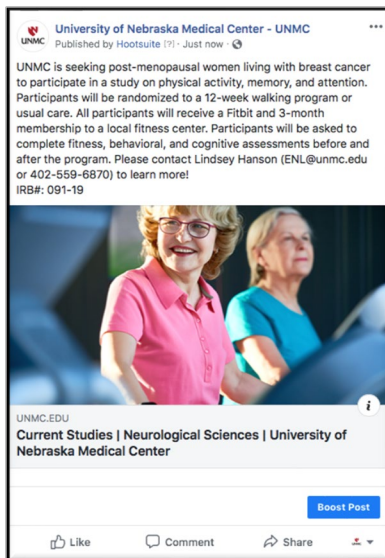
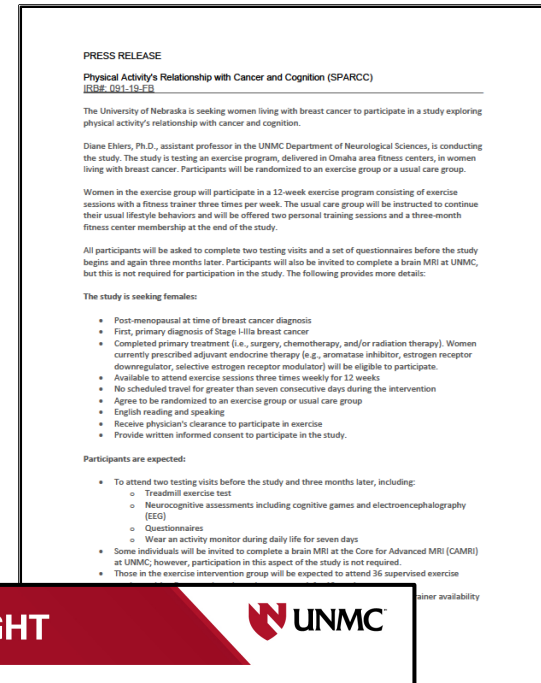
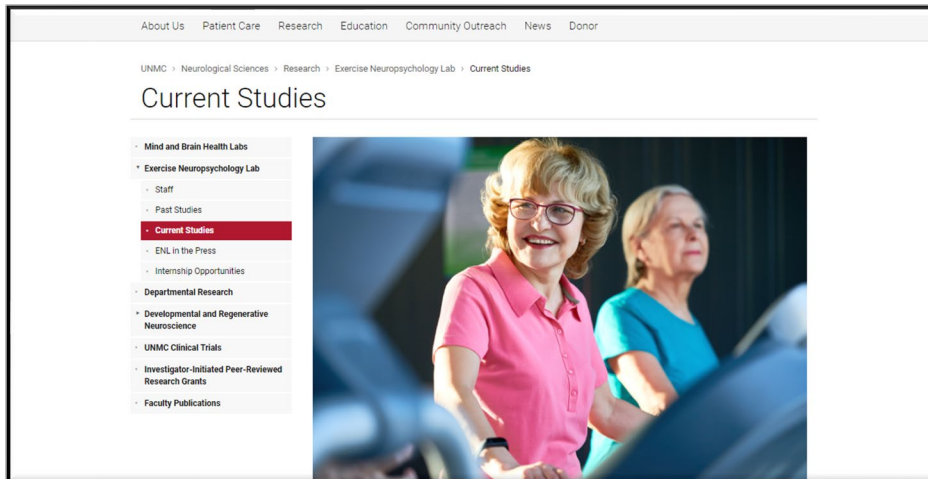
- Story in Campus Newsletter
- Slide for Campus Monitors
- Press Release to local media
- Science Café
- Ask UNMC
- Banners on Skywalks
- Conferences
- Post on main campus social media accounts;
 - Facebook Post – great for 40 yrs +
 - Facebook Live – 10 to 20 minutes discussing study
 - Visual background, props
 - Instagram – younger crowd

Timing

Think about what is going on at the time, sometimes you need to wait.



Examples



CLINICAL TRIAL SPOTLIGHT

Walking Study – Women Living with Breast Cancer

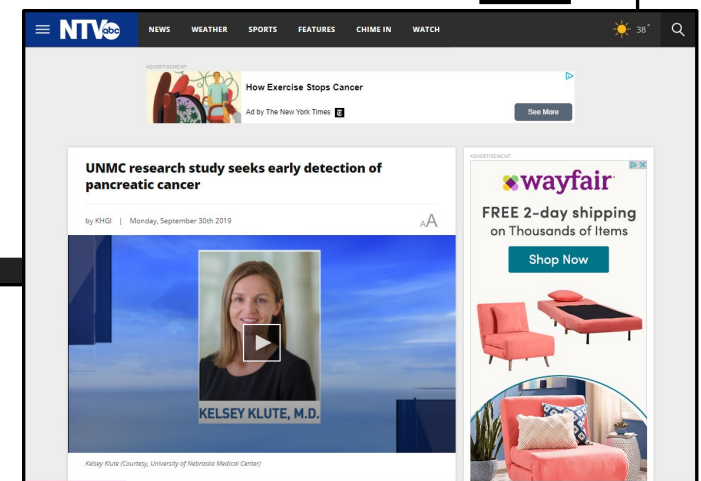
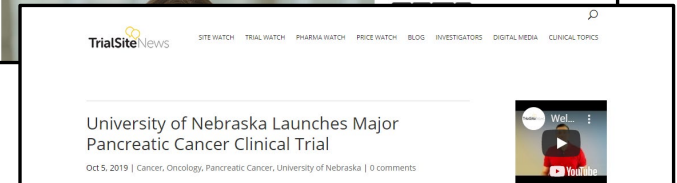
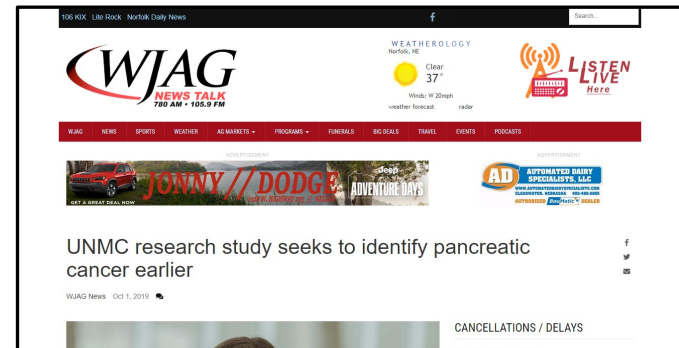
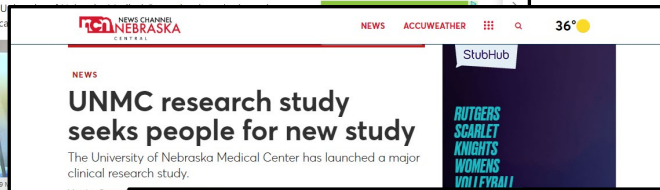
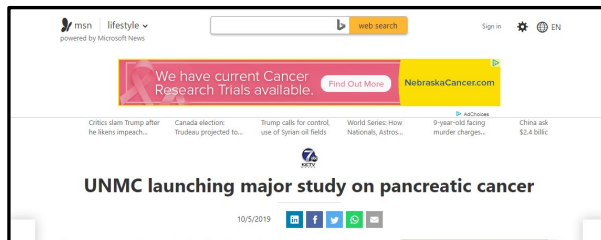
IRB#: 091-19-FB

UNMC is seeking post-menopausal women living with breast cancer to participate in a study on physical activity, memory, and attention.

Visit bit.ly/ENLunmc or contact Lindsey Hanson – ENL@unmc.edu or 402.559.6870 to learn more!



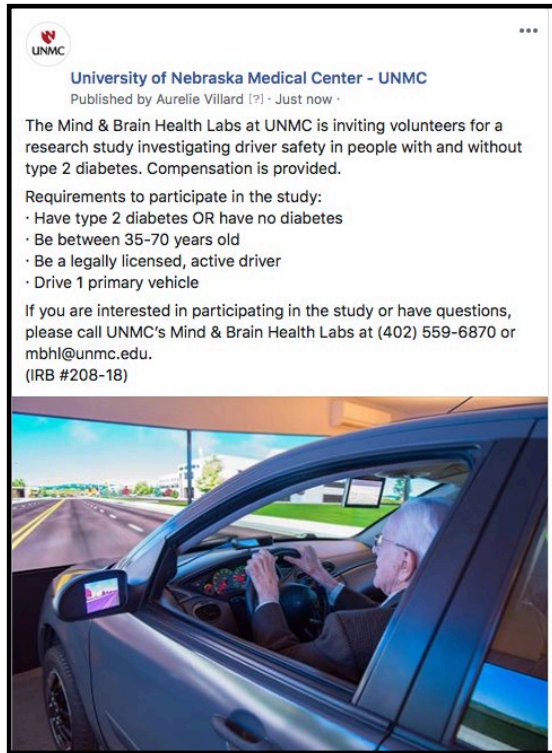
Press Release possibilities



Radio Interviews
News Channel Nebraska – Central
Rural Daily Newspapers



Paid Social Ads



One week Facebook AD \$75
Omaha market, 50 – 80 yrs. old
2,807 views
190 clicks
27 reactions*
23 Contacts – 8 eligible



One week Facebook AD \$100
Omaha and surrounding areas
Women 18 – 50 yrs. old
7,490 views
247 clicks
68 reactions*
112 completed survey

*Like/Love/Share/Comment



Where to market?

Story Campus Wide Newsletter

Story in Department Newsletters

Press Release

Flyer/Brochure

Social Media

Conferences/Events/Walks

Community Partnerships

Campus Monitors

Registries

Science Café/Ask UNMC

Foundations put flyers in their office and at events

Take advantage of your systems patients – opt-in



Thank you

Contact me anytime –
Dawn Nevarez
402-836-9786
denevarez@unmc.edu





UNIVERSITY OF
Nebraska
Medical Center

Epic – Research Recruitment Requests

Kara M. Smith, MS

College of Allied Health Professions

University of Nebraska
Medical Center



Nebraska
Medicine

Process – Patient Perspective



- Patient opts in to be contacted
- Tickler email is sent to their personal email

Hello Rose,

You have been identified as a potential candidate for a research study. Please respond by logging into your [One Chart | PATIENT](#) account.

You may change your personal settings for these, and other notifications, after logging in.

You may change your research status at UNMC/Nebraska Medicine by contacting Patient Registration Services at 402-559-4222. You may still be contacted by providers on your care team regarding studies for which for which you may be eligible.



Rose



Health



Visits



Messaging



Billing



Profile

Research Studies

Login to Patient Portal to View Message



Available Studies

Based on your medical record, you have been identified as potentially eligible for these studies. Click "I'm Interested" to notify the research team that you may want to participate in the study. You may change your research status at UNMC/Nebraska Medicine by contacting Patient Registration Services at 402-559-4222. You may still be contacted by providers on your care team regarding studies for which you may be eligible.

OsteoBoost Belt Study

Study Coordinators

Callista M S
Research Coordinator Integrated

Description

Osteoporosis is a disease of the bones. It happens when you lose too much bone as you age and as a result, your bones become weak and may break. Women are at a greater risk of developing osteoporosis and broken bones.

We are investigating a device worn on a belt that delivers energy to the hips and spine that may help prevent bone loss.

Links

[Click Here for More Information on the Spry Belt](#)

[I'M INTERESTED](#)[NO, THANK YOU](#)

Active Studies

You are not enrolled in any research studies or your research studies are not visible in One Chart | Patient.

[BACK TO THE HOME PAGE](#)



Wed 9/9/2024

Smith, Kara M

Follow up contact by the research coordinator

Your interest in the Spry Belt Research Study

Smith, Kara M

Thank you for your interest in the Spry Belt Research Study that is studying how to prevent bone loss. In this study women will wear a hip energy device.

The next step is to see if you may be eligible.

- Find out more via our website <https://www.unmc.edu/alliedhealth/research/projects/sprybelt> and click "Screen Yourself Here" to see if you may be eligible
- Call our office at 1-402-559-6584 for further information or
- Respond to this email and let us know the best time to reach you.

Thank you for considering this opportunity.

Kara

Kara M. Smith, MS

Research Project Coordinator

Spry Belt Research Study

402-559-6513

<https://www.unmc.edu/alliedhealth/research/projects/sprybelt/index.html>



Planning

- Feasibility study / Query
 - # of patients who meet criteria
 - Active in patient portal
 - Request For Electronic Health Data: CCTR
- Approvals
 - VCR
 - IRB
 - My chart operations team
- One Chart Build
 - Create verbiage

Implementation

- Clinical Informatics implements
 - Tickler email
 - Clinical Informatics sends recruitment requests to portal
- Research Coordinator
 - Tracks response via One Chart In Basket
 - Follow up with interested patient

Research Coordinator Contact Tracking



PAT_NAME	AGE	GENDER	Date Research Recruitment Request Sent	Interested	Contact 1 Date	Contact 1 Type	Prescreening Questionnaire #	Met Online Prescreening Criteria	Scheduled Screening Visit	Notes	Contact 2 Date	Contact 2 Type
	59	Female	11/4/2019	Yes	11/5/2019	Email						
	51	Female	11/4/2019	Yes	6/14/2020	Yes						
	68	Female	11/12/2019	Yes	11/14/2019	Voicecall	714	No				
	53	Female	11/12/2019	Yes	11/15/2019	Phone	745	No		Need to call		
	79	Female	11/12/2019	Yes	4/17/2020	Email						
	67	Female	11/4/2019	Yes	2/21/2020	Email						
	65	Female	8/28/2019	Yes	10/29/2019	Email	839					
	67	Female	8/28/2019	Yes	8/30/2019	Email	319	No			9/19/2019	Voicemail
	65	Female	8/28/2019	Yes	8/30/2019	Email	315	No				
	56	Female	8/28/2019	Yes	9/19/2019	Email	311	No				
	65	Female	8/28/2019	Yes	8/30/2019	Email	309	No			9/17/2019	

Recruitment Method	Number of Subject Screened	Enrolled
My recruitment requests	56	28
Email to HOPS participant	50	25
Postcard Mailing	41	18
Facebook	31	11
Referral – Family or friend	12	4
UNMC Today Article	8	3
Other	3	1



Pros

- Potential subjects come to you!
- Less labor during study
 - Trackable
 - Easy to manage
- Free / Low cost
- Text customizable

Challenges

- Labor intensive approval and set up process



Considerations for future use

- Query
- Timing

Contact:

- ***One Chart Build: Lindsie Buchholz, the Research Clinical Informatics Lead***
- ***Operating Procedures / Approvals: Dawn Nevarez, Research Recruitment Specialist:***
denevarez@unmc.edu
- ***Kara M. Smith, ksmithm@unmc.edu***



Recruiting and Retaining Participants from Community Based Samples

Devan Crawford

*Director of Research Strategy, MHDI
Center Administrator, RDAR COBRE
University of Nebraska - Lincoln*

This presentation was supported by the Minority Health Disparities Initiative, funded by the UNL Office of Research and Economic Development and Tobacco Settlement Funds and the Rural Drug Addiction Research Center, funded by the National Institute of General Medical Sciences of the National Institutes of Health [P20GM130461]. The content is solely the responsibility of the author and does not necessarily represent the official views of the National Institutes of Health or the University of Nebraska.

INTRODUCTION TO ME:

Who I Am... Why Am I Here?

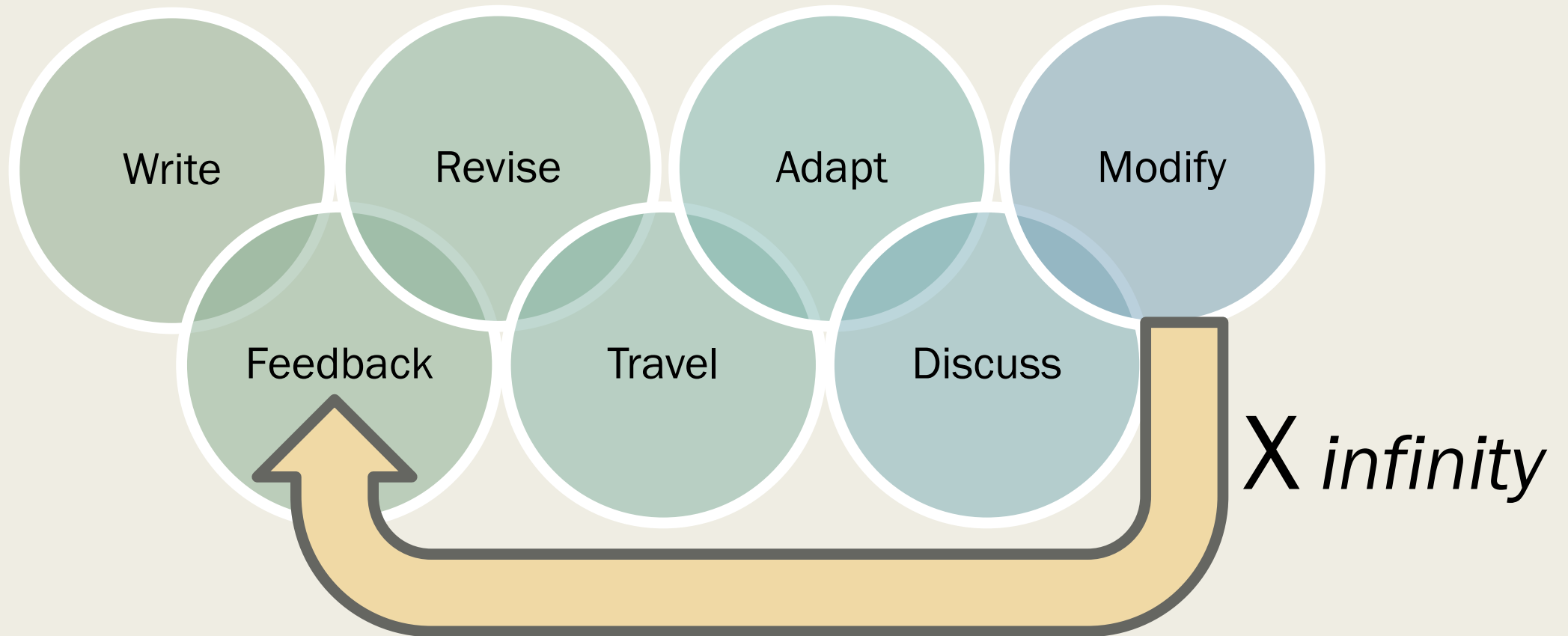
- Former Undergraduate Research Assistant
- Former Graduate Student in Sociology
- Former Project Manager for MANY CBPR projects
- Former Director of Research Analysis
- Current Director of Research Strategy for MHDI
- Current COBRE Administrator for RDAR Center Core
 - Spend ALOT of time assisting colleagues with design, development, and writing of IRB Protocols and Grant Applications

Don't worry! I have wondered the same thing... like the time we moved buildings and I loaded an entire storage unit full of our family-based prevention supplies



INTRODUCTION TO THIS TOPIC:

It Takes A LOT of Commitment and Time



SAMPLING CONSIDERATIONS

- **Know the Sampling “Area” and Population “Needs”**
 - No Community Based Sample or Study Population is the Same
 - Understand the Country, State, Region, Language, Culture
- **Understand Potential Risks to Individuals Participating**
 - What are Privacy and Confidentiality Concerns
 - How Will You Approach Recruitment and Future Participation
- **Increase Potential Benefits to Individuals Participating**
 - What are Peoples Everyday Needs
 - What Other Information or Resources Can You Provide

**SUCCESSFUL
RECRUITMENT
BEGINS WITH
RESEARCHERS
SPENDING
THE TIME...**



SUCCESSFUL RECRUITMENT EXAMPLES

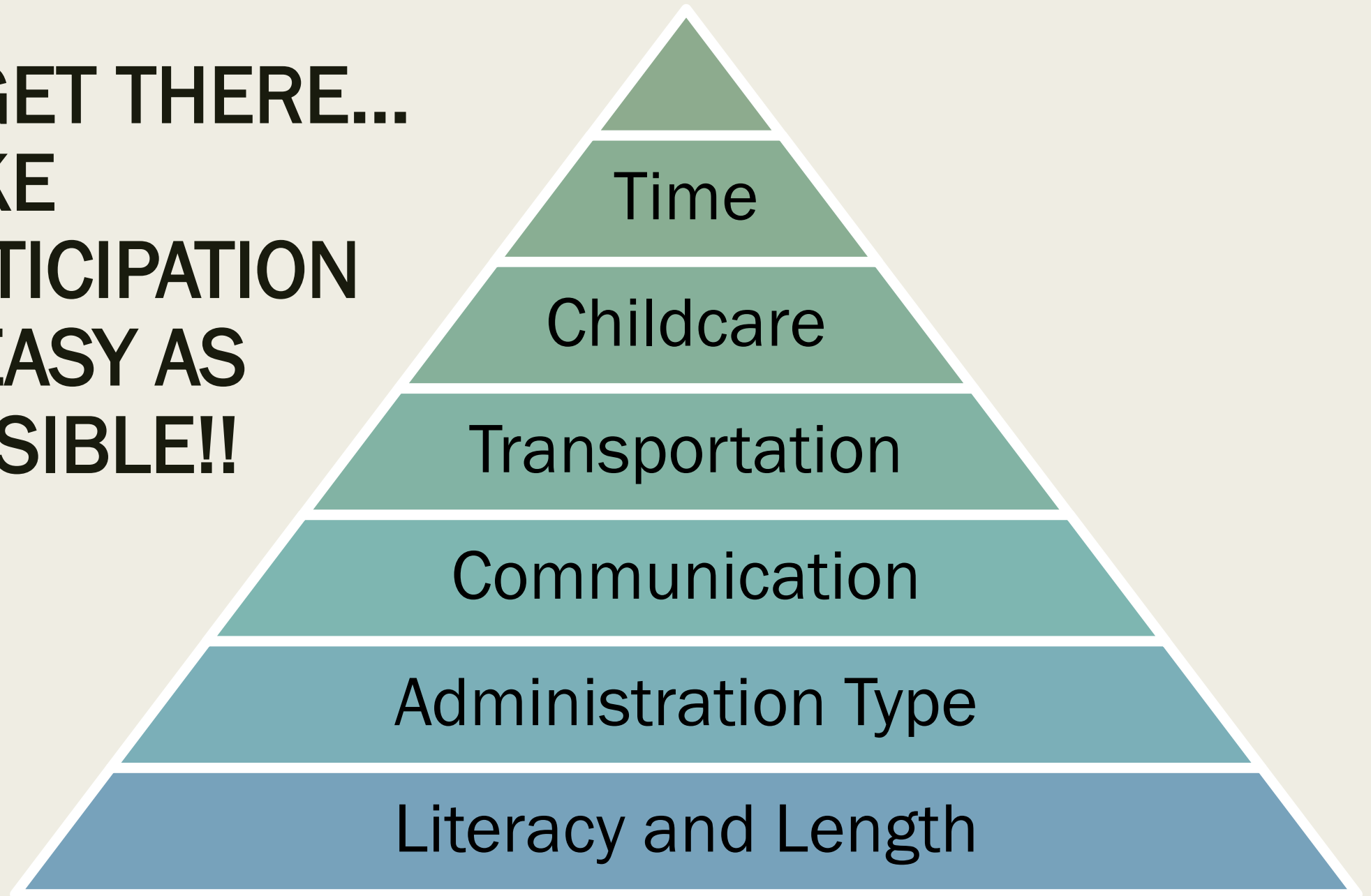
- **Adult Women Experiencing Homelessness**
 - Letters at Housing Locations for Introductions
 - Meal and Outdoor Locations for In-Person Discussions
- **Youth Experiencing Homelessness in the Midwest**
 - Social Service Providers for Introductions
 - Direct Street Outreach for In-Person Discussions
- **American Indian Families in the Northern Midwest**
 - Schools for Introductions
 - Community Events and Local Businesses for In-Person Discussions
- **People Who Use Drugs in the Central Plains and Rural Puerto Rico**
 - Peer Referral for Introductions
 - Safe Physical Spaces for In-Person Discussions

REMEMBER...

to even get to
the retention
phase you
need the
following:



**TO GET THERE...
MAKE
PARTICIPATION
AS EASY AS
POSSIBLE!!**



A FEW KEY PRINCIPLES OF RETENTION:

- A key to retention is listening to the communities and the participant population you are working with to best meet their needs for an excited and engaged experience with your research project. We have used the following:
 - Community Advisory Boards (CABs)
 - Community Research Councils (CRCs)
 - Prevention Research Councils (PRCs)

- If participants are committed to the research – and the planned outcomes of the research - they will be more likely to “stick with” longitudinal designs.
 - Use inclusive and non-stigmatizing language and materials
 - Understand the importance of study impacts outside academia

SUCCESSFUL RETENTION EXAMPLES

- Post-Cards
- Birthday Cards
- Useful Community Resources
- Snacks
- Safe Physical Spaces
- Letters
- Phone-Calls
- Text Messages
- Emails

- Magnets
- Mugs
- Bags
- Pencils/Pens
- Raffle Prizes
- Meals
- Coloring Books
- ID Cards
- Lanyards

MY CLOSING THOUGHTS!

1. Be willing to be flexible (and dare I say it... sometimes even be wrong)
2. Work with community stakeholders and members (especially when designing your study)
3. Don't under-budget expenses for community recruitment or retention needs (especially staff time)
4. Ask a colleague you trust to review your plan (ask for honest critiques, even if its hard to hear)
5. Don't assume past experiences will translate (small changes make big differences)
6. Always assume you don't know (this forces you to listen often and be open to new perspectives)

Finally, it can be really hard (but it is extremely rewarding)



HOW TO REACH ME!!

There are MANY ways to reach me virtually...

- Send Me an Email (dcrawford3@unl.edu)
- Call Me on Skype ([devan.m.crawford](https://www.skype.com/people/devan.m.crawford))
- Call Me at the Office (402-472-2243)
- Skype Business Message Me
- Microsoft Teams Message Me
- Find me on Basecamp and Slack

