


Heartland Osteoporosis Prevention Study

- The goal of HOPS is to evaluate the best way to prevent further bone loss in women with osteopenia during the first five years of menopause.
- Women in early post-menopause are at increased risk of bone loss due to loss of estrogen.


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 NIH / NINR: 1RO15029-01
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Study Design

- Randomized 12 month study compares
 - Calcium and Vitamin D (CaD)
 - Risedronate + CaD
 - Exercise + Ca
- Sample Size
 - Enroll ≈ 275
 - Screen ≈ 900 (DXA & laboratory)*


* Plan was to screen 900 women because literature reported that one in three women have osteopenia when they enter menopause.



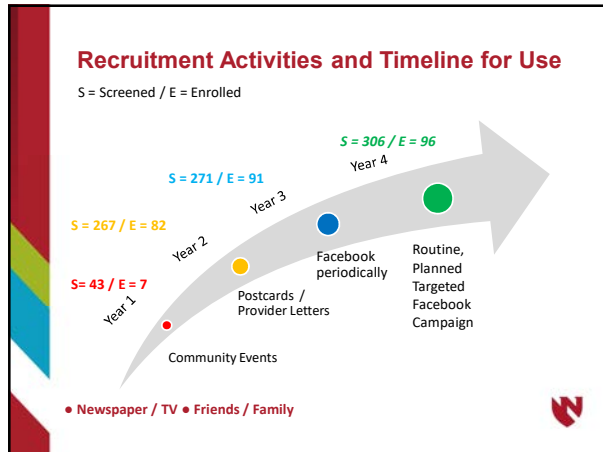
Our Recruitment Population

- Who do we need to reach to see if they meet our inclusion & exclusion criteria?
 - Relatively healthy middle aged women who live in the Omaha / Lincoln area
- What do we know about our target population
 - Busy!
 - Rule of 7
 - One size **does not** fit all
 - 75% of adult U.S. women use Facebook*
 - Strong support systems

*Pew Research Center



Recruitment Method Descriptions and Contacts		
Method	Description	Contact
Community Events	Health Fairs & Presentations	
Newspaper / TV	Purchased newspaper ads & TV (Mom's Everyday)	
Provider Letters	Partnered with MD's to send a letter to their patients who may qualify for the study	
Postcards	Created mailing postcards. Purchased targeted mailing list of addresses to send postcards	Graphic Designer Nikki Ball, Printing Estimator, Printing Services UNMC
Facebook (FB)	Created targeted Facebook ads to post on the UNMC Facebook page	Aurelie Villard Digital Media Manager, UNMC
Digital Ads	Created and purchased ads to appear on webpages as our target population is online	Dawn Nevarez, Brand Manager Public Relations
Friends / Family	Word of Month; Emails to current participants: Invite to share FB post	



What Worked?

Recruitment Method	Number of Subjects Recruited*	Enrolled
Provider Letter	498	58
Postcards	489	47
Facebook	838	44
Newspaper / TV	358	5
Digital Ad	38	2
Community Event	13	0
Friends / Family	142	11
Unknown	657	109

*Recruited is the number of subjects who completed an online prescreening questionnaire.

Waltman, N. L., Smith, K. M., Kopyay, K. A., Lappe, J. M., Mack, L. R. & Bilek, L. D. (2019). Approaches to Recruitment of Postmenopausal Women for a Community-Based Study. *Nursing Research*, 68(4), 307-316. doi: 10.1097/NNR.0000000000000356.

Which activities were cost effective?

Recruitment Method	Enrolled	Total Cost of Method*	Cost Per Subject
Provider Letter	58	1,703.0	29.36
Postcards	47	43,567.49	926.96
Facebook	44	5,252.83	119.38
Newspaper / TV	5	1,650.63	330.12
Digital Ad	2	2,000	1,000
Community Event	0	0	
Friends / Family	11	0	0
Unknown	109		

*Cost of staff time not considered in calculation.

Boosted Facebook Post

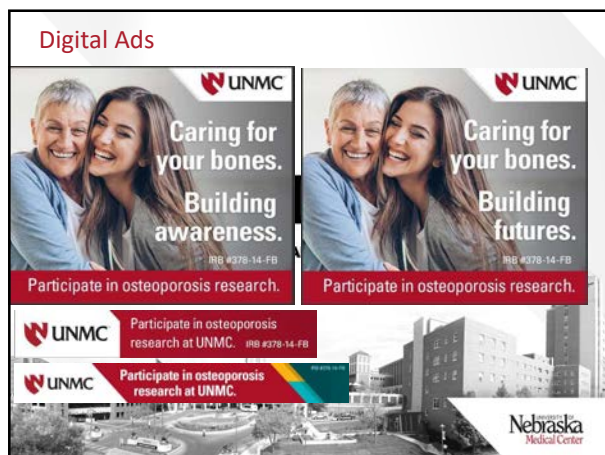
University of Nebraska Medical Center - UNMC
November 14 at 12:50pm · [uk](#)

Osteoporosis is a costly and debilitating disease. Dr. Bilek and Dr. Waltman, researchers at UNMC are dedicated to finding out more how to prevent early bone loss. Lincoln and Omaha women can learn more about participation in our study at bit.ly/HOPResearch or by calling 1-402-559-6554.

Participate in bone research at UNMC

University of Nebraska Medical Center - UNMC
Medical Center [Learn More](#)

36 Likes 1 Comment 20 Shares



Facebook Posts & Digital Ads - Ethical Concerns

- Relatively new -*Work closely with the IRB to protect our subjects*
 - ✓ Evaluate and meet requirements as any other recruitment method
 - ✓ Examine interconnected nature of social media
- Respect for privacy & investigator transparency
- Credibility

Recruitment Method	Advantages	Disadvantages
Health Care Provider Letters	Moderately low cost Large number recruited & enrolled Does not require provider to use clinical time for recruitment	Requires provider support Access to subjects limited to provider's case load of patients
Postcards	Large number recruited & enrolled More likely to recruit random / representative sample	High cost of printing and postage for large number of mailings
Facebook posts	Large number recruited & enrolled May have great potential for future recruitment in studies Number of women using Facebook continues to increase	
Newspaper Advertisements / Television (TV) Interviews	Useful for providing valuable health information to local community	TV interviews labor intensive Newspaper moderately high cost Few subjects recruited or enrolled
Digital Advertisements	May have potential for future recruitment in studies	High cost Few subjects recruited or enrolled
Community Events	Low cost Useful for providing valuable health information to local community	Labor intensive No subjects recruited or enrolled
Referrals from Friends / Family	Low cost	Few subjects recruited or enrolled

Other Potential Recruitment Strategies*

*Our New Study: Evaluation of the Spry Belt (244-19-FB)

- Pilot Project: Email to potential subjects in My Chart via the Patient Portal.
- Email communication – HOPS participants