

# Recruitment Materials & Methods

Materials			
Printed Materials	Description	Links and additional information (as applicable)	Estimated Costs*
Flyers	Printed material for hanging or distributing	<a href="https://o2.ohsu.edu/communications/services/printing-and-distribution/index.cfm">https://o2.ohsu.edu/communications/services/printing-and-distribution/index.cfm</a>	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 \$0.08 to \$0.25 per page. Average cost for external print shops is available upon request. Other costs to consider include postage rates (\$0.58 per stamp) and staff time.
Brochures	Printed material, typically in tri-fold form, for distributing		
Informational Letters	Letters sent to a pre-determined group of potential participants informing them of the study		
Methods/Engagement			
Online/Digital	Description	Links and additional information (as applicable)	Estimated Costs*
Email Campaigns	Emails sent to a pre-determined group of potential participants informing them of the study	<a href="https://www.reifyhealth.com/for-sites">https://www.reifyhealth.com/for-sites</a>	Costs vary based on size of campaign, marketing service used (ex. REDCap, Marketing Cloud), and staff time. Average online marketing services range from \$25 to \$100 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		No cost to sites to use. For more information, email <a href="mailto:siteteam@reifyhealth.com">siteteam@reifyhealth.com</a> .

StudyPages	A participant recruitment and engagement platform connecting interested participants with study sites	<a href="https://studypages.com/">https://studypages.com/</a>	Costs vary based on funding source, number of listed studies, and services chosen. For more information and a quote, email <a href="mailto:support@yuzulabs.com">support@yuzulabs.com</a> .
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	<a href="https://o2.ohsu.edu/communications/channels/social-media.cfm">https://o2.ohsu.edu/communications/channels/social-media.cfm</a>	Costs vary based on advertisement type. 1) Post on personal/business page to followers - No cost 2) Paid advertisement - Prices range per platform and ad campaign chosen. Simple campaigns can start at \$200+.
Search Engine Marketing (ex. Google AdWords)	Promotion of study websites by increasing their visibility in 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. Average monthly cost is ~\$500.
Advertisements	Description	Links and additional information (as applicable)	Estimated Costs*
Television	Video advertisement/commercial spot on television station		~ \$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 per week based on size of listening audience. A 30-second ad in Portland costs ~\$141.
Newspaper/Magazine	Print advertisement within newspaper or magazine		\$150 to \$3,000+ per ad based on ad size, newspaper circulation, and frequency and timing of posting.
Public Transportation posted ads	Printed advertisements located on or within public transportation and transportation stop locations		\$150 to \$6,500 per ad per month. Cost varies per ad size and location.
Billboards	Print or digital advertisements for public billboards		\$750-\$14,000+ per month. Cost varies based on market, billboard type and location.

Online Registries	Description	Links and additional information (as applicable)	Estimated Costs*
ResearchMatch	Online registry connecting interested participants and relevant research studies	<a href="https://www.researchmatch.org/">https://www.researchmatch.org/</a>	No cost to use.
ClinicalTrials.gov	Database of privately and publically funded clinical studies	<a href="https://clinicaltrials.gov/">https://clinicaltrials.gov/</a>	No cost to use.
StudyKIK	Utilizing patient communities and social media, online registry connecting participants with research studies	<a href="https://studykik.com/">https://studykik.com/</a>	Packages range from \$1,997 to \$5,597 per month.
Antidote	A clinical trial matching platform utilizing partner outreach, screening tools and referral management	<a href="https://www.antidote.me/">https://www.antidote.me/</a>	For more information and a quote, please email <a href="mailto:hello@antidote.me">hello@antidote.me</a> .
Research and Me	Online registry connecting interested participants and relevant research studies	<a href="https://www.researchandme.com/">https://www.researchandme.com/</a>	No cost to create an account and publish study on platform. Paid marketing options available to upgrade account, starting at \$49 per approved participant.
Fox Trial Finder	Online registry for PD clinical trials and research studies that matches registrants to the trials that need them	<a href="https://www.michaeljfox.org/trial-finder">https://www.michaeljfox.org/trial-finder</a>	No cost to use.
EmergingMed	Online registry connecting interested participants and relevant research studies, database informed by clinicaltrials.gov along with updates directly reported by trial sponsors and sites	<a href="https://app.emergingmed.com/emed/home">https://app.emergingmed.com/emed/home</a>	Some services are provided free of charge. Quote available upon request. Please complete <a href="#">Contact Us</a> form.

Repositories and OHSU EHR	Description	Links and additional information (as applicable)	Estimated Costs*
Cohort Discovery (Counts and Limited Data Set)	Web-based tool that allows investigators to discover patient cohort counts and obtain limited data sets from Epic data for preparatory to research	<a href="https://www.ohsu.edu/octri/powering-innovation-state-art-informatics">https://www.ohsu.edu/octri/powering-innovation-state-art-informatics</a>	Cost varies and is based on funding source of study and ranges from \$0 to \$350 per data set.
Research Data Warehouse (RDW)	A repository of Epic data that can be utilized to identify potential participants, assess feasibility, and obtain retrospective data on current study participants	<a href="https://www.ohsu.edu/octri/powering-innovation-state-art-informatics">https://www.ohsu.edu/octri/powering-innovation-state-art-informatics</a>	Cost varies and is based on funding source of study and total project hours and ranges from \$105 to \$170 per hour.
Best Practice Advisories	Identify potential participants that meet your specific criteria through advisory alerts on patient encounters that match criteria	<a href="https://o2.ohsu.edu/epic/research/epic-for-research-at-ohsu.cfm">https://o2.ohsu.edu/epic/research/epic-for-research-at-ohsu.cfm</a>	Cost varies and is based on total project hours. Average project range is ~\$800-\$1,500.
MyChart	Recruitment invitation sent to a pre-determined group of people through their MyChart account	<a href="https://o2.ohsu.edu/epic/research/epic-for-research-at-ohsu.cfm">https://o2.ohsu.edu/epic/research/epic-for-research-at-ohsu.cfm</a>	Cost varies and is based on total project hours. Average project range is ~\$600-\$1,000.
Research Volunteer Registry & Biorepository (RVR)	A registry of healthy volunteers at OHSU who are interested in and have consented to be contacted about research studies	<a href="https://apps.ohsu.edu/research/study-participation-opportunities-system/viewstudy.php?id=IRB00010709">https://apps.ohsu.edu/research/study-participation-opportunities-system/viewstudy.php?id=IRB00010709</a>	Cost varies dependent on the number of contacts requested. For a cost estimate, please email <a href="mailto:healthvolreg@ohsu.edu">healthvolreg@ohsu.edu</a> .
Other Pre-Existing Repositories	Repository of individuals who consented to be contacted in the future about research studies		Cost varies and dependent on factors like type of database used and staff time.

Disease Specific Associations	Description	Links and additional information (as applicable)	Estimated Costs*
Some disease specific associations allow their members to utilize their website, membership list, conferences and other resources for research recruitment purposes	Advertisement on website, through email campaign, or information table at an event for a disease specific association		Costs vary based on association, typically no cost in addition to annual membership dues paid.
Healthcare	Description	Links and additional information (as applicable)	Estimated Costs*
Primary Investigator's Patient Population	The patient population seen by the investigator or their clinic		Cost varies and dependent on factors like use of printed materials and staff time.
Clinic or Hospital space	Flyers or other advertisements located in clinic space, hospital information boards, etc.		Cost varies and dependent on printed materials costs and staff time.
Physician Referrals	Use of physicians located within same healthcare system or the community who can identify and refer from their patient population		Cost varies and dependent on factors like use of printed materials and staff time.
Trauma Research Institute of Oregon	Research support services in the Division of Trauma who help identify and recruit potential participants	<a href="https://www.ohsu.edu/school-of-medicine/surgery/division-trauma-critical-care-and-acute-care-surgery">https://www.ohsu.edu/school-of-medicine/surgery/division-trauma-critical-care-and-acute-care-surgery</a>	Quote available upon request. Please email <a href="mailto:underwos@ohsu.edu">underwos@ohsu.edu</a> .
CRISP	Research support services in the ED including, but not limited to, screening, case finding, and patient enrollment	<a href="https://www.ohsu.edu/school-of-medicine/emergency/crisp-services-study-teams">https://www.ohsu.edu/school-of-medicine/emergency/crisp-services-study-teams</a>	Cost varies and is based on selected service type(s). Complete the <a href="#">CRISP Services form</a> to request a quote.
Department Specific Websites	Advertisement or listing on department website about research opportunities		Typically no cost to use.

Community Outreach	Description	Links and additional information (as applicable)	Estimated Costs*
Information table (i.e. "tabling") at outreach event (ex. health fair or expo, community event or fair, sports event)	Study staff engaging with and distributing study information to potential participants in the community		Cost varies and includes factors like possible "tabling" or entrance fee, staff time, and use of printed materials and handouts.
Advocacy Group (ex. AARP or NAMI)	Advertisement on website, through email campaign, or information table at an event for advocacy group		Typically no cost to use.
Flyers in Public Places (ex. gym, coffee shop, community center, school)	Printed material for hanging or distributing in key locations where potential participants are most likely to be		Cost varies and dependent on factors like use of printed materials and staff time to flyer.
Community Newsletter	Printed advertisement or short article/listing about the study within newsletter		Typically no cost to use, but prices may vary based on chosen publication.

## APPROVALS

**IRB:** All recruitment materials and methods are required to be reviewed and approved by the [OHSU Institutional Review Board \(IRB\)](#) prior to use.

**Communication:** Printed materials, social media, and media advertisements (ex. radio) are required to be reviewed and approved by OHSU Communications prior to use. Please visit their [02 page](#) for more information.

*For more information, additional resources, and to request a complimentary recruitment consultation, please visit our [website](#) or email us at [OCTRRecruitment@ohsu.edu](mailto:OCTRRecruitment@ohsu.edu).*

This document was created in support of CTSA grant UL1TR002369.

\*Estimated cost subject to change