Clinical Research United
CRU
Participant Recruitment

DATE: January 24, 2019 Kitt Swartz & Meredith Zauflik
Agenda

1. Review Fall 2018 Recruitment Survey results
2. Introduction to OCTRI’s Recruitment Specialist
3. Review recently created recruitment content
4. Wrap-up and Next-Steps
Where did we leave it last time?

<table>
<thead>
<tr>
<th>Themes/Categories</th>
<th># of Votes</th>
<th>V% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>complex criteria</td>
<td>8</td>
<td>40%</td>
</tr>
<tr>
<td>market strategies</td>
<td>1</td>
<td>5%</td>
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<tr>
<td>no shows/subject engagement/sham procedures</td>
<td>4</td>
<td>20%</td>
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<tr>
<td>competing protocol and therapy</td>
<td>2</td>
<td>10%</td>
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<tr>
<td>logistics/timing</td>
<td>2</td>
<td>10%</td>
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<tr>
<td>Difficult Populations &amp; Minority Recruitment</td>
<td>3</td>
<td>15%</td>
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<tr>
<td>lack of resources</td>
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<td>identifying right resources</td>
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<td>participant fatigue</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>20</strong></td>
<td><strong>100%</strong></td>
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</table>

- Majority of interest group found complex criteria to be the most important limiting recruitment factor.
Subject Recruitment Tool Survey Results:
Fall 2018 – Total Response 144

- Sent out via email to everyone signed up for CRU communications & anyone using OCTRI services in the past 2 years.

- Primary Goal – to find out what recruitment tools and methods are being used and which have the highest value to researchers.

- Pain points

- Qualitative information
Subject Recruitment Tool Survey Results: Who responded? Responses = 100

Who Responded to the Survey?

- Investigator: 40 responses
- Coordinator: 42 responses
- Program Manager: 10 responses
- Administrator: 3 responses
- Other: 7 responses
Subject Recruitment Tool Survey Results:
Who is the primary recruiter? Responses = 91

Who is the Primary Recruiter?

- Investigator
- Study Coordinator
- Other

Number of Responses vs. Number of Responses
Subject Recruitment Tool Survey Results:
What are you using for planning? Responses = 144

Tools used for Recruitment Planning

1. Cohort Discovery
2. OHSU Clinics & Pre-existing database
3. Research Data Warehouse
Subject Recruitment Tool Survey Results:
What are you using for recruitment? Responses = 144

1. Direct clinic recruitment
2. Phone calls
3. Flyers
Subject Recruitment Tool Survey Results:
Some interesting findings

- More than 20% of respondents did not know about available Epic recruitment tools including Research Data Warehouse, Reporting Work Bench and Cohort Discovery.

- Most valued methods were:
  - OHSU clinic recruitment
  - Snowball method
  - Flyers
  - Phone Calls
  - Other databases
  - Social Media
Are there recruitment or retention barriers or challenges you would like to share with us?

- Small participant pool: 23%
- Resources: 21%
- Informatics: 19%
- Network & External Engagement: 12%
- Institutional culture: 9%
- Other: 9%
- Minorities: 7%

N = 43
What resources or help do you think you need in order to better recruit clinical research participants?

N = 41

- Resources: 27%
- Informatics: 27%
- Central Resources: 17%
- Network & External Engagement: 10%
- Institutional Culture: 7%
- Training: 5%
- Process: 5%
- Other: 2%

Informatics Resources

Resources

Central Resources

Network & External Engagement

Institutional Culture

Training

Process

Other
OCTRI’s Recruitment Specialist: Meredith Zauflik

• In late September, OCTRI hired a Recruitment Coordinator to add to their growing list of recruitment support services.

• Through the role, we aim to equip and support the research community at OHSU with the tools they need for successful study recruitment and retention.

• We aim to do this through:
  o Recruitment Consultations
  o Recruitment Navigation
  o Recruitment Toolkit

For more information, additional resources, or to request a recruitment consultation, please email octrirecruitment@ohsu.edu or visit our website at https://www.ohsu.edu/octri
OCTRI Recruitment & Retention Webpage

Study Recruitment & Retention Resources

Need help finding and recruiting participants?

Recruiting participants who are a good match for your study can be very challenging. You’re not alone – a startling number of clinical studies at OHSU never enroll a single participant. In addition to traditional advertising and outreach through editorial, there are a variety of tools and resources that can help investigators identify potential participants. We have gathered documents, tools, and information to help you as you plan and implement your study.

Feasibility:

It is important to assess the feasibility of a protocol prior to implementing it to ensure that it is successful. Here are some helpful tools to assist you in assessing the feasibility of your project:

- Protocol Feasibility Checklist: A checklist designed to help you determine if a protocol can be successfully conducted.
- Enroll Discovery: A web-based tool administered by OCTRI that uses Epic data to estimate the number of potential study participants based on criteria provided by you.
- ASCENDE: An online project of the National Cancer Institute that has several tools to help evaluate study feasibility. This information on this site is useful for non-cancer studies as well.

Not sure where to begin?

If you aren’t sure where to start contact the OCTRI Recruitment Coordinator for a consultation.
Recruitment Materials & Methods

Through this document:

• Understand the materials and methods available for study recruitment
• Estimated cost(s) for each option
• Where to obtain more information if interested

Our goal: That with this document, based on your study needs and budget, you are able to identify the best choice(s) for your study
OCTRI Recruitment Resources

Let OCTRI help you with your recruitment needs. Resources include:

- **ResearchMatch**: A free participant recruitment and feasibility analysis tool available to OHSU researchers. Bringing together willing volunteers and researchers, ResearchMatch allows researchers to search the national registry and, with IRB approval, contact volunteers who may be a good ‘match’ for their study.

- **Research Volunteer Registry & BioRepository**: An OHSU IRB approved registry of participants interested in participating in research at OHSU. The registry allows researchers to search and contact potentially eligible research participants. The registry also includes a biorepository of samples from healthy subjects.

- **Cohort Discovery**: A web-based tool that allows OHSU researchers to identify patient cohort counts from Epic data for preparatory to research purposes, including recruitment. Participation in a one time, two hour training is required prior to gaining access to this tool.

- **Research Data Warehouse (RDW)**: A repository of Epic data from patients and research subjects that provides access to over 2.5 million patient records and 40,000 data points. Working with OCTRI staff, researchers are able to utilize the RDW for such purposes as identifying potential study participants, assess feasibility for a grant application, deidentified data sets for epidemiological studies, and retrospective data on current study participants.

- **Study Coordinator(s)**: OCTRI Study Coordinators are trained in all aspects of clinical trial conduct and are experienced in standard and novel recruitment methods, having a track record of successfully recruiting participants for studies. They are available to assist with recruitment efforts, along with other study activities.

- **Recruitment Consultation(s)**: Investigators can request a recruitment consultation with the OCTRI recruitment team before or during a research study. The recruitment team is available to provide general education and guidance on recruitment methods and strategies, identify best practices and solutions, develop recruitment strategies customized to specific research studies, and connect investigators with the resources and tools needed for a successful recruitment plan.

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Recruitment Plan Worksheet – Building a Participant Profile

Through this document:

• Think about the type of person you are trying to recruit – Who are they? What does their life look like? Why would they want to be in a research study?

Our goal: That with this document, by thinking about who you are trying to recruit, you are able to identify the best method(s) to reach this population.
# Recruitment Resources Matrix

Through this document:

- Connect specific population groups with specific recruitment methods, understanding what works best for who

**Our goal:** That with this document, you are able to determine which methods work best for the population you are trying to recruit

<table>
<thead>
<tr>
<th>RecruitmentMethods</th>
<th>Online (25+), African American (25+), Non-Hispanic (25+), Asian (25+), Middle Age (25+), Older Age (25+), Rural (25+), Urban (25+), Primary (25+), Secondary (25+)</th>
<th>Patient Health</th>
<th>Health Literacy</th>
<th>Residency Status</th>
<th>Source Type</th>
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<tbody>
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<td>Email</td>
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<td>Traditional Methods</td>
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<td>Health Fairs</td>
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<td>Community Events</td>
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<td>Health Communication</td>
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For more information, additional resources, and to request a recruitment consultation, please visit our website at [https://www.ohsu.edu](https://www.ohsu.edu) or email us at [OCTR@ohsu.edu](mailto:OCTR@ohsu.edu).
Recruitment Toolkit in Practice

Jane was just assigned a new study.

According to the protocol inclusion criteria, she needs to find:

• 30-44 year old females
• Trying with no success to become pregnant
• Healthy, no known fertility issues
• Located in Portland and surrounding communities
Recruitment Toolkit in Practice

- Participant Profile
- Recruitment Materials and Methods
- Recruitment Navigation and Consults
What’s next?

A series of talks in 2 tracks: “Populations” & “Methods”

Focus on Populations – Aging
February 5th
2pm-3pm
CHH 3171 1A

Focus on Methods - Social Media
February 28th
1pm-2pm
CHH 3070 (4)

RSVP to ohsucru@ohsu.edu
Wrap Up & Next Steps
Thank You

Subject Recruitment Questions?
Email octrirecruitment@ohsu.edu