

Creating A Recruitment Strategy: Connecting Recruitment Methods with Participant Profiles

Based on current research, the 'X' shows the methods that have proven to be most successful for the participant profile. A lack of 'X' means that the method was shown to be unsuccessful or that the success rate is unknown due to a lack of evidence on proven success. For further information, please contact OCTRIrecruitment@ohsu.edu.

Recruitment Methods	Participant Profile														
	Age							Race & Ethnicity		Recruitment Reach			Disease Type		
	Children (ages 0-12)	Adolescence (ages 13-18)	Young Adults (ages 18-25)	Adulthood (ages 25-40)	Middle Age Adults (ages 40-60)	Older Age Adults (ages 60-90)	Oldest-old (ages 90+)	Underrepresented Minority*	Not Underrepresented minority	Local	Regional	National	Rare	Not Rare	Healthy Volunteers
Online/Digital															
Email Campaigns				X	X	X	X		X	X	X	X	X	X	X
Websites and online posting (ex. Craigslist)			X	X					X	X	X	X	X	X	
Social Media (ex. Facebook, Twitter, LinkedIn)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Search Engine Marketing (ex. Google AdWords)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Advertisements															
Television					X	X	X		X	X	X				
Radio			X	X					X	X	X				
Newspaper/Magazine					X	X				X					
Public Transportation Posted Ads			X	X					X	X					
Billboards				X	X					X					
Online Registries															
Government Funded Registries (ex. ResearchMatch, ClinicalTrials.gov)	X	X	X	X	X	X	X		X	X	X	X	X	X	
Private Funded Registries (ex. StudyKIK, Trialspark)	X	X	X	X	X	X	X		X	X	X	X	X	X	
Repositories and Electronic Medical Records															
EMR/Epic	X	X	X	X	X	X	X		X	X			X	X	X
Research Data Warehouse (RDW)	X	X	X	X	X	X	X		X	X			X	X	X
Pre-existing Repositories	X	X	X	X	X	X	X	X	X	X			X	X	X
Disease Specific Associations															
Some disease specific associations allow their members to utilize their website, membership list, conferences and other resources for research recruitment purposes	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Healthcare															
Primary Investigator's Patient Population	X	X	X	X	X	X	X	X	X	X			X	X	X
Clinic or Hospital Space	X	X	X	X	X	X	X	X	X	X			X	X	X
Community Clinic and Other Healthcare Spaces	X	X	X	X	X	X	X	X	X	X	X		X	X	X
Physician Referrals (from within PI's healthcare system and within other systems and community)	X	X	X	X	X	X	X	X	X	X	X		X	X	X
Department Specific Websites				X	X	X	X		X	X			X	X	
Community Outreach															
Information table (i.e. "tabling") at outreach event (ex. health fair or expo, community event or fair, sports event)	X	X	X	X	X	X	X	X	X	X			X	X	X
Advocacy Group (ex. AARP or NAMI)						X	X	X	X	X	X	X	X	X	
Flyers in Public Places (ex. gym, coffee shop, community center, school)			X	X					X	X					
Community Newsletter					X	X	X	X	X	X					

For more information, additional resources, and to request a recruitment consultation, please visit our website at <https://www.ohsu.edu/octri> or email us at OCTRIrecruitment@ohsu.edu

*Underrepresented Minority (URM) is defined as someone whose racial or ethnic makeup is from one of the following: African American/Black, Asian, Hispanic/Latinx, Native American/Alaskan Native, Native Hawaiian/Other Pacific Islander, two or more races when one or more are from the preceding racial and ethnic categories