



Recruitment Materials & Methods

Materials	Description	Links and additional information as applicable	Estimated Costs*
Printed Materials			
Flyers	Printed material for hanging or distributing	https://o2.ohsu.edu/communications/services/printing-and-distribution/printing.cfm	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 \$0.04 to \$0.18 per page. Average cost for external print shops is \$0.12 to \$0.69 per page. Other costs to consider include postage rates (\$0.50 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			
Email Campaigns	Emails sent to a pre-determined group of potential participants informing them of the study		Costs vary based on size of campaign, marketing service used (ex. REDCap, MailChimp), and staff time. Average online marketing services range from \$20 to \$35 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	https://www.studyteamapp.com/	No cost to sites to use. For more information, email siteteam@reifyhealth.com.
StudyPages	A participant recruitment and engagement platform connecting interested participants with study sites	https://studypages.com/	Costs vary based on funding source, number of listed studies, and services chosen and begins at \$500/study. For more information, email support@yuzulabs.com.
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	https://o2.ohsu.edu/communications/channels/social-media.cfm	Costs vary based on advertisement type. 1) Post on personal/business page to followers - No cost 2) Paid advertisement - Prices range from \$0.27 to \$50 per click and vary based on factors like keyword(s) chosen.
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.
Advertisements			
Television	Video advertisement/commercial spot on television station		\$200 to \$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 for a week's worth of advertisements.
Newspaper/Magazine	Print advertisement within newspaper or magazine		\$350 to \$3,000+ per ad based on ad size, frequency of posting, and day(s) of week the ad is published.
Public Transportation posted ads	Printed advertisements located on or within public transportation and transportation stop locations		\$75 to \$2,000 per ad per 4 week period.
Billboards	Print or digital advertisements for public billboards		\$300 to \$4,000 per 4 week period.
Online Registries			
ResearchMatch	Online registry connecting interested participants and relevant research studies	https://www.researchmatch.org/	No cost to use.
ClinicalTrials.gov	Database of privately and publically funded clinical studies	https://clinicaltrials.gov/	No cost to use.

*Estimated costs subject to change

Online Registries			
StudyKIK	Utilizing patient communities and social media, online registry connecting participants with research studies	https://studykik.com/	Packages range from \$97 to \$5,297 per month.
Trialspark	Focused on technology, helps to oversee site setup and provide study support, connecting participants and investigators and investigators with leading pharma companies	https://www.trialsark.com/	Quote available upon request. Please visit https://www.trialsark.com/services/patient-recruitment .
Antidote (formerly TrialReach)	A clinical trial matching platform utilizing partner outreach, screening tools and referral management	https://www.antidote.me/	Packages start at \$50 per participant match.
Research and Me	Online registry connecting interested participants and relevant research studies	https://www.researchandme.com/	\$99 per study, package add-ons available.
Fox Trial Finder	Online registry for PD clinical trials and research studies that matches registrants to the trials that need them	https://foxtrialfinder.michaeljfox.org/	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	https://app2.emergingmed.com/emed/home	Some services are provided free of charge. Quote available upon request. Please email hello@emergingmed.com .
Repositories and OHSU Electronic Medical Records			
Cohort Discovery, Limited Data Set	Web-based tool that allows investigators to discover patient cohort counts from Epic data for preparatory to research	https://www.ohsu.edu/xd/research/centers-institutes/octri/resources/octri-research-services/cohort-discovery.cfm	Cost varies and is based on funding source of study and ranges from \$0 to \$350 per dataset.
MyChart	Recruitment invitation sent to a pre-determined group of people through their MyChart account	https://bridge.ohsu.edu/cs/itg/projects/eri/_layouts/15/WopiFrame2.aspx?sourcedoc=/cs/itg/projects/eri/SharedDocuments/Public%20Homepag e%20Links/Study%20Recruitment%20via%20My %20Chart_Overview.docx&action=default	Cost varies and is based on total project hours. Per hour cost is \$81.
Best Practice Advisories	Identify potential participants that meet your specific criteria through advisory alerts on patient encounters that match criteria	https://bridge.ohsu.edu/cs/itg/projects/eri/_layouts/15/WopiFrame.aspx?sourcedoc=/cs/itg/projects/eri/SharedDocuments/Public%20Homepage %20Links/Study%20Recruitment%20via%20Best Practice%20Advisories_Overview.docx&action=default	Cost varies and is based on total project hours. Per hour cost is \$81.
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	https://www.ohsu.edu/xd/research/centers-institutes/octri/resources/octri-research-services/rdw.cfm	Cost varies and is based on funding source of study and total project hours and ranges from \$105 to \$170 per hour.
Research Volunteer Registry (RVR)	A registry of healthy volunteers at OHSU who are interested in and have consented to be contacted about research studies	https://www.wapi.ohsu.edu/xd/research/centers-institutes/octri/resources/octri-research-services/research-volunteer-registry.cfm	Cost varies dependent on the number of contacts requested. For a cost estimate, please email the OCTRI Navigator at octri@ohsu.edu .
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			
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			
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.

Healthcare			
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	https://www.ohsu.edu/xd/education/schools/school-of-medicine/departments/clinical-departments/surgery/research/trauma-critical-care-lab.cfm	Quote available upon request. Please email underwos@ohsu.edu .
CRISP	Research support services in the ED including, but not limited to, screening, case finding, and patient enrollment	https://www.ohsu.edu/school-of-medicine/emergency/crisp-services-study-teams	Cost varies and is based on selected service type(s) and ranges from \$1,000 to \$4,000 annually.
Department Specific Websites	Advertisement or listing on department website about research opportunities		Typically no cost to use.
Community Outreach			
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.

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 OCTRRecruitment@ohsu.edu

All recruitment materials and methods are required to be reviewed and approved by the OHSU Institutional Review Board (IRB) prior to use

Printed materials, social media, and media advertisements (ex. radio) are required to be reviewed and approved by OHSU Communications prior to use. Please visit <https://o2.ohsu.edu/communications/contact-us.cfm> for more information