Recruitment

- Rationale for the study sample
- Choose your recruitment sites wisely
- Identify a “champion” for your study at the recruitment site
- Consider the facilitators & barriers of potential participation
Rationale for Study Sample

- Ensure problem under study is important to the individual
  - Focus groups with community members to assess needs and preferences
  - What are benefits of participation from individual’s perspective?
  - Community advisory board to partner in planning the study
  - Educate the community about the study
Selection of Recruitment Sites

• Balance between adequate numbers of potential participants (investigator) and convenience for participant
• Experience w/research studies
• Is it a “trusted” entity?
• Staff training critical
Champion of the Study

• Should be an individual that the potential participant trusts:
  ➢ Healthcare provider
  ➢ Church elder
  ➢ Teacher

• Located at recruitment site

• If possible, from same ethnic/cultural group as potential participants
Facilitators & Barriers

- Develop list of benefits & communicate this to potential participants
- Prepare a FAQ sheet addressing potential concerns for participant
- Utilize materials in the first language of the target population
Facilitators & Barriers

• Consider differing literacy and cognitive abilities
• Match recruitment tool to target & pilot test
• Choose media frequently accessed by target population: e.g., Spanish TV
• Community outreach
Facilitators & Barriers

• Are there any barriers in the community which might affect the study (e.g., too many studies, community activists)?
• Research team lacks knowledge about the target community
• Lack of or ineffective training of research/clinical staff
• Lack of consideration of important socio/cultural issues in the community
Retention

Respect is at the core
- Person
- Culture
- Personal contributions
- Partnership

The Cycle of Respect
- Respect for Others
- Acknowledging Their Potential
- Using Their Abilities Well
- Creating Meaning and Purpose
- Letting People Give of Their Best
- Fully Recognizing People’s Contributions
Retention

• Training of research team members re social, cultural, ethnic characteristics of population
• Frequent communication w/participants
• Obtain alternate contact information
Retention

- Resources required to implement retention strategies
  - Personnel
  - Money
  - Tools
- Have a formal retention plan in place prior to the start of the study

Table 1 | Difficult patient recruitment and retention

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Percent screened who were randomized</td>
<td>75%</td>
<td>59%</td>
</tr>
<tr>
<td>Percent randomized who completed the study</td>
<td>69%</td>
<td>48%</td>
</tr>
<tr>
<td>Screen: complete</td>
<td>50%</td>
<td>25%</td>
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</tbody>
</table>

Performance data on 57 Phase II and III (across TAs) protocols provided by five pharmaceutical companies.
Data from Tufts Center for the Study of Drug Development (CSDD), Tufts University School of Medicine, Boston, MA [1].
Retention

- Public resources
- Social media
- Incentives for notifying research office of impending move or phone # change
- Legwork
- Diligence
- Creativity