



Giving Your Participants



Experience

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Director, Participant Recruitment and Retention

Institutional Liaison, ResearchMatch

What do you recall...

- About a recent pleasant customer service experience?
- Did you tell anyone?

- About a less than pleasant customer service experience?
- Did you tell anyone?

Interesting tidbits ...

On average ...

Satisfied customers tell **5** people about good service they receive.
Dissatisfied customers tell **10** people about bad service received.

Hal Mather, The Performance Advantage

For every unsatisfied customer who complains, there are **26**
other unhappy customers who say nothing. And of those 26,
24 won't come back.

U.S. Office of Consumer Affairs

The average company loses approximately **20%** of its
customers each year.

*Patricia Sellers, "What Customers Really Want,"
Fortune Magazine*

Of customers who take their business somewhere else:

15% find *cheaper* products elsewhere;

15% find *better* products elsewhere;

65% leave because of poor customer service.

The Forum Corporation

From: *180 Ways to Walk the Customer Service Talk*

The Impression Starts Earlier than You Think

Study Search

THE OHIO STATE UNIVERSITY
CENTER FOR CLINICAL AND TRANSLATIONAL SCIENCE

Home About Submit a Study Manage Studies Sign Out

Welcome to StudySearch
StudySearch is an online listing of research studies that are seeking volunteers at The Ohio State University.

Find A Study
Thank you for considering participation in a research study.
To search for studies please select any of the following criteria:
 I am looking for studies that need healthy volunteers

Age group:
 Children (Age < 18 years)
 Adults (Age ≥ 18 years)

Keywords (condition, treatment, etc.)

Recently Posted Studies

- Registry for Shoulder Surgery Outcomes
- Follow-up Study for Those Who Have Undergone (or Will Undergo) the Subchondroplasty (SCP) Knee Procedure
- Distal Biceps Rupture Study-- A Study to Compare Repair Techniques
- Study for Those with Heart Failure and Insomnia
- Rotator Cuff Tears Study-- For Those Who Are Undergoing Surgical Treatment
- Making Among Couples Concerning "Irreversible" Birth Control
- Study-- A Medication Study for Those with a

The Ohio State University Wexner Medical Center
February 27 at 10:20am · 🌐

A new study at #OSUWexMed is examining how children with cochlear implants learn new words differently than children with normal hearing.
Details: <http://go.osu.edu/Bqpd>

BY STUDYING HOW KIDS WITH COCHLEAR IMPLANTS UNDERSTAND & LEARN NEW WORDS

The Newborn Infant Vision Study

This study is being done to develop a new test of the visual capabilities of newborn infants.
YOUR newborn is invited to be part of the research team.

If your child takes part in the study:

- ⇒ We will show large cards with patterns on them while we observe your child's eye movement. This will allow us to measure your child's vision.
- ⇒ The participation will take about 15 minutes.
- ⇒ You will receive a \$10 gift card to thank you.

THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER



The Ohio State University Wexner Medical Center
February 2 · 🌐

For individuals with medial compartment knee osteoarthritis, pain and loss of motion prevents them from keeping up with their active lifestyles. We're excited to be first in the Midwest to implant a device that works like a shock absorber to alleviate knee pain.

A Device Study for Those with Chronic Knee Pain

The Atlas System is designed to treat knee osteoarthritis (OA) by absorbing excess load placed on your joint. Once implanted, the Atlas System works like a shock absorber for your knee.

STUDYSEARCH.OSUMC.EDU

Let's Consider...

Help make an **IMPACT** on breast cancer research!



Ohio State researchers are looking for women who are breast cancer survivors, ages 40–80, and completed cancer treatment one to 10 years ago. You may be reimbursed up to \$600 for your time in research on how your body's immune system responds to a vaccine. Participation involves two screening visits (two hours each) and two nonconsecutive 9.5-hour study days at the Ohio State Wexner Medical Center. All visits will be conducted on weekdays.

For more information, please visit our website at www.stressandhealth.org

Questions?
Email: stressandhealth@osumc.edu
Call: 614.293.4736

The **IMPACT** study:

Inflammatory Responses
Mood and
Physical Fitness
After
Cancer
Treatment

The James
The Ohio State University
WEXNER MEDICAL CENTER

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The **IMPACT** study



Interested in participating?

Apply online at stressandhealth.org. Fill out the online version of the screening application. If you would prefer a paper copy, contact us and we will send you one in the mail. The screening process is necessary to determine eligibility related to our health criteria.

Contact us:
stressandhealth@osumc.edu
614-293-4736



OSU Stress & Health Study
Institute for Behavioral
Medicine Research

Have you
been treated for
breast cancer?

Then you
can make an
IMPACT
on breast cancer!

www.stressandhealth.org

Participate in Breast Cancer Research



The **IMPACT** study:

Inflammatory Responses
Mood and
Physical Fitness
After

The **IMPACT** study



Who can participate?

You may be eligible if you:

- Are a breast cancer survivor
- Completed cancer treatment within the last one to 10 years
- Are between the ages of 40–80
- Are not diabetic
- Are not taking high cholesterol medications
- Have not had a typhoid vaccine within the last three years

What does participation include?

Participation involves two screening visits (2 hours each) and two nonconsecutive 9.5-hour study days at The Ohio State University Wexner Medical Center. All visits will be conducted on weekdays. During one of your screenings, you will be asked to ride a stationary bike for 6 to 12 minutes in order to assess your level of fitness. The two 9.5-hour visits will include blood draws, questionnaires and interviews. You will also receive either a typhoid or placebo (saline) vaccine at each long visit.

What are the benefits of participating?

You will receive a report telling you about your eating patterns, your average daily intake of different nutrients and recommendations for improving your diet. You will also receive a report of your cardiorespiratory fitness level. At all visits you will receive free parking and free breakfast and lunch. You may be reimbursed up to \$600 for your time.



Why typhoid?

Typhoid vaccine is a common vaccine for those traveling out of the United States. In this study we use the typhoid vaccine to activate the immune system. We will then record your body's response to the vaccine through heart rate, blood pressures, questionnaires and blood draws.

And Compare...



Are You an Ohio Firefighter?

OSU researchers are studying the association between exposure of structural firefighters to smoke and cancer risk.

You may be eligible for this study if you:

- Are employed as a firefighter in the state of Ohio
- HAVE been diagnosed with cancer within the previous 2 years, OR, HAVE NEVER been diagnosed with cancer

You will receive a \$30 Target gift card for participation in the study and the collection of one blood and up to four urine samples at a fire station close to you.

CPH_FocusStudy@osu.edu OR 614-247-8123



The Ohio Firefighter Study Needs You

Would you like to help OSU researchers better understand the association between occupational exposures to smoke and cancer risk?

You may be eligible for this study if you:

- Are employed as a firefighter in the state of Ohio
- HAVE been diagnosed with cancer within the previous two (2) years, OR, HAVE NEVER been diagnosed with cancer.



Details: 614-247-8123 or CPH_FocusStudy@osu.edu



An invitation for your baby to participate in a research study

Because your baby was born early, your baby is the one who may help researchers find the answers.



To Learn More:

Ashley Weber, MS, RN
614-364-2382

Oxytocin a Research how i im

The babies that jo They are the or found in body fl



Don't Forget...

I'm special. I'm in the Oxytocin and Premature Infants Study

Ashley will check with my bedside nurse regularly to make sure there are weekly collections of my:

- blood,
- urine,
- saliva



QUESTIONS?

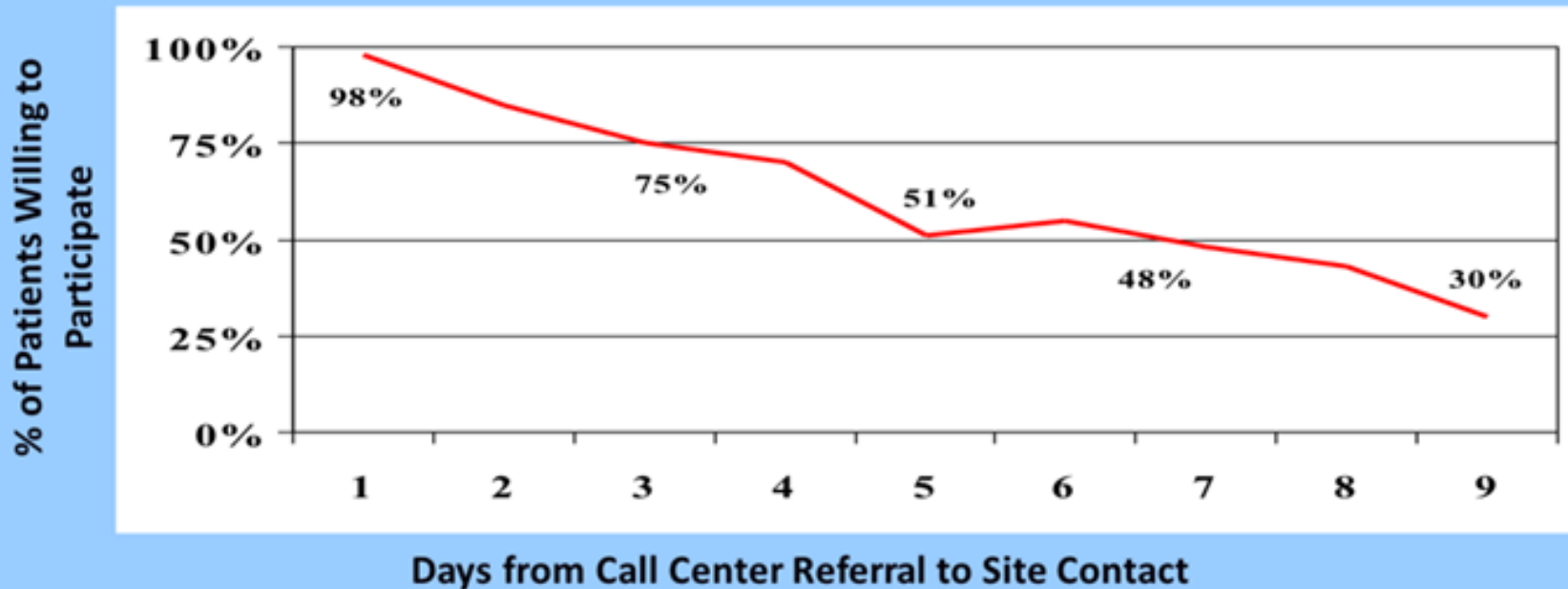
Principal Investigator:
Ashley Weber, PhD, MS, RN

614-364-2382



Responding to Potential Participants

How quickly should you respond to an inquiry about your study?



Fung, Sven, Lee Drug Information Journal Volume 37 Number 3,



When you screen someone for a study and they are **not eligible...**



Cherish feedback, learn from it, *and* say, “Thank you”



Use it to improve your service, fix a problem, and provide that person and others with an improved experience.

Participant Satisfaction Survey

Implementation of a Research Participant Satisfaction Survey at an Academic Medical Center

DOI: 10.14524/CR-16-0003

PEER REVIEWED
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 Lorraine Wallace, PhD
 William F. Miser, MD, MS

The Participant Satisfaction Survey
 A Research Study Participant Survey at The Ohio State University
 Protocol # 2013H0084
 Co-PI: Lorraine S. Wallace, PhD
<http://dx.doi.org/10.14524/CR-16-0003>

Principal Investigator: William F. Miser, MD, MA
HERE is a demo link to the survey if you'd like to see it:
<http://www.researchparticipant.org>

Purpose of the Survey: This survey was created to provide researchers with an instrument to capture research participant satisfaction in a standardized way throughout The Ohio State University. The feedback can serve as a means to improve the research experience of participants for a single study, studies conducted within a Division or Department, or across the entire enterprise. For ease of use, the survey has been created within the REDCap (Research Electronic Data Capture) system and can be offered via a URL link or on paper.

Best Practices for Use of the Participant Satisfaction Survey

- Any research team with an IRB approved study that has enrolled participants may request use of the survey to collect data that will include the participants' demographics, source of recruitment, motivation, and opportunity they may decline.
- The survey should be offered to all participants who desire to participate in future OSU studies.
- The time the survey is offered to all participants may be best after the first/only study.
- Results of the survey can be used to better understand the team's positive attributes and the person who suggest the instrument to assess contentment with the study team. For some studies, the survey can be used to assess contentment with the research staff, overall experience, and results of a multi-visit study.



Taking Care of Our Internal Customers...

is the best way to assure the external customer is well treated.



Cite & SUBMit

Publications supported by the OSU CCTS must **cite the CTSA grant** number (UL1TR001070) and by law, be **submitted to PubMed Central**. For instructions, review the **NIH Public Access Policy** on the CCTS website.

UL1TR001070