

Recruitment and Retention

Mary Becker, Program Manager
Clara Kalis, Recruitment Coordinator
Center for Clinical and Translational Science
Recruitment and Retention Services

RECRUITMENT + RETENTION

Supporting researcher's efforts to efficiently and effectively attract the participants they need

Consultations

MyChart for Recruitment

ResearchMatch

StudySearch

Social Media + Marketing

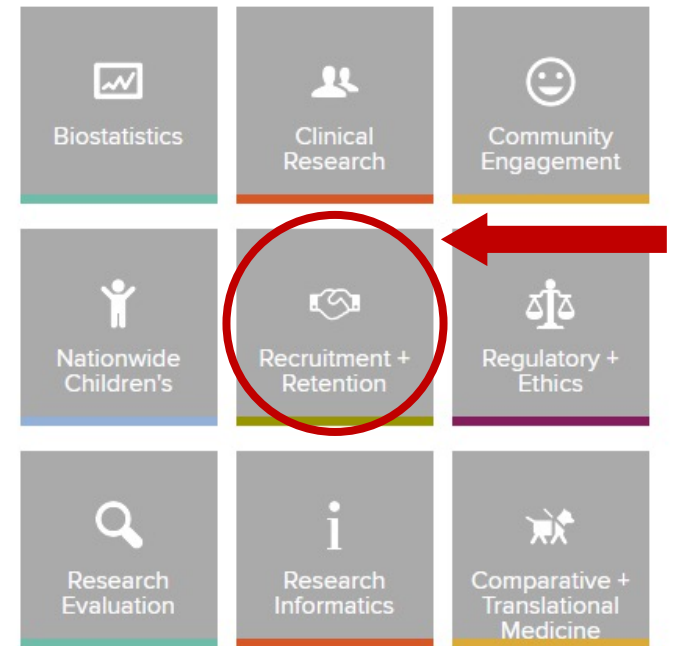
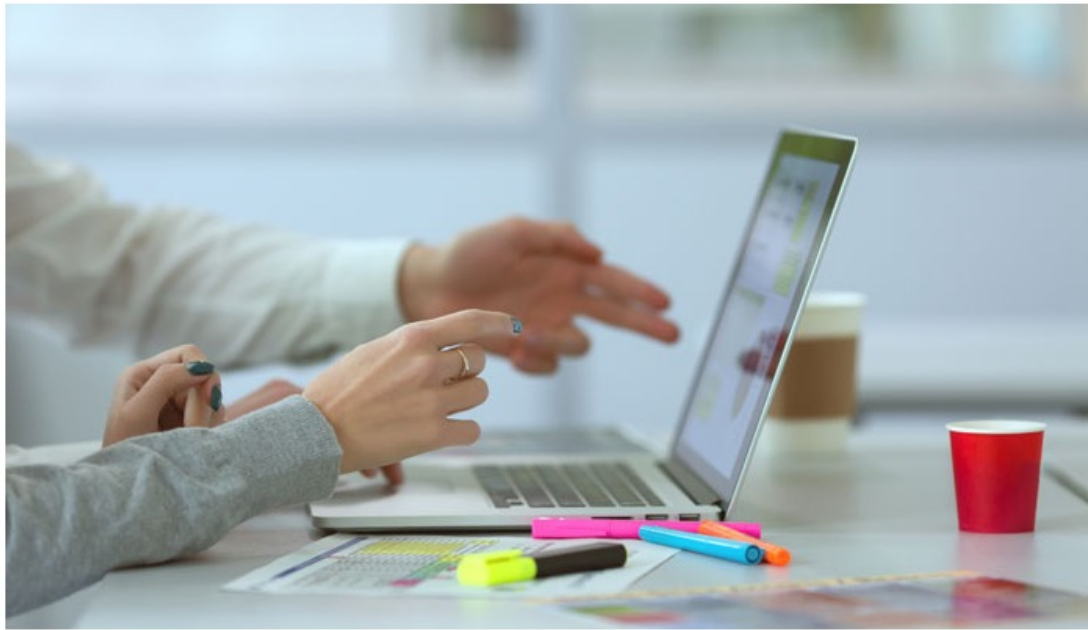
Recruitment and Retention can help design those first touch points with the community and share best practices to help researchers achieve their recruitment/retention goals.

Requesting a consultation with Recruitment and Retention Services early in the design of a research study can help to reduce the burden of study participant recruitment, which can often be more challenging than expected.



Research Consultation

The resources you need, when you need them



The Ohio State Center for Clinical and Translational Science (CCTS) provides research consultation services designed to help faculty, staff and service providers manage their translational research projects.

<https://ccts.osu.edu/content/research-consultation>

Recruitment and Retention Consults

Consultation is available to help research teams with:

- MyCCTS: <https://myccts.osu.edu/>
- Design of marketing materials
- Social Media ads
- MyChart for Recruitment
- HEROLine
- ResearchMatch
- StudySearch
- Resources

Marketing Materials



Researchers at The Ohio State University are interested in talking with you about your views on child-bearing desires and family planning.

Am I eligible?

- Identify as a Nigerian immigrant
- Male or female aged 18-49 years old
- In a relationship (dating, engaged, married, etc.)

What do I have to do?

- You will be asked to participate in a 45 minute virtual interview
- Participants will be given a \$30 Amazon gift card for their time

For more information, please contact:
 Tololajiri Ibitoye at 917-409-6084



Peer Mentoring for overweight Rural Appalachian Children

 THE OHIO STATE UNIVERSITY
 WEXNER MEDICAL CENTER



Researchers at The Ohio State University are seeking individuals with Alzheimer's Disease to participate in a study about sleep and blood sugar.



 THE OHIO STATE UNIVERSITY
 WEXNER MEDICAL CENTER

Researchers at The Ohio State University invite pregnant women in their 3rd trimester to participate in a study about preparation for childbirth and your maternity care experiences.



Am I eligible?

- Aged 18 years or older
- Able to read and write English
- Internet access by computer or phone
- Currently pregnant in 3rd trimester
- Are willing to respond to a second survey after childbirth

What do I have to do?

- Participants will complete two 30 minute surveys
- Compensation is included!

For more information, please contact:
 Elizabeth Spurlock at spurlock.148@osu.edu

 THE OHIO STATE UNIVERSITY
 COLLEGE OF NURSING



Black Women and Body Image

Are you eligible?

- Identify as a Black woman
- Are between the ages of 18-49
- Speak English
- Are a current patient of the Department of Family and Community Medicine




For more information, please contact:
 Ashley Sneed at 614-293-5902
 or
 bodyimagestudy@osu.edu




Scan the QR code to enroll!

Are you an individual living with Type 2 diabetes? Do you also worry about running out of food before you have money to buy more?

You may qualify to participate in our study (see back for more details).

 THE OHIO STATE UNIVERSITY
 COLLEGE OF MEDICINE



Paid Social Media

PROCESS

1. Contact CCTS Recruitment and Retention
2. Create project at myccts.osu.edu
3. Complete Social Media Intake Form: go.osu.edu/fbrequest
4. R+R will work with you to schedule a meeting to review drafted ad
5. CCTS Communications team will send you needed details for IRB submission
6. After IRB approval you will notify recruitment services you are ready to run your ad and submit a requisition into Workday with the estimated cost of running the Facebook Advertisement.



The Ohio State University Center for Clinical and Translational Science
Sponsored · 🌐 Like Page

Are you 18 - 20 years old? Do you use an iPhone or Android? If you drive more than 2 days a week on average, this study at #NationwideChildrensHospital may be right for you.
<https://studysearch.osumc.edu/studies/2337?v=1>

STUDYSEARCH.OSUMC.EDU
studysearch.osumc.edu

2 Reactions 1 Share

Like Comment Share

go.osu.edu/fbrequest
go.osu.edu/smv

MyChart for Recruitment

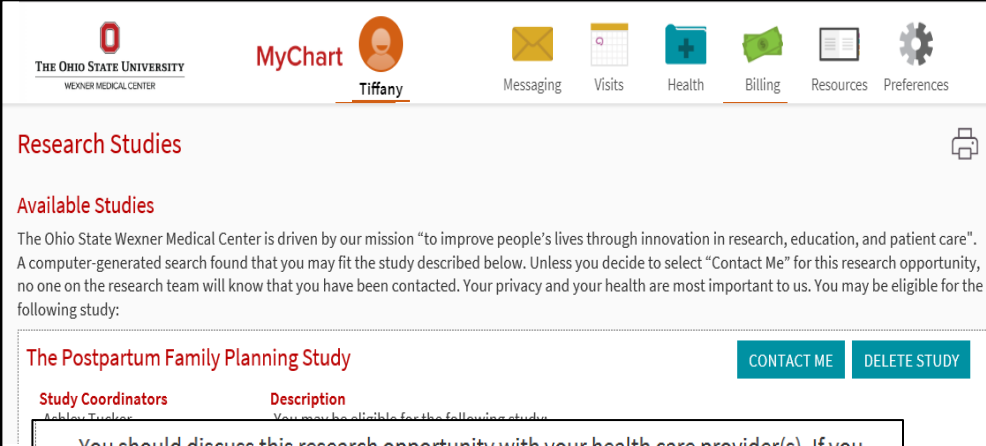
MyChart for Recruitment sends patients messages within the MyChart application

1. Potentially eligible volunteers are identified via a query using Research Informatics Services.
2. The list of the identified individuals is sent to an Honest Broker.
3. The Honest Broker sends the “Recruitment Request”. This pushes the study description and recruitment boiler plate language out to the potential volunteer.
4. The message will not be sent if the patient is NOT MyChart Active or has refused to receive MyChart Recruitment messages

 New Message

Dear Blossom,

You have a new research study that you may be eligible to participate in. Please log into your MyChart account to view further details. You can access this study by clicking "Research Studies" under your "Health" tab. If you would like to stop research email notifications please visit the "Notifications" section under your "Preferences" tab once logged into your account. If you have questions please contact customer support at 614-366-6975 or toll free 1-866-966-6975. (Hours of Operation: Monday-Friday, 9 a.m. - 6 p.m. excluding holidays)..



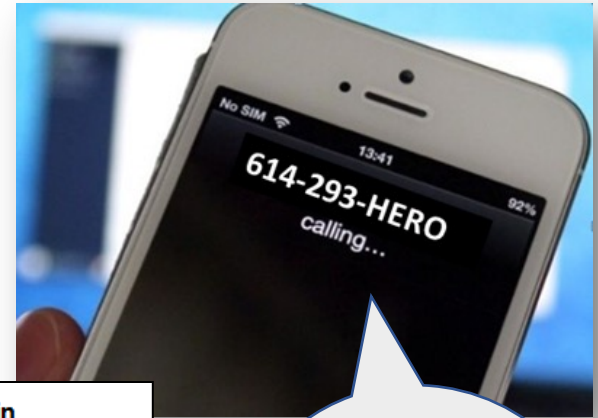
The screenshot shows the MyChart interface for a user named Tiffany. The top navigation bar includes the Ohio State University logo, the MyChart logo, and several utility icons: Messaging, Visits, Health, Billing, Resources, and Preferences. The main content area is titled "Research Studies" and contains a section for "Available Studies". A message from The Ohio State Wexner Medical Center explains the recruitment process and provides a "CONTACT ME" button for a study titled "The Postpartum Family Planning Study". There is also a "DELETE STUDY" button.

You should discuss this research opportunity with your health care provider(s). If you would like to know more about this study, please indicate your interest by clicking “Contact Me”.

If you no longer wish to receive any MyChart research opportunities, please click on this link below to unsubscribe.
<http://go.osu.edu/MyChartUnsubscribe>

614-293-HERO

HeroHelpLine@osu.edu



There are a few things that we suggest to anyone who has access to the internet and is interested in participating in research at OSU:

1. We encourage you to consider registering as a potential research study volunteer on ResearchMatch.org. It is a very secure registry for people who are willing to be considered as a participant in research studies. It will take about 5 minutes to complete the registry. If you also have children, it's a good idea to register them as well. There are many studies seeking volunteers that are appropriate for children as well as adults with all health conditions as well as those without any health issues.
2. The Ohio State University has a listing called StudySearch of many of the studies that are seeking volunteers. There are hundreds of studies ongoing at OSU, and this listing represents many but not all of them. If you click on this link for <http://studysearch.osumc.edu/> you can find many of the studies that are seeking volunteers.
3. Follow The Ohio State University Center for Clinical and Translational Science (CCTS) on Facebook for updates on new studies recruiting volunteers – [CCTS Facebook](#)

Thank you for your interest in research at OSU!

Over 3800
calls/emails
received

In every email from the
HeroHelpLine@osu.edu
We include this message:



ResearchMatch.org

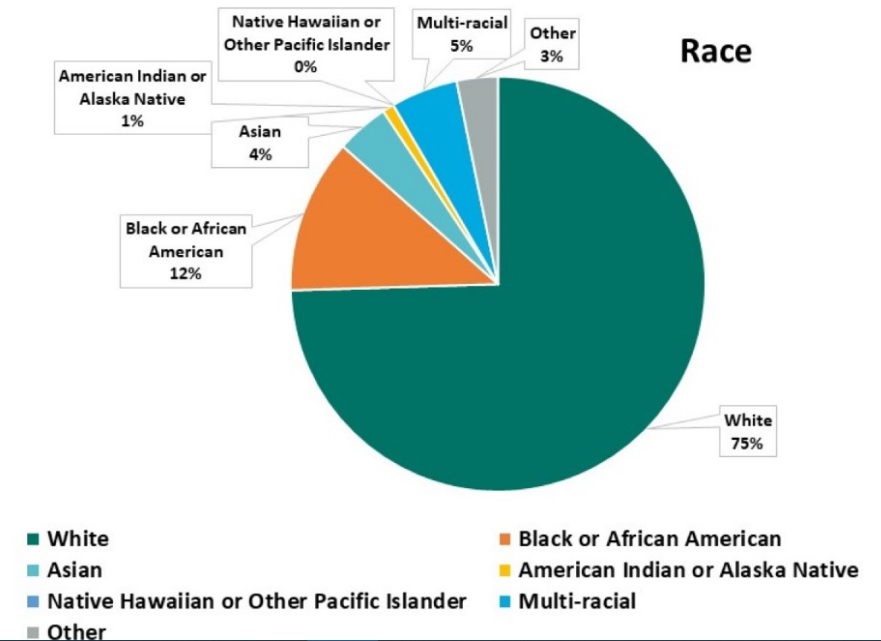
January 2023

The screenshot shows the ResearchMatch.org website interface. At the top left is the ResearchMatch logo, which consists of the letters 'r' and 'm' in orange and green, with 'researchmatch' written below. To the right of the logo is a navigation menu with the following items: 'DASHBOARD' with a dropdown arrow, 'ABOUT' with a dropdown arrow, 'VOLUNTEERS' with a dropdown arrow, 'RESEARCHERS' with a dropdown arrow, 'TRIALS' with a dropdown arrow, 'CONNECT' with a dropdown arrow, and a green 'Logout' button. Below the navigation menu is a section titled 'OUR VOLUNTEERS' in green. Underneath this title, the number '145,217' is displayed in a large, dark font, with the word 'Volunteers' in green below it. To the right of the number, there is a paragraph of text: 'When you join ResearchMatch, you become part of a diverse community of people across the US who are interested in taking part in research studies. **Anyone can join!**'. Below this text is an orange 'Join Now!' button.

ResearchMatch.org

Thank you for a great 2022!

19,753 volunteers and **22** institutions joined ResearchMatch in 2022. ResearchMatch now supports **144,745** volunteers with the following demographics:



StudySearch.osumc.edu



StudySearch is an online tool which lists research studies that are seeking volunteers at OSU and NCH—in plain language.

NCH study teams submit your study at:
go.osu.edu/nch-ss

A screenshot of the StudySearch website. At the top left is the logo for The Ohio State University Center for Clinical and Translational Science, followed by the text "StudySearch". At the top right is a hamburger menu icon. Below the header is a large banner image of an elderly man in a white shirt and tie, smiling as he pours orange liquid from a large orange pitcher into a smaller orange pitcher held by a woman in a white shirt. Below the banner is the section "Study Categories" with six sub-images: "Blood" (a hand holding a pipette over test tubes), "Bones, Muscles and Joints" (a hand holding a glowing orange joint), "Cancer" (a colorful ribbon), "Cardiovascular" (a red apple and a stethoscope), "Dental" (a dentist examining a patient's teeth), and "Diabetes" (a hand holding a white marker).

Resources

Connecting with various resources available on campus.



Resources (cont.)

- **CCTS.OSU.EDU**

- Become a member! Receive weekly emails regarding CCTS announcements, news and updates. Also sign up to receive our monthly newsletter, **The Investigator**

- Mary.Becker@osumc.edu

- Clara.Kalis@osumc.edu

- ccts.osu.edu

- MyCCTS.osu.edu



614-293-HERO
HeroHelpLine@osu.edu



facebook



The Ohio State University Center for Clinical and Translational Science
@OSUCCTS



Ohio State CCTS
@OSU_CCTS

The OSU Center for Clinical and Translational Science is translating scientific discoveries into new disease prevention strategies, diagnostics & treatments.

Very few chances come along to become a HERO...

Participate In Research

go.osu.edu/heroes



Research volunteers of every age and health status help to change the future of healthcare ... one discovery at a time.
go.osu.edu/heroes

Help researchers find you at researchmatch.org

Find a research study at studysearch.osumc.edu

Let us help you! Call or email the HERO Line



THE OHIO STATE UNIVERSITY

MyChart



THE OHIO STATE UNIVERSITY
CENTER FOR CLINICAL AND TRANSLATIONAL SCIENCE

Patient Care | Academics & Research

THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER

Appointments | Pay a Bill | MyChart
Healthcare Professionals | Media | Careers | Give

Find a Doctor | Treatment & Services | Locations & Parking | Patient & Visitor Guide | Healthy Community | About Us | Refer a Patient

Participate in Research

When you participate in a research study, you become a vital part of a team working to change the future of health care and improve people's lives.

Home / Participate in Research

Research study volunteers are essential in shaping the future of medicine. Whether it's a clinical trial of an experimental medication, a comparison of different treatments or a collection of data from people with a similar health condition or genetic background, community participants help researchers translate scientific discovery into lifesaving care.

Research studies at Ohio State need participants of all ages – both those who are healthy and those with specific medical conditions. Here, you can [register to be a research participant](#), [browse research studies at Ohio State](#) and learn more about how participating in research studies and clinical trials may impact your health and your medical care.

Cite & SUBMit

Publications supported by the OSU CCTS must cite the CTSA grant number (UL1TR002733) and by law, be submitted to PubMed Central. For instructions, review the NIH Public Access Policy on the CCTS website.

UL1TR002733

