

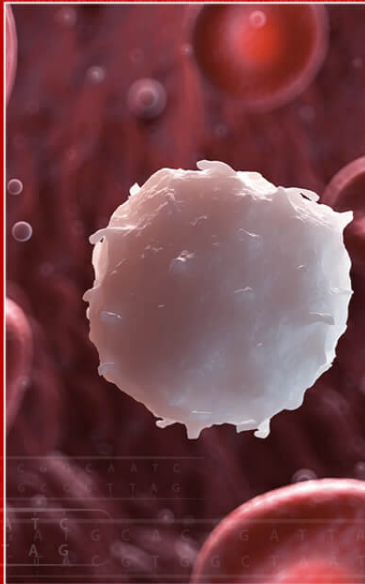
Recruitment Strategies

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THE OHIO STATE UNIVERSITY
COMPREHENSIVE CANCER CENTER



Please note...

- **Recruitment methods and the degree of success are dependent on many factors**
 - Type of research, population, etc.
 - Resources available (e.g., budget, staffing, etc.)
- **My presentation is not an exhaustive approach to recruitment**
 - Shields Lab
 - My opinions
- **Informal presentation**
- **When in doubt, ask your marketing department**

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Recruitment Methods

- **Online, electronic**
 - Study Search
 - Research Match
 - Social media (Facebook, Instagram, etc.)
 - Reddit
 - Craigslist
 - ClinicalTrials.gov
 - Listserves, promotional emails, etc.
- **Print**
 - Flyers
 - Mailings
 - Newsletters, newspapers, magazines

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Recruitment Methods

- **Radio**
- **Purchasing mailing lists, random digit dialing, Amazon Mechanical Turk, etc.**
- **Television, media releases**
- **Website**
- **Community events**
- **Patient / Clinic**
- **Information Warehouse, MyChart**
- **OSU Transportation (bus)**
- **Snowball/word of mouth**
- **Other**

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Branding

- **Bags**
 - Pens
 - Shopping bags, draw string bags
 - Magnets
 - Chapstick
 - Sunscreen
 - Notebooks
 - Ice scrapers
 - Mugs and other items
- Get your items approved through branding!
- Use an approved vendor!

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Track your success

- Ask how the volunteer found out about the study
- Keep a list of locations flyers are left, check to see how many remain/tags are removed
- What has worked in the past can be very helpful with future studies
 - Where are your subjects coming from overall
 - Where are your “completers” from

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Methods

Approach	Pros	Cons
Study Search	Free	Subjects often non-responsive
	Frequently used	
	Tailor to population	
Research Match	Free	Time required to update status
	Large denominator	Subjects often non-responsive
	Can tailor to population	
Social Media	\$25 per day	Monitor and respond to comments
	Static ads AND videos	Multiple studies can create confusion or distrust
	Large numbers	Response may overwhelm staff
	Target populations	
	Sharing posts	Some respondents are not local
	More reliable subjects	Availability can be limited
	Link to a database	

Methods

Approach	Pros	Cons
Reddit	Free	Time required to monitor
	Easy communication	Trolls, waste time
	Previous participant can validate	Negative posts, too
Craigslist	Free/Cheap	Reliability questionable
	Large numbers	Response may overwhelm staff
	Recent changes make the posts more visible	Subjects often non-responsive, not ideal for multi-visit studies
		Monitoring, often requires multiple contact attempts
ClinicalTrials.gov	Respondent initiates	
Listserve, promotional emails, etc.	Target population	Requires buy-in and/or resources

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Methods

Approach	Pros	Cons
Print, flyers	Free	Few responses
		Time consuming to post, monitor
Print, ads	Vary in cost	Few responses
Radio	Large reach	Costly
		Limit time to provide details
Purchasing lists, etc.	Target population	Sampling errors
	Can be cost-efficient	Costly
		May require additional efforts
Television	Large yield	Costly, up front time commitment
	Generally meet criteria	Ads not currently permitted, contact your media department

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Methods

Approach	Pros	Cons
Media releases	Respondents are generally motivated by topic	Press releases coordinated with the media department increase response
Website	Free	Coordinate to update, can be delayed
Community events	Typically free	Significant time required for low yield
Patient / Clinic	High yield	Time commitment
Information Warehouse, MyChart	High yield	May require additional communication (letters)
		Depending on needs, may be costly

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Methods

Approach	Pros	Cons
OSU (bus)	Costs have improved; very reasonable	Run options fill up quickly; be careful when selecting run dates
	Previous low yield	Limited visibility (2 ads/bus); other options exist
		Printing costs
Snowball / word of mouth	Free	Coaching
	Generally understand the requirements	



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Other approaches

- **Previous studies or registries**, get IRB approval
- **ClinCard**, benefits are not limited to retention
- **Opt In/Out**
- **Other**
 - Google ads
 - Billboards, Bus stop benches
 - Fuel pumps
 - Mailing inserts, Leaflets for cars
 - Student groups
 - Building monitors
 - Logos, branding
 - Centralized contact information
 - Common screener

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Caution

- **Television ads**
 - Get the media department involved before you develop anything!
- **Think about the location / setting**
 - Jobs and Family Services, limitations on income they can receive
- **Bulletin boards**
 - Some require approval
 - Need to be checked regularly
- **Many approaches have initial fees for design, printing, etc.**

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Reminders

- **Research recruitment is marketing**
 - Match the recruitment strategy and target tools to your population
 - Contact your marketing department as needed
 - Plan a multi-pronged recruitment approach
- **Submit all recruitment methods and materials at the time of initial IRB approval to avoid delays**
- **Logistics**
 - Prepare ahead of time answer calls, check online screeners, etc. Be ready to screen/schedule before your recruitment begins
 - Accommodate volunteers' schedules and provide flexible study visits (e.g., early or late appointments)

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Reminders

- **Ensure staff are professional**
 - Ensure privacy and confidentiality
 - Be friendly, personable, and confident with participants
 - Say, “Thank you”
- **Communicate**
 - Update groups/investigators/clinicians who refer participants to maintain engagement (e.g., reminders, updates, thanks)
 - Meet regularly with your research team and discuss what is not working, identify ways to improve strategies, and address what is working
- **If a respondent is not eligible, encourage them to go to Study Search**

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