What Are You Saying?
Participants Don’t Fall From The Sky?!
A Little History

• The Recruitment Office did not exist pre CTSA.
• The need was identified for a Recruitment Office; the office was created; the job was posted; I applied and...

We opened the door and the first one that came in (7/6/09) was:
(We have since completed close to 450 consults.)

Subha Raman, MD, MSEE, FACC

She went on to win:
Early Career Innovator of the Year, 2010, The Ohio State University
CCTS Services Offered
Recruitment/Retention of Study Participants

- Early consultation during planning and protocol development
- Assistance with recruitment/retention strategies to enhance enrollment
- Assistance with creating recruitment brochures/fliers/advertisements
- Assistance with ResearchMatch feasibility and recruitment access, and IRB approval
- Customer service and retention best practices
- Enrollment in RSVP to Network with other Study/Recruitment Coordinators
- StudySearch inclusion advice
- Connections via the 293-HERO line
REQUESTING CCTS SERVICES

BUT in truth: 90% of the researchers who use recruitment services don’t begin here.
Most of the Growth to the Recruitment/Retention Core
Cross Promotion is the KEY

OSUMC recruitment template

Coordinator Customer Service Training

ResearchMatch Best Practices for Researchers

Coming soon: MyChart link to ResearchMatch
End of January:
20297 Volunteers registered nationally
2162 Volunteers< 50 mi from OSU
125 Researchers using RM at OSU
1266 Enrolled in studies at OSU via RM

160 studies listed on StudySearch
1500-2300 hits/mo.
A day in the life….

“Can you meet with the coordinators for my study? Participant retention is awful.”

“Could you please review the attached recruitment message? Our study brochure is also attached”

“…were discussing recruitment possibilities for our Lake Erie study today, a new question arose that I hope you can answer.”

“We are working on amendments to our CCTS pilot IRB. One of the major things we need to submit with the IRB is a recruitment brochure. Would you be able to help with this?”

“Do you have a process... set up proactively the donation of his brain (and whatever else would be of value) for MS research? The potential donor was quite clear that it was to be used for MS research at OSU.”

“I need a photo and a short statement from a volunteer who has participated in a NHLBI funded study. Is there anyone over there that you have quick access to and could get hold of today?”

“….I would like to be in the Bionic arm study”

“…submitted a request for the letter of support just this morning…They are trying to mail out early tomorrow… Can you do that?”
“...after searching 18 months and spending $2000...only had 2 black participants...”
Then used ResearchMatch and had “four additional enrollees in days”
This researcher completed enrollment within a month.

“This platform of outreach and recruitment is truly a unique initiative that both efficiently and quickly provides us with volunteers for our work.” --study coordinator

“Thanks very much for your help, we have two new research subjects.” –PI of study following my presentation to a Lupus support group/showing the video.

“The subject I saw today would be an excellent candidate. She is working on her PhD. in neuroscience.”—PI commenting on referral from recruitment office.

...we are most grateful for...suggestions...knowledgeable support...
PI of 6 studies using services.

“...you’ve been the single greatest resource to me. I really appreciate your support.” (co-Investigator of Stroke study in response to strategies of HERO line and RM)
Samples of flyers/brochures:
Very few chances come along to become a HERO…

Participate in Research

Find a Study at OSU

ccts.osu.edu/StudySearch

Help Researchers Find You

www.researchmatch.org

614-293-HERO
Registry matches patients, scientists

I recently visited the University of Pittsburgh Medical Center’s pediatric research unit to participate in a medical research study. As a scientist at the National Institute of Health, I was excited to have the opportunity to contribute to this important work.

The study involves collecting blood samples from pediatric patients to determine the effectiveness of a new treatment. The goal is to identify patients who are most likely to benefit from the treatment.

Participation in this study is voluntary, and all patients and their families are fully informed about the risks and benefits of participating. The study is sponsored by the National Institute of Health, and all data collected is protected by strict confidentiality measures.

I hope to see positive results from this study, as it has the potential to improve patient outcomes and advance medical knowledge.

Dr. John Bartholomew
Video: “Participating in Research”
Video: “Participating in Research”
Video: “Participating in Research”
Your turn

Share with me some ideas that I can borrow from you!

What questions do you have about our strategies?