

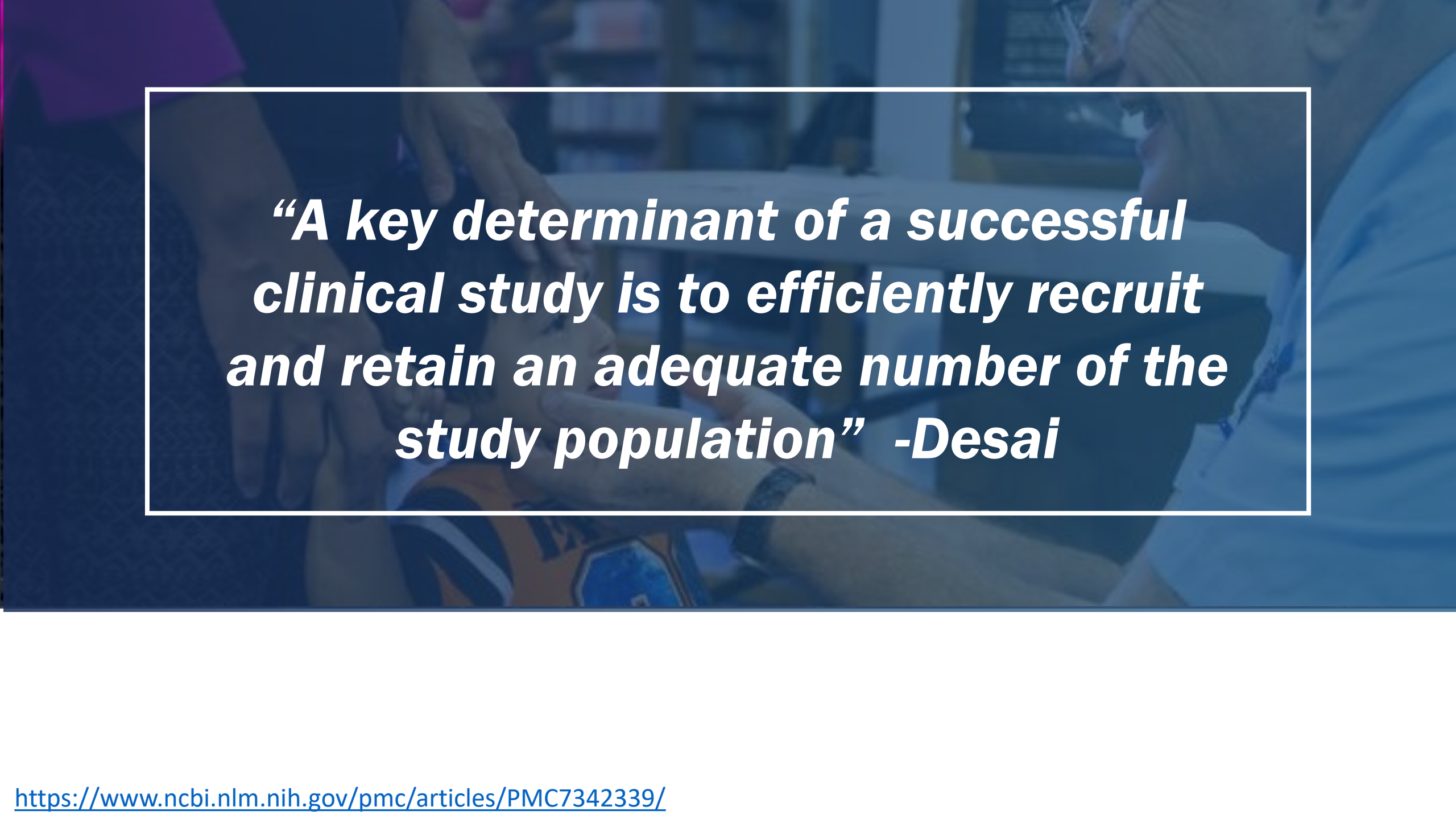
Recruitment Center Consultation



Presented by:
Holly Morris, CTSI Director of Research Services



FLORIDA STATE
UNIVERSITY



“A key determinant of a successful clinical study is to efficiently recruit and retain an adequate number of the study population” -Desai

Challenges to Patient Accrual

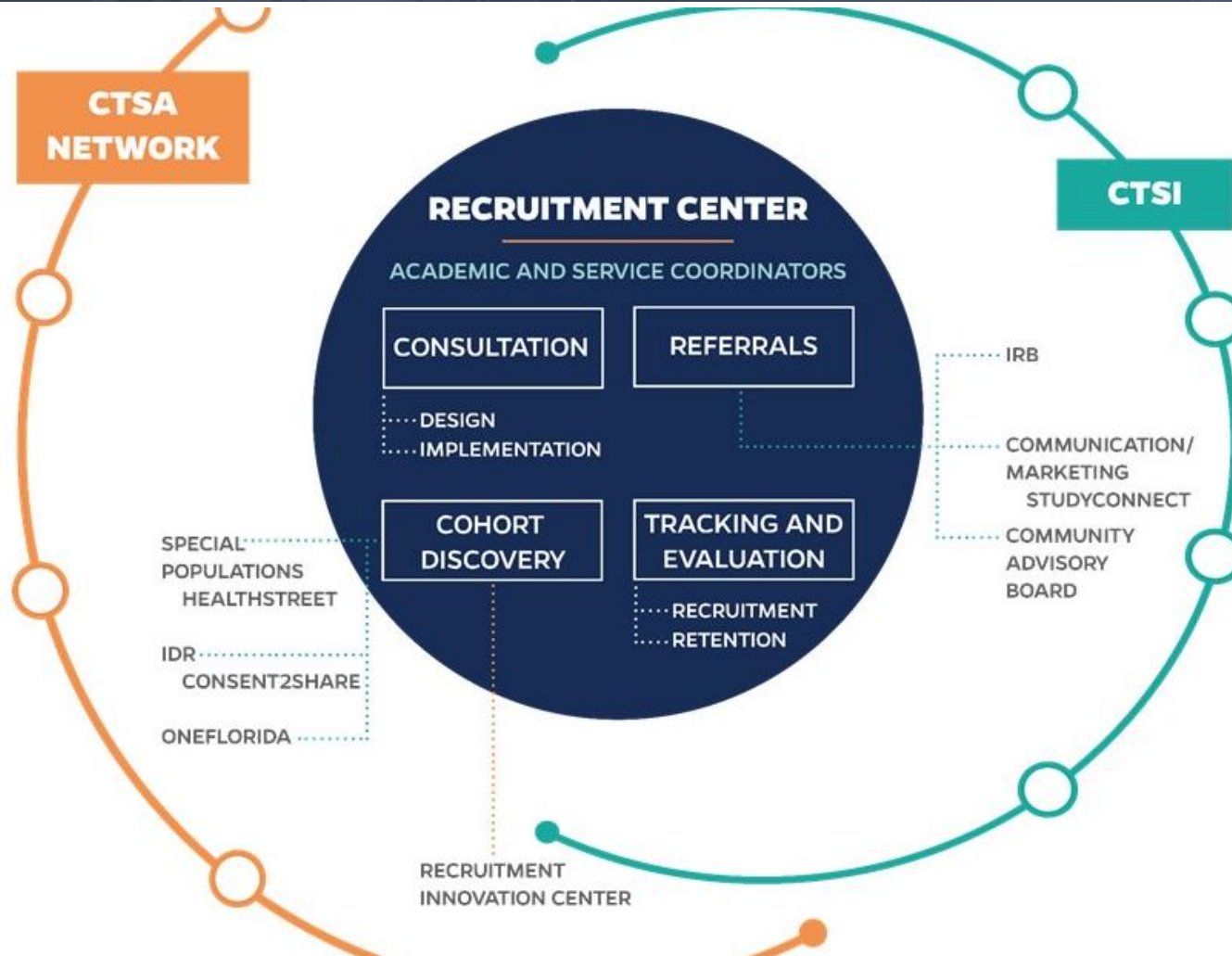
- The protocol is too complex
- **Lack of preparation**
- Recruitment materials don't reflect the motivations of participants
- Slow to adopt new methods
- Not tracking results of efforts



**WHY STUDIES
FAIL TO RECRUIT**

<https://forteresearch.com/news/recruitment-efforts-fail-enroll-enough-patients/>

RECRUITMENT CENTER: WHAT WE DO



We contribute to the **science** of recruitment and provide recruitment **services**.



LEADERSHIP AND OPERATIONS

Academic Leadership and Advisors

- Dr. Linda Cottler
- Dr. Janice L. Krieger
- Dr. Stephen Anton

Operations Team

- Holly Morris
- Bob Kolb
- Tiffany Pineda
- Meghan Meyer
- Dr. Elizabeth Flood-Grady


Study Planning

- Proactive and well-coordinated recruitment plans
- Messaging and content developed to suit the intended audience, reflect the study intent, are honest and easy to understand
- Collateral created, submitted, reviewed and approved in advance
- Tracking recruitment and retention outcomes
- Recruitment support on grants



**Every Study
Needs a
Recruitment
Plan**

<https://forteresearch.com/news/recruitment-efforts-fail-enroll-enough-patients/>



How Can We Help You?

Research Services and Support

- Consultations
- Recruitment and retention planning
- Feasibility queries of local and national databases
- Creating materials
- Utilizing social media
- Referrals to CTSI services

HOW THE RECRUITMENT CENTER CAN HELP

OVERVIEW



**PROTOCOL
REVIEW**

**STUDY
DESIGN**

FEASIBILITY

**COHORT
DISCOVERY**



How We Can Help

Protocol Review

- Review and provide feedback on study protocols prior to submission
- Objective suggestions and recommendations to identify potential pitfalls or challenges

A slight modification could make a difference.



How We Can Help

Study Design

- Assess study feasibility (more on upcoming slides)
- Provide recommendations for engaging the target audience
- Consider multiple recruitment approaches
- Develop study recruitment and retention plan to ensure best possible outcomes



How We Can Help

Feasibility

- Determine if study can be conducted
 - How many participants are available and would be interested in study?
 - What are their perceptions about study risk?
 - Is there sufficient compensation?
- Identify if the population exists (in sufficient numbers)



How We Can Help

Cohort Discovery

- Use local and national databases and resources to identify and access the study population
- Identify partners and other sites and solutions to reach enrollment goals

Example: UF IDR and i2b2

CTSI Resource Spotlight:

The Integrated Data Repository

IDR and i2b2

- IDR: aggregates data from UF clinical databases and electronic health records
- i2b2: query analysis tool used for cohort identification and to determine study feasibility

Using the i2b2 limited data set, researchers can query the IDR to identify study cohort for grant proposals, clinical trials and IRB protocols.

CTSI Resource Spotlight:

Multisite Studies

Need to Expand Your Study?

We can help connect you to other sites and collaborators:

- Trial Innovation Network
- OneFlorida Clinical Research Consortium
- ACT Network (NCATS Accrual to Clinical Trials)
- SMART IRB platform

CTSI Resource Spotlight:

HealthStreet

Community Engagement

- HealthStreet provides community members with a variety of health-related services, classes, and events
- Provides opportunities to participate in research
- Access to diverse and special populations

We will connect you!

CTSI Resource Spotlight:

National, Florida, and UF Registries

A national database of volunteers / a no-cost recruitment tool that connects researchers with volunteers to provide potential study opportunities through a secure platform

ResearchMatch

A Jacksonville based Aging Studies Center serving as a hub for groundbreaking research on aging in Northeast Florida

JAX-ASCENT

A database of UF patients who have consented to be re-contacted to participate in research

Consent2Share

Messaging

- Evidence-based messaging
- Communication expertise
- UF and UF Health branded templates

Materials

- Flyers
- Templates
- Text, Photos and Graphics
- Phone Scripts

Guidelines

- Regulatory/IRB Guidelines
- Use of Social Media

CREATING RECRUITMENT MATERIALS

Best Practices

<https://www.ctsi.ufl.edu/research/participant-recruitment/recruitment-flyers/best-practices-for-recruitment-flyers/>



**Do you need a
Social Media
presence?**

Social Media Support

- Consultations
- Study recruitment plans
- IRB-approved recruitment materials for advertising campaigns
 - Create, launch, and monitor recruitment campaigns through UF Studies Facebook page

Social Media Guidelines for University of Florida research teams:
<http://research.ufl.edu/wp-content/uploads/socialmedia.pdf>

Other Helpful Resources

UF Resources

[UF Office of
Clinical
Research](#)

[UF STEM
Translational
Communication
Center](#)

[OnCore
Support](#)

[Citizen
Scientist
Program](#)

[UF Health
Cancer
Center
Clinical
Research
Office](#)

<https://www.ctsi.ufl.edu/research/participant-recruitment/recruitment-resources/>

Request a Consultation

About ▾ Research Services ▾ Education ▾ CTSA Collaborations ▾ Community ▾ Contact ▾

REQUEST A CONSULTATION

Request a Consultation

Struggling to recruit? Thinking ahead to the recruitment needs of your study?

We can help! Schedule a no-cost consultation with the CTSI Recruitment Center. Please email CTSIRECRUITMENTCENTER-L@LISTS.UFL.EDU.

CTSI Recruitment Center Consultation

Name *

Email address *

Phone number (optional)

Recruitment Center Website Request Form

Or send an email to:
CTSIRECRUITMENTCENTER-L@LISTS.UFL.EDU