Recruitment Center Consultation

Presented by:
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“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

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

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
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.
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

https://www.ctsi.ufl.edu/research/research-support/multisite-studies/
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!

http://healthstreet.program.ufl.edu/
CTSI Resource Spotlight:

National, Florida, and UF Registries

- ResearchMatch: A national database of volunteers/a no-cost recruitment tool that connects researchers with volunteers to provide potential study opportunities through a secure platform.
- JAX-ASCENT: A Jacksonville based Aging Studies Center serving as a hub for groundbreaking research on aging in Northeast Florida.
- Consent2Share: A database of UF patients who have consented to be re-contacted to participate in research.
CREATING RECRUITMENT MATERIALS

**Best Practices**

**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

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

Other Helpful Resources

- UF Office of Clinical Research
- UF STEM Translational Communication Center
- UF Health Cancer Center Clinical Research Office
- Citizen Scientist Program
- OnCore Support
- UF Resources

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