

## How to Advertise and Recruit at BU/BMC

Recruiting research study participants into studies can often be a very difficult undertaking. But did you know that there are several places you can start right here in your own “backyard”? Depending on your study, BUMC offers several ways to publicize your study to the BUMC community.

**To get some one-on-one help in developing a recruitment plan for your study, contact:**  
**Recruitment Specialists: Farrah Belizaire [farrah@bu.edu](mailto:farrah@bu.edu) or Joshua Reynolds ([rjoshua1@bu.edu](mailto:rjoshua1@bu.edu))**

### Use the BUMC ReSPECT Registry to find Participants

- The [ReSPECT Registry](#) is a database of individuals who have signed up to be contacted about studies; this resource helps to connect the researcher to potential subjects. The Registry contains health and demographic information and is linked to BMC medical records to assist in matching participants to studies based on the main eligibility criteria.
  - ❖ To use the Registry for your study, start by clicking [here](#).
- To find out more, contact Farrah Belizaire at [farrah@bu.edu](mailto:farrah@bu.edu) or call 617-638-8862.

### List your study on the BUMC StudyFinder

- StudyFinder is a medical campus website that lists research studies for public view, both for purposes of recruitment and/or general publicity/collaboration.
- Click [here](#) for more information on how to list your study; to see a tutorial on how to submit a StudyFinder form in INSPIR, click [here](#). The application form very simple, and is submitted through INSPIR, but the IRB does not have to approve the specific study listing.

### Host an Informational Table or Booth in BU/BMC Lobbies

- Locations: Shapiro Lobby, Menino Pavilion, Newton Pavilion, School of Medicine Lobby
- For approval/scheduling contact Barbara Catchings (Dir. Of BMC Employment and Employment Relations): [barbara.catchings@bmc.org](mailto:barbara.catchings@bmc.org) or 617-638-8564 to request dates and convey purpose.
- Copy Keisha James (Office Manager of BMC Environmental Services) at [Keisha.james@bmc.org](mailto:Keisha.james@bmc.org) or call 617-638-5183 to have your requested dates added to the schedule after receiving approval.

### Schedule a Weekly BUMC or BMC Email

- An email is sent from Corporate Communications to Faculty, Staff, and Students on BUMC every Monday.
  - ❖ To submit an event for BUMC email please visit: <http://wwwapp.bumc.bu.edu/weeklyemail/>.
- Email sent to all BMC Staff and lists news and events of interests
  - ❖ To submit an event for BMC email please visit: [www.bmc.org/allstaffemail/](http://www.bmc.org/allstaffemail/).

### List a Study-related event on the BU or BMC Calendar

- If you have a study-related event such as a health screening day, you can list on the BU or BMC calendar.
- To submit an event for approval on the BU Calendar:
  - ❖ Visit <http://www.bu.edu/calendar/>, login using Kerberos password click “event” and submit form
- To submit an event for approval on the BMC Calendar:
  - ❖ Visit: [http://internal.bmc.org/about/calendar\\_bmcevents.asp](http://internal.bmc.org/about/calendar_bmcevents.asp), click “submit an event,” complete and submit form.