Who We Are

Presenter:
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This seminar discusses how digital strategies can impact recruitment and retention for clinical research.
Objectives

01 Consider how study ‘brand’ influences recruitment and retention efforts.

02 Identify key elements which drive effective recruitment strategies, especially knowing your audience.

03 Discuss the range of digital strategies and how they can be used to impact recruitment and retention.
BRANDING

/brand/
verb
verb: brand; 3rd person present: brands; past tense: branded; past participle: branded; gerund or present participle: branding

1. assign a brand name to: “branded goods at low prices” – the promotion of a particular product or company by means of advertising and distinctive design.
Brand Recognition

- McDonald's
- Nike
- Coca-Cola
- Amazon
- Starbucks
- CVS Pharmacy
- Apple
- IBM
- VISA
- Google
- Ford
- FedEx
Building Your Brand

1. LOGO
2. WEBSITE
3. PRINT
4. SOCIAL MEDIA
Examples of NERI Branding

- Boston Area Community Health Survey
- Registry of Hypogonadism in Men
- Project VALOR
- Heart Failure Study
- Project OUTFIT
- Online User Training for Intervention in Trauma
- PTSD clinicians exchange
- Fresh Air Aire Fresco
- type1 teamwork
- Parents & Teens Managing Diabetes Together
- FUEL
  The Fontan Udenafil Exercise Longitudinal Trial
- BEST-CLI
  Best Endovascular vs. Best Surgical Therapy in Patients with Critical Limb Ischemia
- Children AND CLINICAL STUDIES
- Pediatric Heart Network
- Why WAIT
  Toolkit for Primary Care
- PRESERVE
- Pumps for Kids, Infants and Neonates
Case Study

LOGO

WEBSITE

POWERPOINT SLIDES

LETTERHEAD

TWITTER
Case Study

LOGO

Fresh Air Aire Fresco

MAGNETS

Fresh Air Aire Fresco

T-SHIRTS

MBTA ADS

COUPONS

LETTERHEAD
From Branding to Messaging

- Design your brand
- Identify your mission
- Define your value proposition
- Tailor messaging to stakeholders
- Set measurable targets/goals
There is no ‘one size fits all’

Starting with your core value statement or vision for the project...

STAKEHOLDERS
- Investigators
- Clinicians
- Site Coordinators
- Participants
- Family members
- Patient advocacy groups

KEY MESSAGES
- Awareness
- Your mission
- Value proposition
- A call to action!

TOOLS
- YOUR LOGO
- Clinicaltrials.gov
- Study website
- Print materials
- Email messaging
- Social media
Social Media
Social media is NOT a magic bullet!