# Digital Strategies for Recruitment and Retention

**March 2017** 











### Who We Are

#### **Presenter:**

### Lisa Marceau, MPH, PMP

Executive Director, VP of Digital Strategies New England Research Institutes

#### **Co-Presenter:**

### Julia Coleman, BA, MPH Candidate

Project Manager and Media Specialist New England Research Institutes



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

## **Objectives**

- O1 Consider how study 'brand' influences recruitment and retention efforts.
- O2 Identify key elements which drive effective recruitment strategies, especially knowing your audience.
- Discuss the range of digital strategies and how they can be used to impact recruitment and retention.

# 01

# **BRANDING**

/brand/

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**

























## **Building Your Brand**

- 1 LOGO
- 2 WEBSITE
- 3 PRINT
- 4 SOCIAL MEDIA

## **Examples of NERI Branding**



















The Fontan Udenafil Exercise Longitudinal Trial













## Case Study

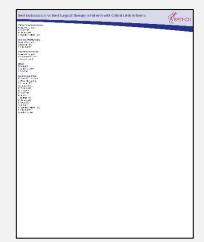


POWERPOINT SLIDES Over



#### **WEBSITE**





#### **LETTERHEAD**

#### **TWITTER**



## Case Study

# Fresh Air Aire Fresco



#### **MAGNETS**



#### **T-SHIRTS**

AireFresco AireFresco AireFresco Find out if you are eligible to Find out if you are eligible to Find out if you are eligible to participate. Call us at 1-800-775-6374 x630 participate. Call us at 1-800-775-6374 x630 participate. Call us at 1-800-775-6374 x630 Participation is completely voluntary and n Participation is completely voluntary and no information about you will ever be shared. Participation is completely voluntary and n information about you will ever be shared. All information we collect will be for research purposes only. We will never giv out your name or any information you # 280001280001 # 280001 # 280001 Freshkir Participant, We hope that you enjoyed your participation in the study, Please pass out these 5 coupons to people you know tho may be eligible to just the study. In order to participate you must be an adult 18 or over, speak English or Spanish, a non-smoker in a non-smoking home and live in no of our study developments. Residents of Cambridge Townhouses are not eligible. Only one member per household can lake part in the Fresh Air AireFresco Fresh Air AireFresco Find out if you are eligible to Find out if you are eligible to participate. Call us at 1-800-775-6374 x630 participate. Call us at 1-800-775-6374 x630 Participation is completely voluntary and no information about you will ever be shared. All information we collect will be for research purposes only. We will never give out your name or any information you When you call please mention code: When you call please mention code # 280001 # 280001

**MBTA ADS** 



LETTERHEAD

**COUPONS** 

## From Branding to Messaging -



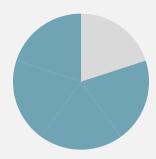
Design your brand



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

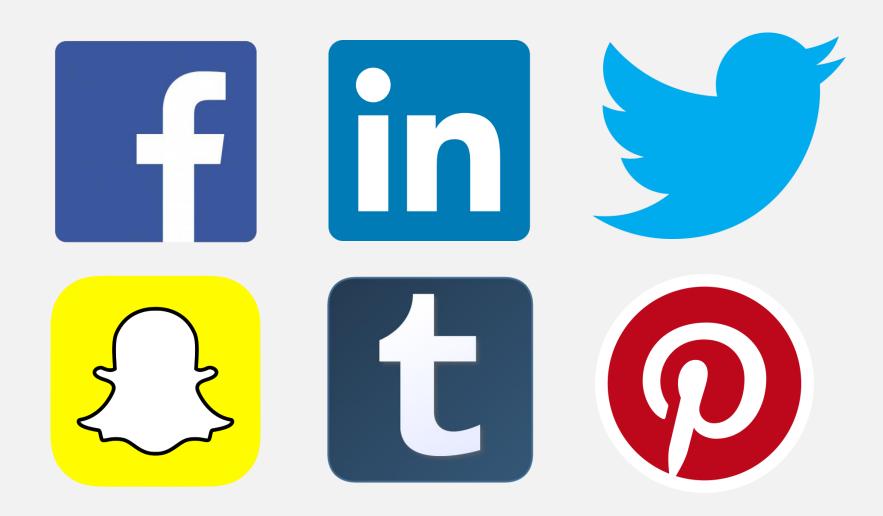
#### **KEY MESSAGES**

- 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!