



Overcoming Recruitment Challenges: Lightning Talks on Lessons Learned and Best Practices

December 16, 2024

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Lightning Talks: Workshop organization

5 Lightning talks on recruitment challenges, what was done, and lessons learned/best practices

In the breakout rooms we will discuss our own experiences with recruitment challenges. Tell “your story”: what was the challenge and what did you do to improve things?

We’d like to “**Crowd-source**” Lessons Learned and Best Practices for these challenges!

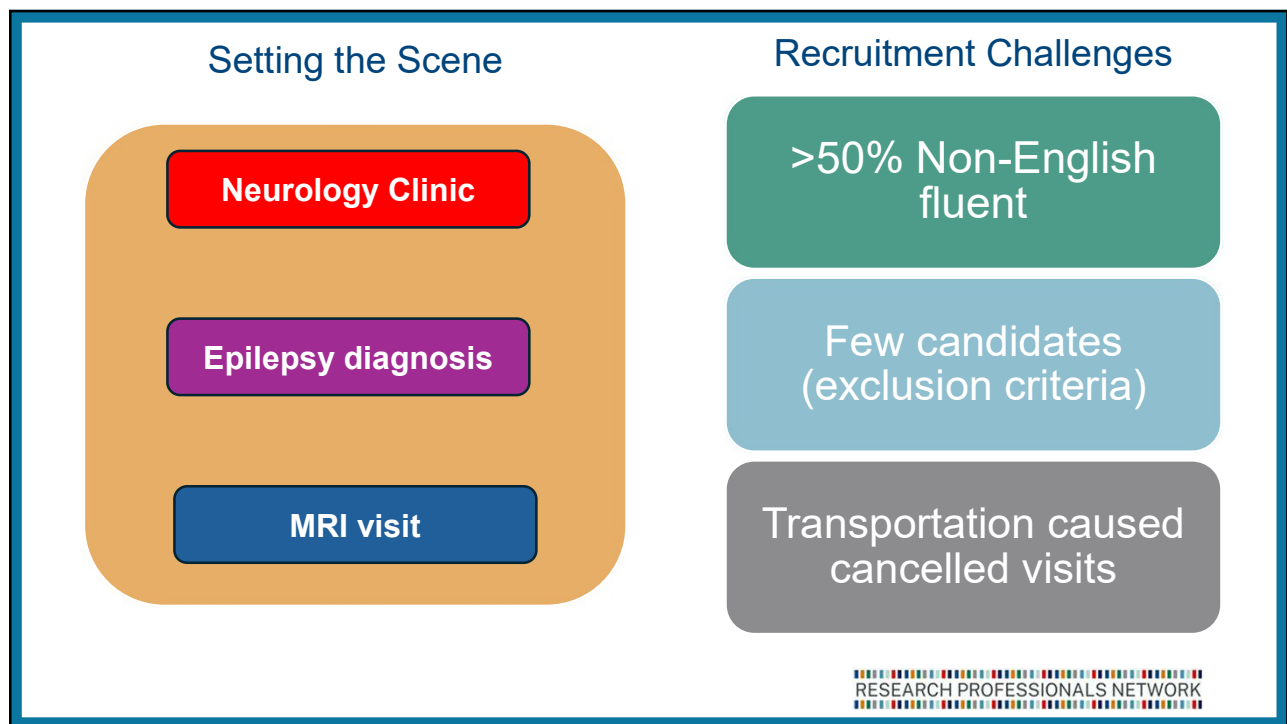
We will share Zoom whiteboard within each Breakout room. Double click in the appropriate space in the table or make a post-it note to add your thoughts on Lessons Learned and Best Practices!

We’ll combine all the Lessons Learned and Best Practices from each Breakout Room and the provide final product to all attendees! (And we’ll post on the RPN Workshop Library too!)

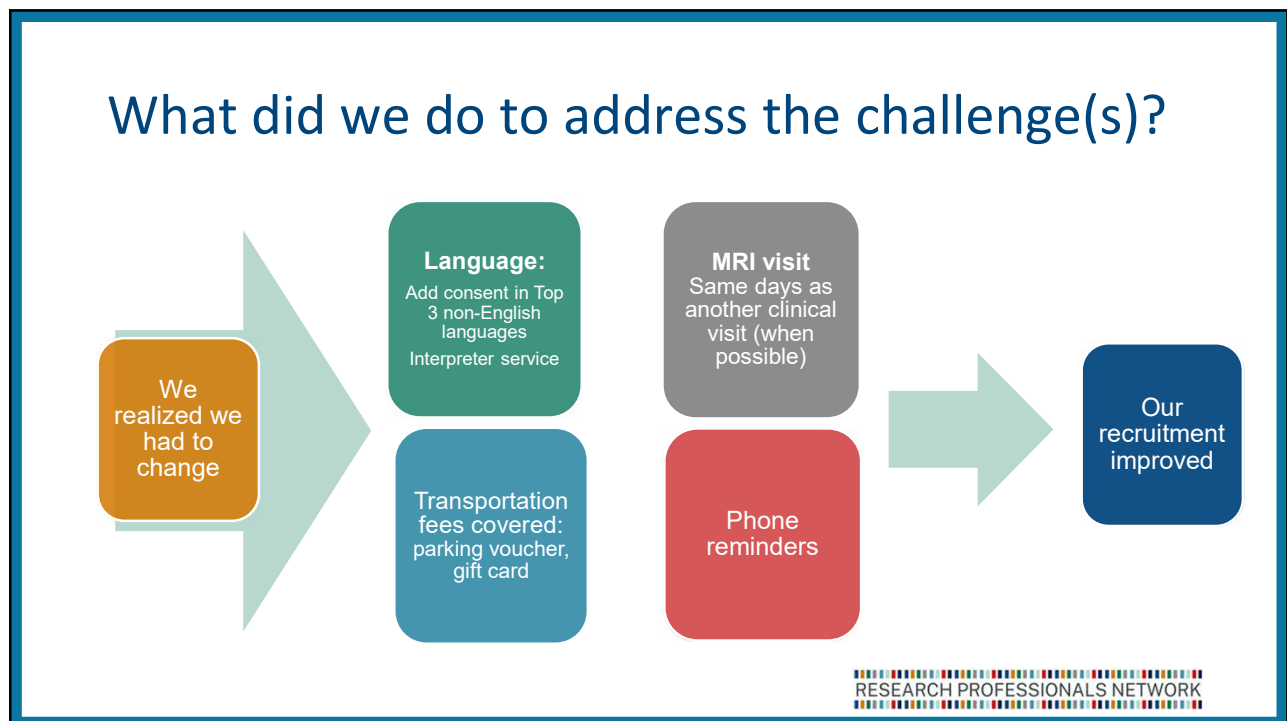


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Lessons Learned

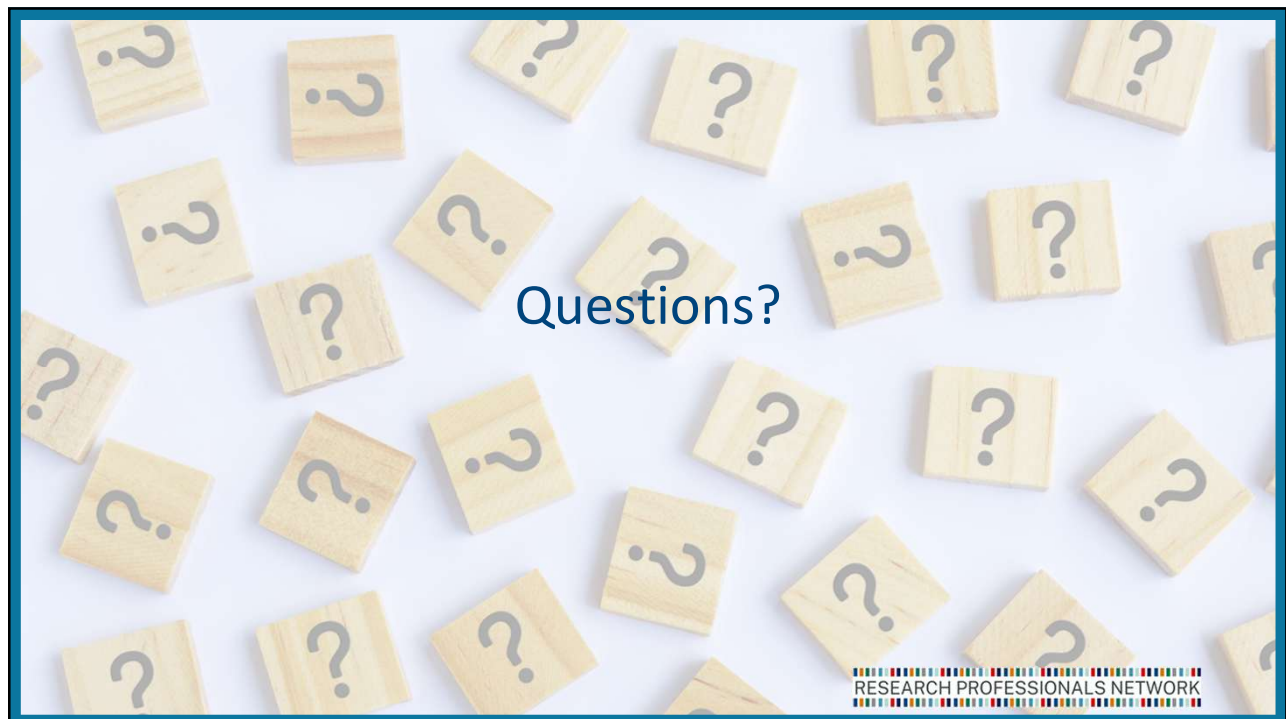
- Planning for enough budget for recruitment
- Transportation
- Included additional FTE to have research team to screen EMR, contact consented participants /reminders

Best Practices

- Important to know barriers of your population
- Languages
- Epilepsy:
- +++Driving
- ++memory
- Make it easy for the participant

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Setting the Scene

- “Atenolol for the Prevention of Osteoporosis”
- 2-year multi-site, randomized, placebo-controlled drug trial
- Our site sought to recruit ~140 healthy women 50-75 years of age

Recruitment Challenges

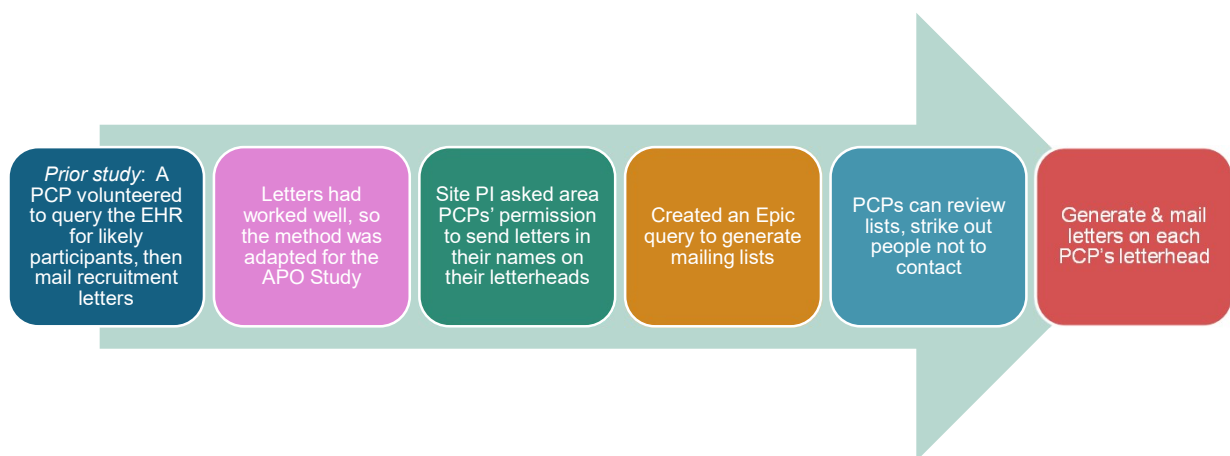
Regional newspaper & TV features generated a fair amount of interest, but not many qualified participants

Notice in the hospital staff newsletter worked only a little better

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What did we do to address the challenge(s)?



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Lessons Learned

- Good response rate, good participant yield
- Link to PCP is a powerful motivator—pro & con
- Letter must be clear the PCP is just recommending inquiring about the study, not promising participation
- Lots of steps for each PCP office—takes time

Best Practices

- Be sure the letter appeals first to participants' interests, not just the recruiters' need for bodies
- Try to direct participant questions to the study office, not the PCP's clinic
- Mail letters gradually to "flatten the curve" of responses

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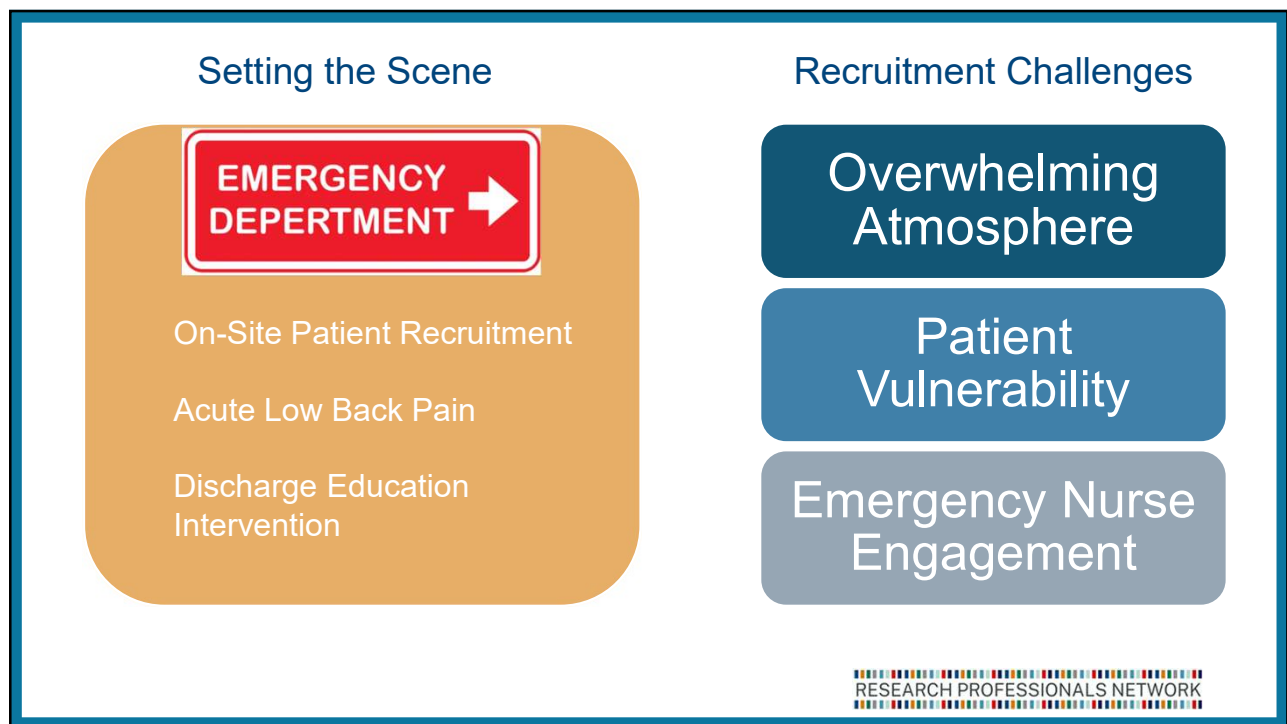
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Questions?

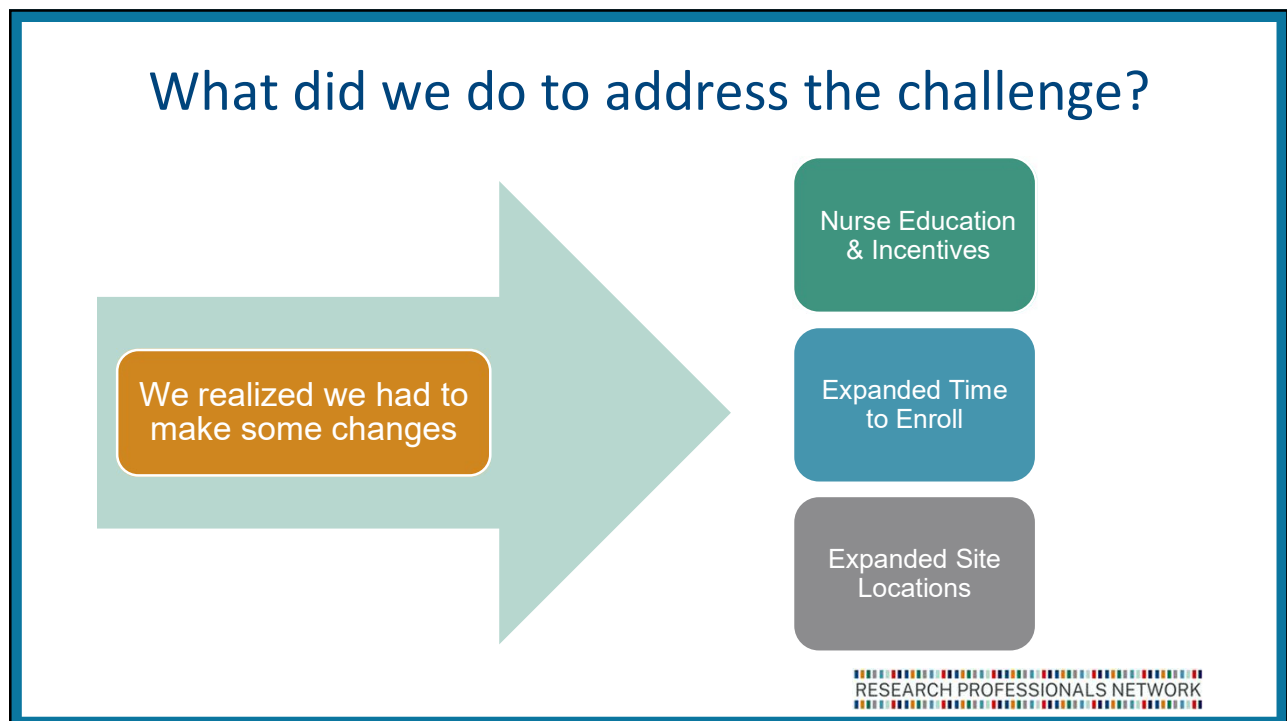
Aroda VR, Sheehan PR, Vickery EM, Staten MA, LeBlanc ES, Phillips LS, Brodsky IG, Chadha C, Chatterjee R, Ouellette MG, Desouza C, Pittas AG; D2d Research Group. **Establishing an electronic health record-supported approach for outreach to and recruitment of persons at high risk of type 2 diabetes in clinical trials: The vitamin D and type 2 diabetes (D2d) study experience.** *Clin Trials*. 2019 Jun;16(3):306-315. doi: [10.1177/1740774519839062](https://doi.org/10.1177/1740774519839062). Epub 2019 Apr 22. PMID: 31007049; PMCID: PMC6764596.

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Lessons Learned

- ED experienced researchers
- Researcher lived experience
- Continuous staff retraining and reminders

Best Practices

- Include bedside ED nurses in the planning stage
- Incorporate charge nurses or coordinators as subject matter experts
- Make it a win-win

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Questions?

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Setting the Scene

- The Yoga MAT Study – efficacy of yoga for chronic pain in people with opioid use disorder
- Feasibility study for recruitment and retention
- Protocol's recruitment plan -- to recruit from BMC General Internal Medicine Clinics for people with OUD
- We needed to recruit 96 participants

Recruitment Challenges

Over saturation of projects competing for the same participants

Finding additional places to recruit our population

Maintaining recruitment rates consistent with our timeline

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What did we do to address the challenge(s)?

We did a CDW pull and estimated possible recruitment rates from other departments at BMC

We decided to onboard external sites and made a plan

We worked with the IRB, Recruited external sites

We recruited 110 participants. 14 more than required

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Lessons Learned

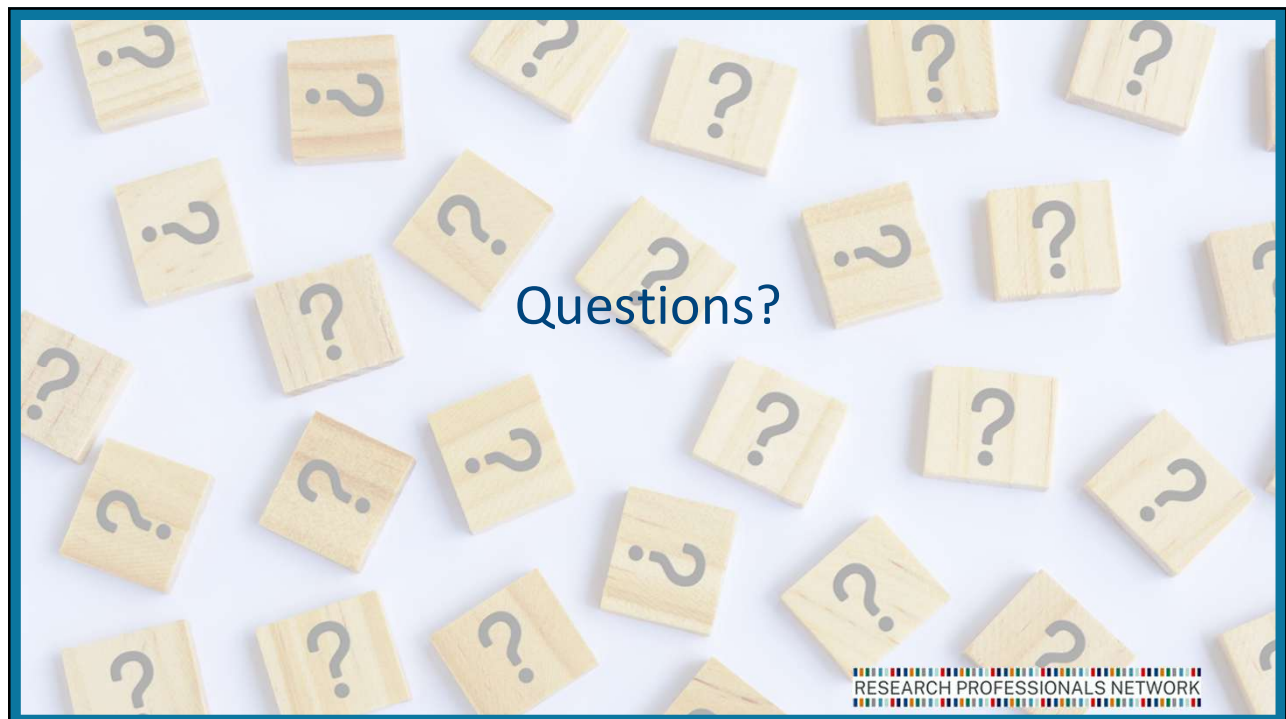
- External sites are an option but have some upsides and downsides
- Recruiting from external sites took additional staff resources, and impacted data collection rates

Best Practices

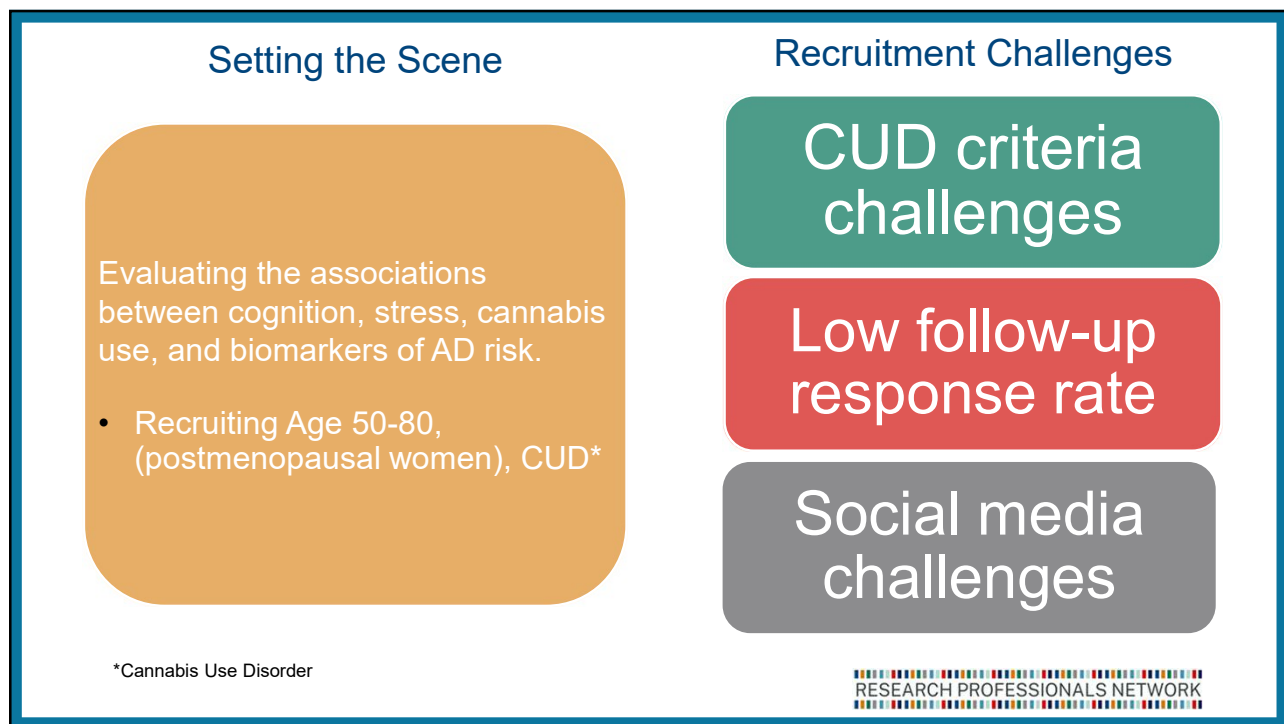
- Brainstorm difficulties in your recruitment plan early and often
- Include plans and resources for external sites in your grant
- Work with the treatment sites—it's a relationship

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Lessons Learned

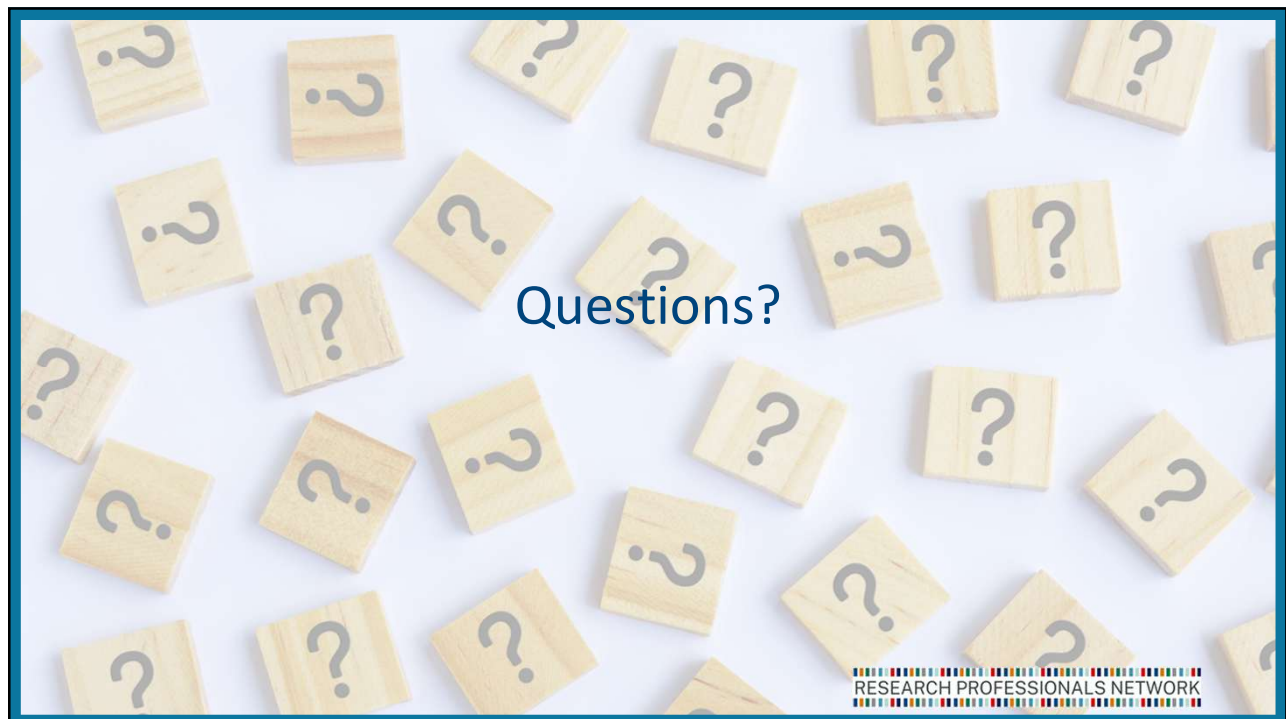
- Flyers: ↑ effort, ↓ yield
- Facebook: red tape, slow, ↑ effort
- Social media marketing: \$\$\$\$, budget concerns, high hit rates but low patient response

Best Practices

- **Budget appropriately**
- time & money
- Stay organized
- Be persistent

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Breakout Room Activity

You've just heard some great examples of recruitment challenges, what was done to address the challenge, and lessons learned and best practices.

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MT Whiteboard 2

Crowd-sourcing Recruitment Challenges, How addressed, Lessons learned, and Best practices

Scenario (Challenge and how addressed) <small>(Doubleclick below to add a brief description of the challenge/ what was done)</small>	Lessons Learned <small>(Doubleclick below to add a bullet. Add to the list as they occur to you)</small>	Best Practices <small>(Doubleclick below to add a bullet. Add to the list as they occur to you)</small>

Feel free to use direct entry to the table by double-clicking in the table cell or sticky notes like this one (6th icon on the toolbar).

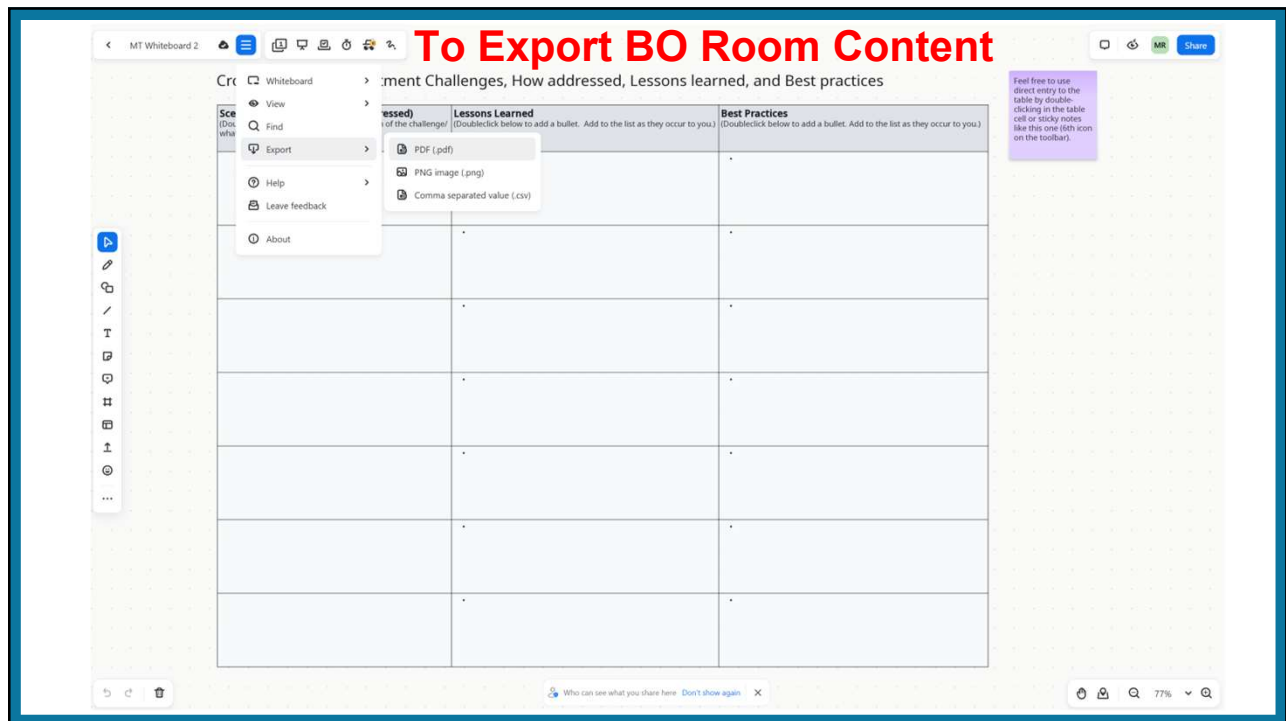
Who can see what you share here Don't show again X

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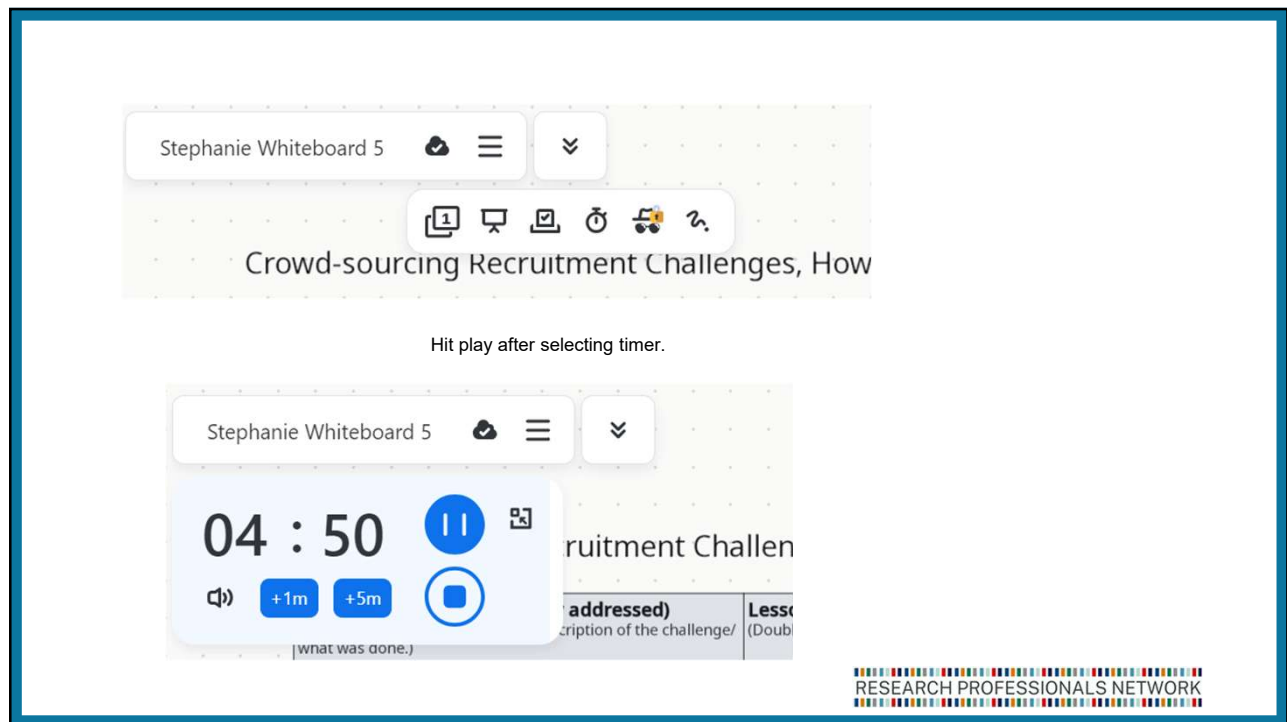
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