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# Recruitment

## Timeline and Expectations



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# Recruitment ≠ Easy



# What Happens in Other Studies?

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- 11% of sites fail to enroll any subjects (industry studies).
- Actual enrollment timelines exceed planned timeline in the majority of studies (metabolic/endocrine and CNS studies were the worst).

Lamberti MJ, et al. Drug Information Journal 2012 46:573

# D2d Will Be Different

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- Site selection criteria included past successful recruitment and feasible recruitment plans.
- Sites are not alone in executing the recruitment process.

# Recruitment Support and Monitoring

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- Recruitment and Retention Subcommittee (RRS)
  - Prior to initiating recruitment, will evaluate all recruitment plans and make suggestions for enhancement.
  - During the recruitment period, will regularly evaluate site implementation of recruitment plans and the effectiveness of the approaches.
  - Will be available for consultation.
  - Lessons learned will be shared across sites.
- D2d CC will assist sites (website, template materials)

# RRS Membership

Name	Site
Vanita Aroda, MD (Chair)	MedStar
George Bray, MD (Vice-Chair)	Pennington
Irwin Brodsky, MD	Maine Medical
Kay Mickel, RN	MedStar
Lawrence Phillips, MD	Atlanta VA
Vivian Fonseca, MD	Tulane
Chhavi Chadha, MD	HealthPartners
Shelly Cook	HealthPartners
Rebecca Opole, MD	University of Kansas
Myrlene Staten, MD	NIDDK
Taso Pittas, MD	Tufts Medical Center
Patty Sheehan, RN	Tufts Medical Center



# Recruitment and Enrollment Goals

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Prescreen  $\approx$

Screening visit  $\approx$   
7,000-9,000

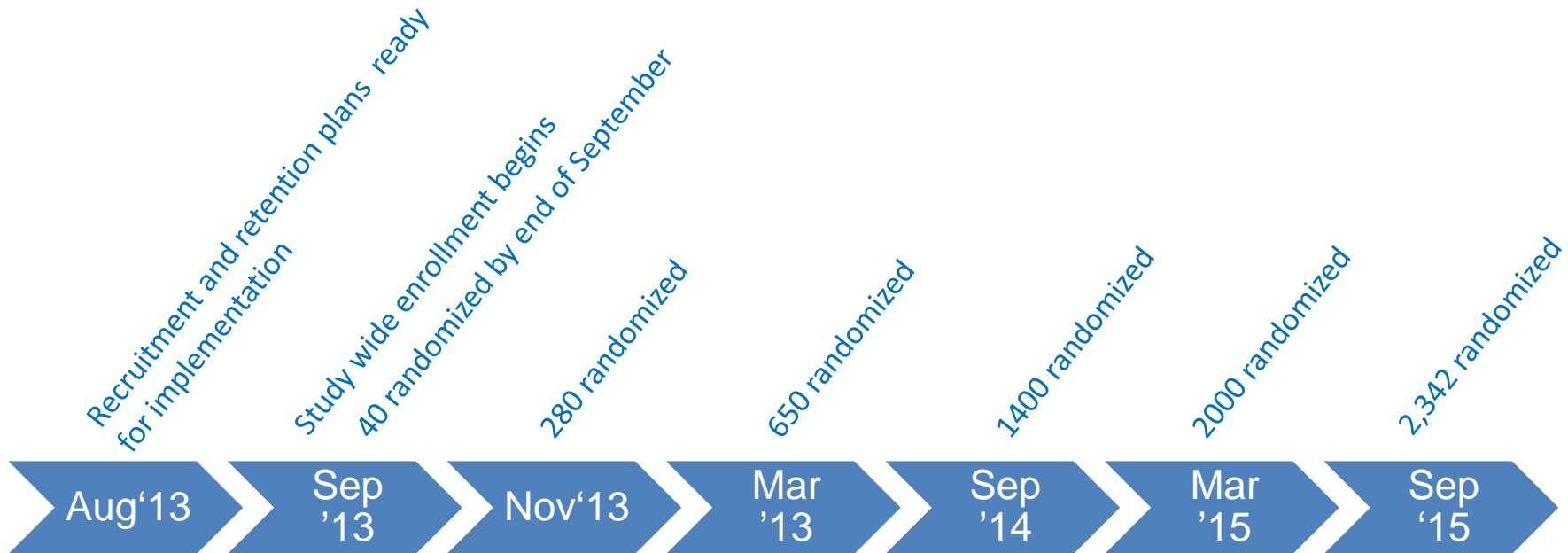
Baseline visit  $\approx$   
2,500

Randomize =  
2,382



# Enrollment Timeline

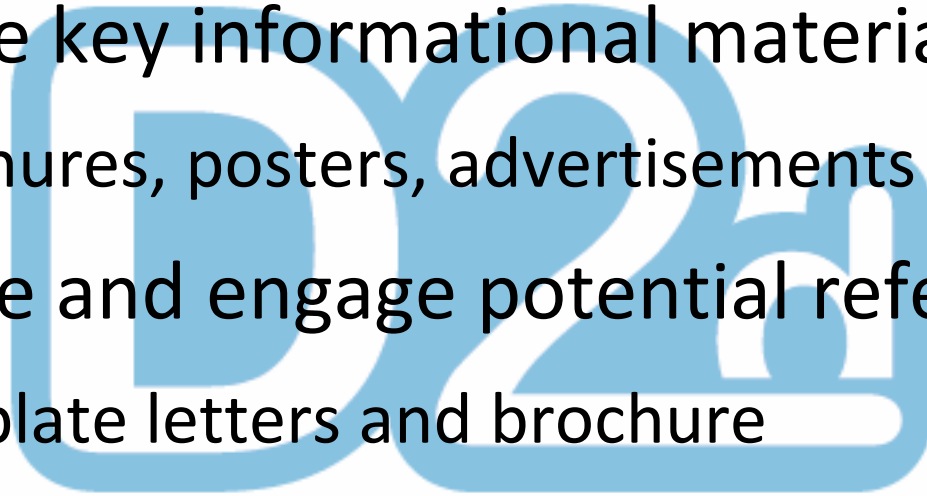
- July '13: sites submit updated recruitment plans to CC for review
- August '13: initiate electronic database searches for potential participants
- Sept '13: Competitive enrollment begins
- Enrollment ends when 2,382 participants have been enrolled



# D2d Marketing

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- Establish “brand” for study
- Easy acronym and logo
- Prepare key informational materials
  - Brochures, posters, advertisements
- Educate and engage potential referrers
  - Template letters and brochure





# Site Recruitment Keys to Success

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1. Know your target population and customize recruitment efforts to the population
2. Use traditional and non traditional strategies
3. Evaluate and adapt strategies as needed to succeed
4. Celebrate success!



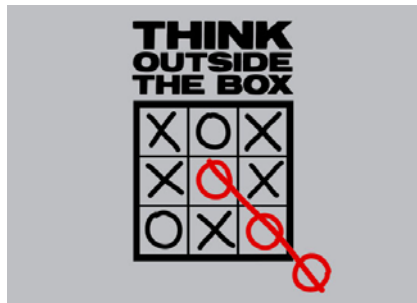
# Site Recruitment Keys to Success

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## 1. Know your target population: People at high-risk for pre-diabetes

- Overweight
- Siblings or children of people with diabetes
- Women who had gestational diabetes
- Ethnic groups

## Customize recruitment efforts to the population





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# Site Recruitment Keys to Success



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- 2. Use traditional and non traditional strategies**
- 3. Evaluate and adapt strategies as needed to succeed**
- 4. Celebrate success!**

# Site Recruitment Keys to Success

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## Use traditional and non traditional strategies

- Traditional
  - Referral networks
  - Newspaper advertisements
  - Public transportation advertisements
  - Posters, signs
  - Attending events
- Non-traditional
  - Internet:
    - Social media:  
    - Website promotion
    - Craigslist
  - Recruit from within your institution



# Site Recruitment Keys to Success

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# Site Recruitment Keys to Success

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## Evaluate and Adapt

- Track the process and evaluate progress
  - Recruitment source or strategy
  - Record activity (contacts, visits)
  - Recruiter or staff person
  - Outcome of each contact
  - Use software (e.g. Study Trax at Tufts)
- Complete and review reports to guide decisions
- Recruitment plan is not locked
- Drop and add new strategies based on performance



# Site Recruitment Keys to Success

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- **Stay motivated**
  - Set goals
  - Encourage and consider all new and novel recruitment **ideas**

# Site Recruitment Keys to Success

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- 2. Use traditional and non traditional strategies**
- 3. Evaluate and adapt strategies as needed to succeed**
- 4. Celebrate success!**

# Site Recruitment Keys to Success

## Celebrate success

- Interim goals
- End of recruitment



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