



D2d Recruitment

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- Specifics
 - Research Center campus within Louisiana State University System
 - Located in Capital City of LA – Baton Rouge
- Primary Population
 - Research Center has statewide reach
 - D2d Participants – Primarily white males
 - Nearly 50% represent minority groups

Successful Strategies

- Webscreener
 - Online tool for prescreening
(<https://my.pbrc.edu/clinic/screener/?Study=0498-0000>)
 - 355 completed
- Listserv Email
 - PBRC listserv of 20K+ of past study participants and webscreeners
 - 113 webscreeners
- Initial Screening Rollover
 - Ability to screen for other studies after rejection
 - 80 roll overs

Successful Strategies Cont.

- Community Events
 - Men's Health Conference
 - Wellness Day for Women
 - Church Health Screenings
- Paid Media
 - Radio
 - Newspaper
 - Postcard
- Coordinator Referral
 - Study Coordinator referral to other studies when ppt completes a study

Current Participants' Referral Source

- PBRC Listserv – 6
- Men's Health – 3
- Postcard – 3
- Coordinator Referral – 3
- Word of Mouth – 2
- Women's Wellness – 1
- Newspaper – 1
- Radio – 1
- Website – 1
- Rollover – 1
- Church screening – 1

Challenges/Plans for the Future

- Challenges
 - Lack of access to EMRs
 - Need to find consistent referral base
 - Heavily reliant on successful community events
- Plans for the Future
 - Begin to work with primary care physicians to introduce a consistent base of referrals
 - Continue quarterly listserv email for D2d
 - New Outreach Coordinator will be hired to do more grass roots recruitment for D2d