



Vitamin **D** and
type **2** diabetes

diabetes prevention research matters



Maine Medical Center
Research Institute

D2d Study - Maine Site

2014 Recruitment Strategies

Overview

- Who We Are
- Successful Recruitment Strategies
- Unsuccessful Recruitment Strategies
- Next Steps...

Who We Are

- Irwin Brodsky, M.D., MPH, Principal Investigator
- Clifford Rosen, MD & John Devlin, MD, Co-investigators
- Jacki Lapointe, RN, Clinical Site Coordinator
- Lori Brodsky, FNP, Research Nurse Practitioner

Maine Medical Center



Our Site Location

- Maine Medical Center (MMC) is a complete health care resource for the people of Greater Portland, the state of Maine, and northern New England.
- MMC is the state's largest medical center, licensed for 637 beds and employing more than 6,000 people.
- MMC has a unique role as both a community hospital and a referral center.
- Partnered with Tufts University School of Medicine, we have the only state's allopathic medical school.
- We have a world-class biomedical research center, the Maine Medical Center Research Institute.

Estimated D2d Study Population Served

- 99% Caucasian
- 1% Other
- 58% Elderly (66 to 86 years old)
- 40% Mid (45 to 65 years old)
- 2% Under 45 years old

Successful Recruitment Strategies

- Letter Campaign
 - Quarterly Query of electronic medical record
 - Query the problem list to ensure that patients receiving letters have had the diagnosis discussed with them
 - Search terms: prediabetes, insulin resistance syndrome, hyperglycemia
 - Of every 100 letters mailed, we get about 20 calls
 - Yield is about 16 – 20%
 - One out of 6 who call are randomized
- Pursue local news stories from trusted journalists
 - Occasions: World Diabetes Day, Diabetes Alert Day
 - Angle: Unique opportunity for Mainers to participate in NIH research, Mainers are great, collaborative, volunteers
 - CBS, ABC, Portland Press Herald, others
- Employee Health Screening
 - Search employee health database from annual employee screening
 - Criteria: fasting glucose 100-125, age 30 or above, BMI 25 or higher
 - Web MD email sent to employees who meet criteria with subject line “volunteer for research on diabetes prevention using vitamin D”

Obtaining and maintaining support for letter campaign

- PI attends meetings of primary care practice groups to explain study and gain approval of the MD's to send letters under their names
- PI obtains support from Administration at group practice headquarters
 - Query of EMR is done at headquarters and patient lists are created
 - Letters are printed at individual practices
 - Letters are mailed by D2d staff in primary care envelopes stuffed with D2d brochures
- Thank you Lunches are organized for primary care practice staff who printed letters for D2d. PI attends each lunch to thank the staff and MD's

Unsuccessful Recruitment Strategies

- In-person recruitment of volunteers at primary care offices
- Radio / Newspaper Ads
- Tear Pads

Recruitment -- Next 3 Months

- Continue current quarterly letter mailing campaign
- Expand letter campaign to other hospitals in Lewiston, ME and Bath/Brunswick, ME
- Diabetes Awareness Month public service announcements