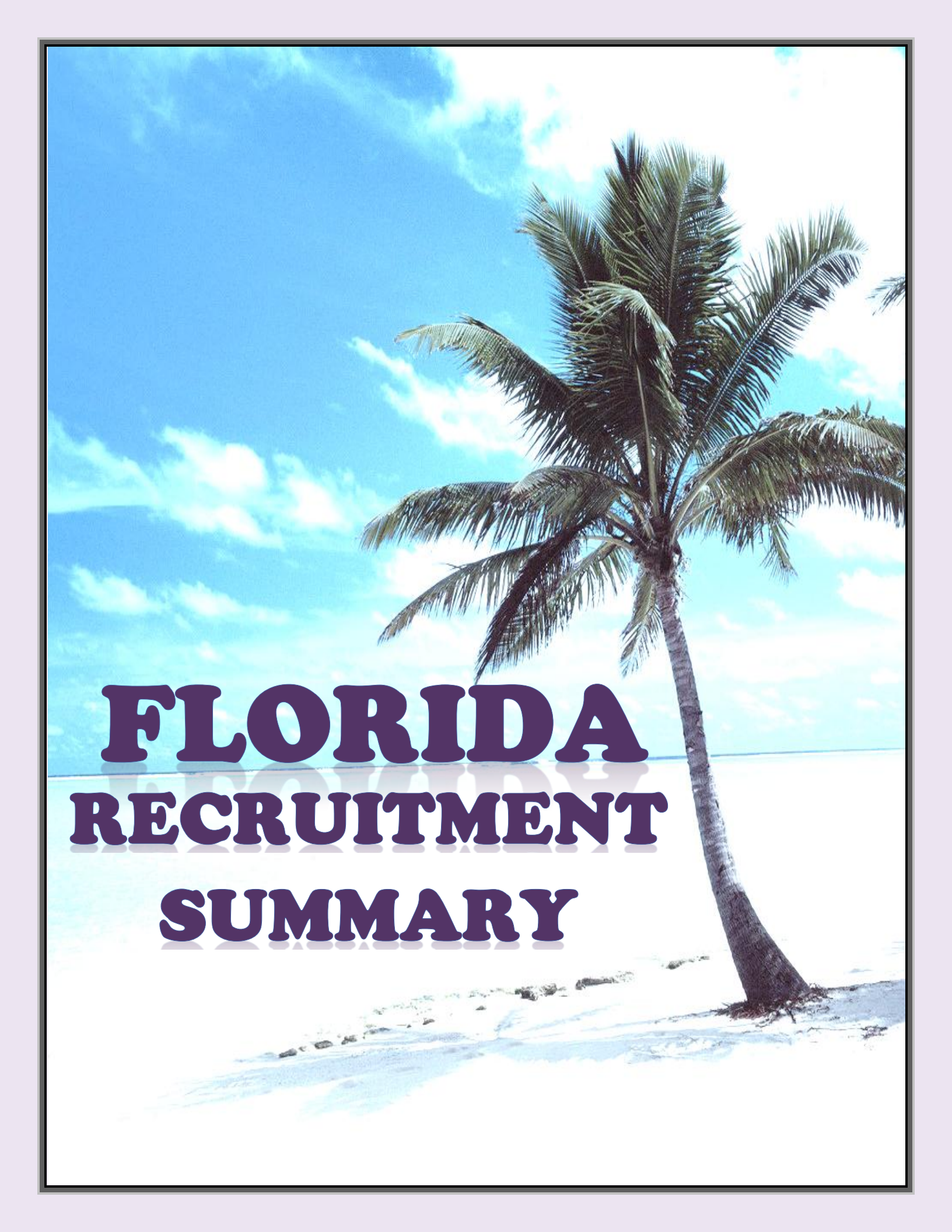


A tropical beach scene with a palm tree and a blue sky with clouds. The text "FLORIDA RECRUITMENT SUMMARY" is overlaid in a bold, dark blue font with a reflection effect.

FLORIDA RECRUITMENT SUMMARY

Ads

Craigslist, Google, Facebook
Newspaper 'Orlando Sentinel'

Flyers

Community Health Centers
Churches

Letters/Postcards

Send to individuals in TRI database
Send to EMR Query results (monthly)
MD referrals (monthly)

Radio

Local stations (Spanish station added Dec)
Pandora

FH TV Network

television programming throughout the hospital
in waiting rooms and patient rooms

Events

booth/tables to hand out information and collect contact information
ADA Step Out Walk
Local Health Fairs
Tour de Cure (2015)

FH Insite

**Hospital Portal Advertisement
Employee e-mail and announcement board**

Physician outreach
within hospital portal, local events and EMR results
Target Primary Care offices
thru e-mails, information letters and Lunch and Learns

Florida Hospital 'Biometrics'
(hospital employee's health event)
(VS, A1c, FBG) → follow up via FH employee e-mail

**** Florida Hospital electronic
medical record (EMR) - query (monthly)**

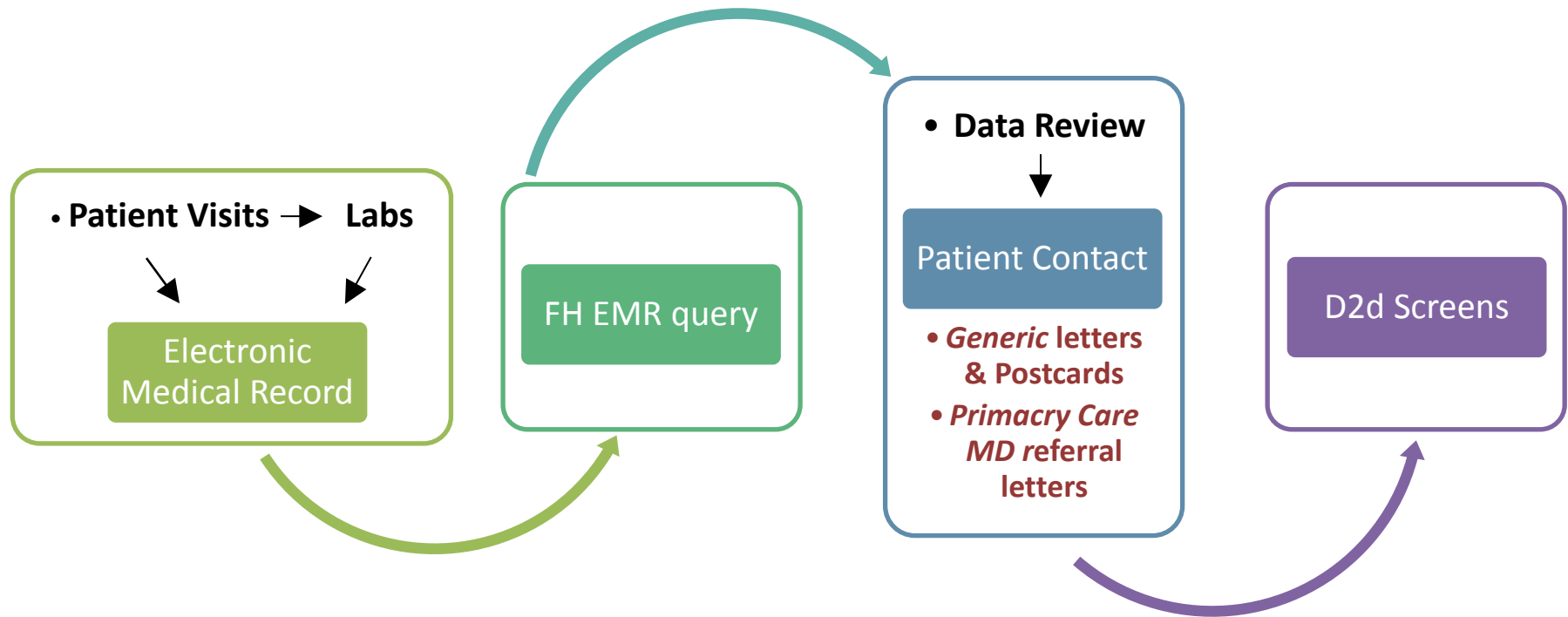


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Florida Hospital EMR Query Process

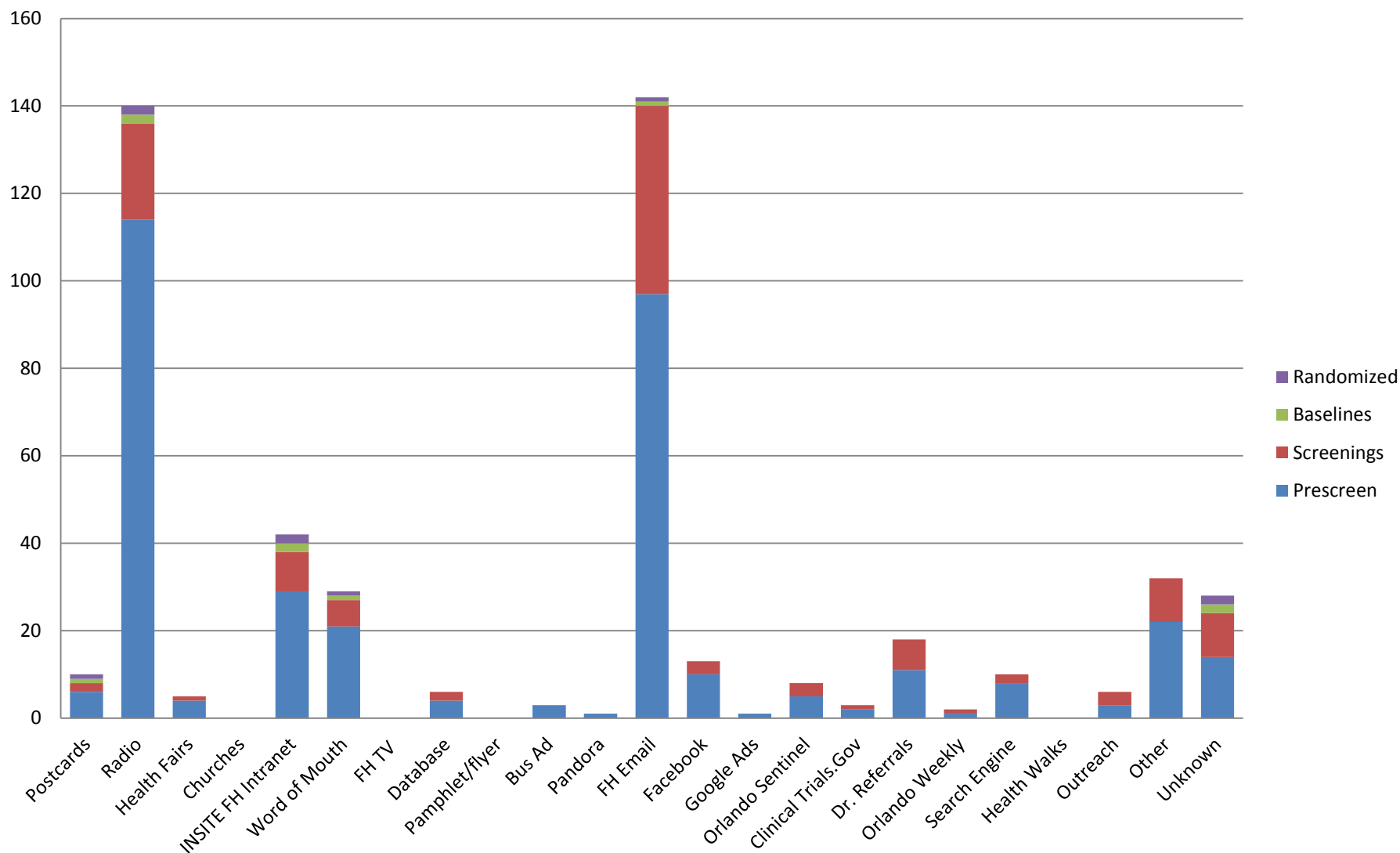


Electronic Medical Record: Florida Hospital searches patient medical records for targeted data (FBG, HgbA1c, Age, BMI) → **FH EMR query** (results)

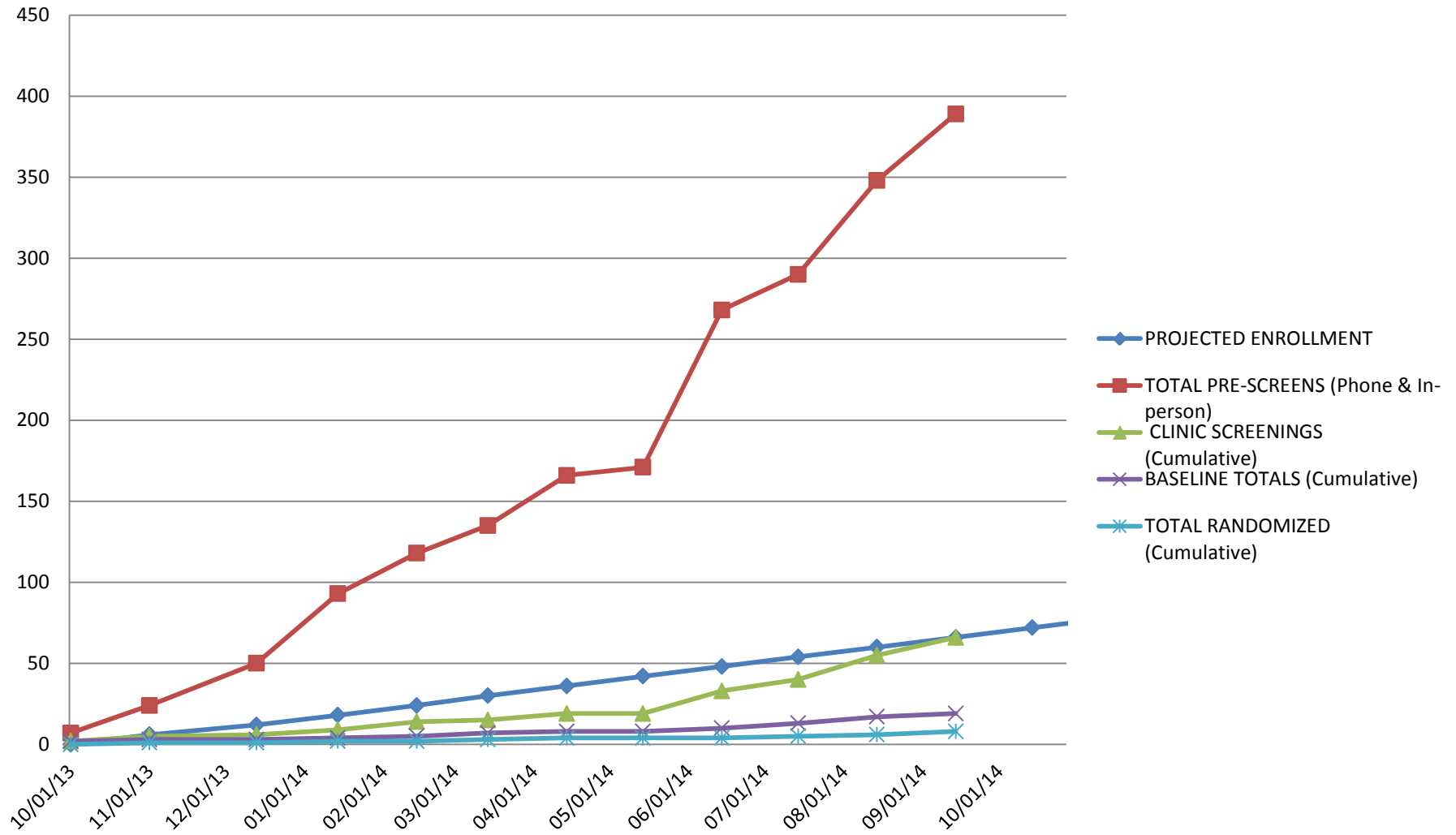
Advertisement Generic: generic D2d letter accompanied with D2d Brochure, postcards and follow up phone calls if applicable

Primary Care Specific letters: from the Primary Care Office Outreach: send 2 different versions of referral letters from Patients Primary Care Physicians

Recruitment Methods



Recruitment and Enrollment



Recruitment Strategies

- *Postcards:*
 - sent out to individuals from our database
- *Radio ad:*
 - local radio station used, top 40 with a younger demographic
- *Health Fairs:*
 - set-up tables and collected names at events around town
- *Churches:*
 - sent flyers to local churches who are associated with Florida Hospital
- *INSITE FH Intranet:*
 - Employee intranet and announcement board
- *FH TV Network:*
 - Television programming throughout the hospital in waiting rooms and patient rooms
- *Database:*
 - Contacted participants from our current database who have previous HbA1c within range
- *Bus Ad:*
 - Advertising on both the outside and inside of buses, do not get to pick which route.
- *Newspaper:*
 - Advertisement placed in local publication, the Orlando Sentinel
- *Internet radio:*
 - Audio and visual ads ran on Pandora
- *FH Diabetes Institute:*
 - Placed letters in packets of individuals receiving diabetes education