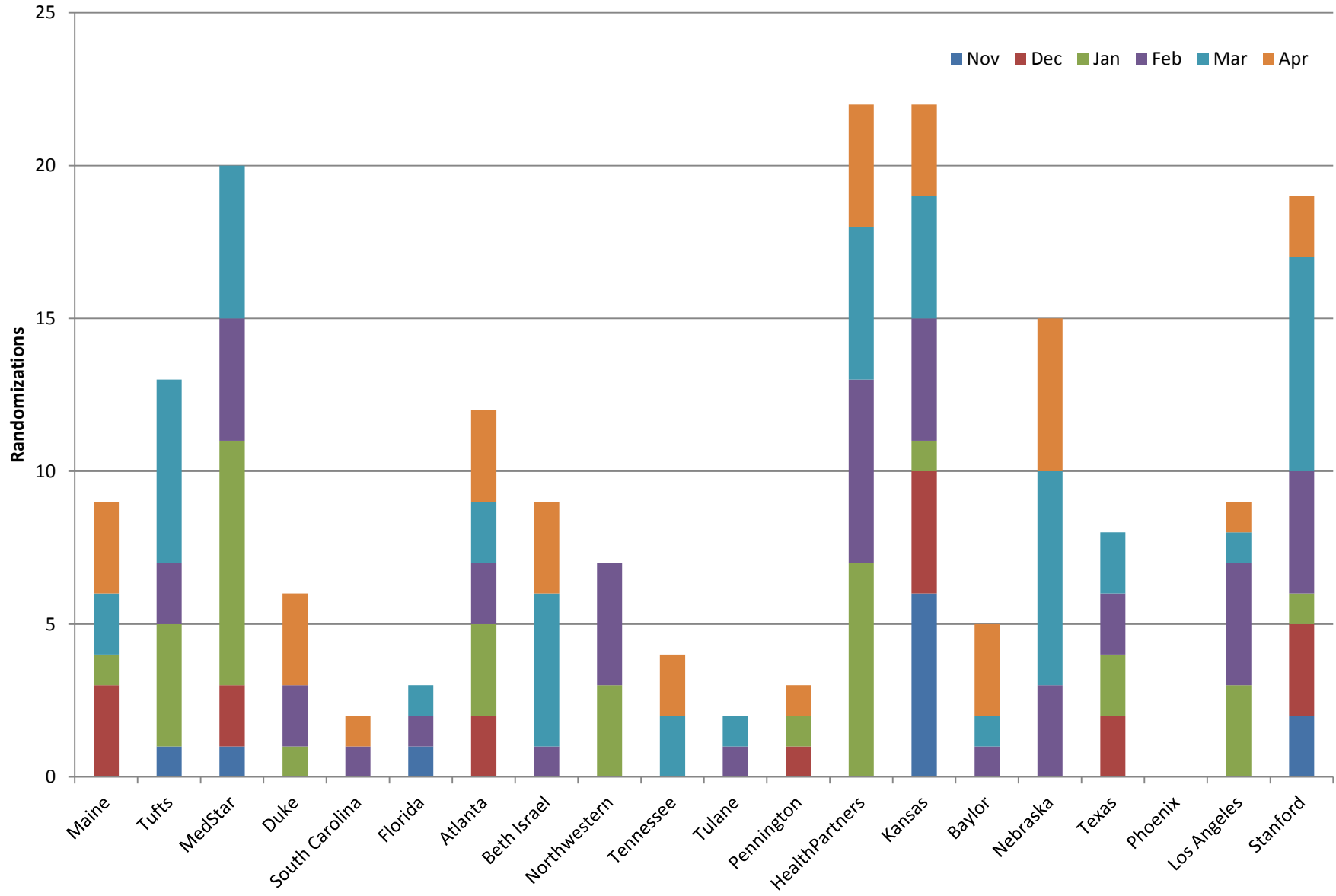


# Randomizations By Site





TRANSLATIONAL RESEARCH INSTITUTE  
FOR METABOLISM AND DIABETES

*Innovate. Discover. Cure.*

*D2d Recruitment Methods*

Sanford|Burnham  
Medical Research Institute



FLORIDA  
HOSPITAL

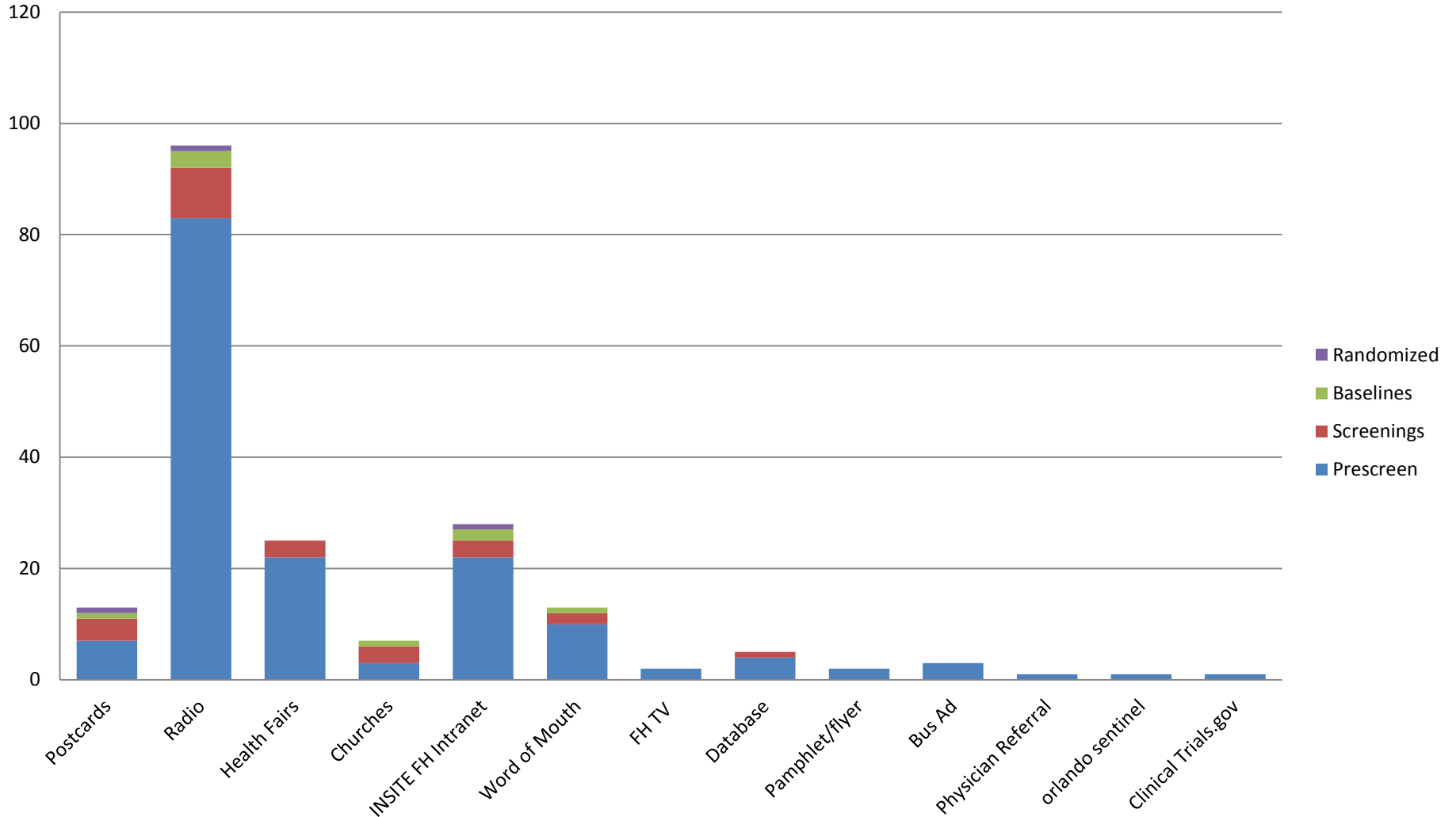


# Recruitment Strategies

- *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



## Recruitment Methods



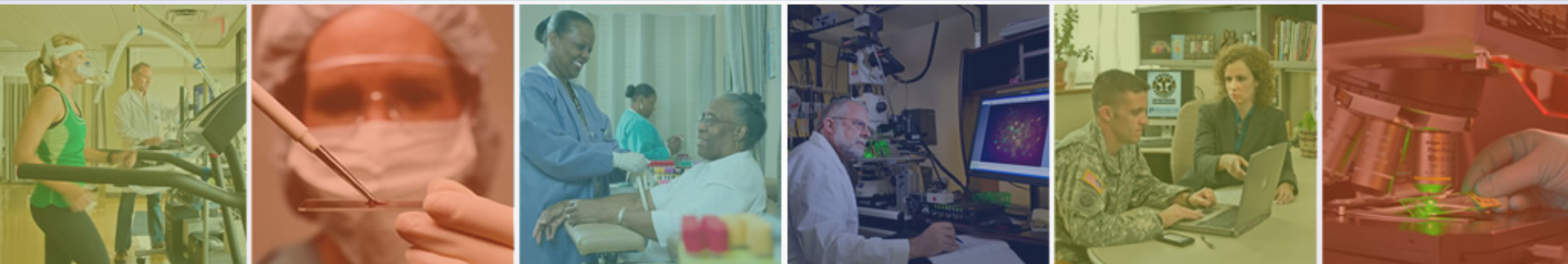


# Pending Recruitment

- *Endocrinology Practice*
  - *Partnering with large endocrinology practice for patient referrals*
- *FH Patient Database*
  - *Authorization from FH to access patient record for clinical trial recruitment*
  - *Details are currently being finalized*
- *VA Partnership*
  - *Partnering with the local branch of VA Hospitals*
  - *Access to their patient population and records*
- *Physician Outreach*
  - *Lunch-n-learns in physician offices to discuss study recruitment*
  - *In-house CMEs for physicians*



*Louisiana State University System*



# Pennington Biomedical Research Center Recruitment Update

PI: George Bray, M.D.

Medical Investigator: Frank Greenway, M.D.

Coordinator: Amy Thomassie, R.N.

# Recruitment Methods

- Traditional Media
  - Newspaper ads
  - Newspaper inserts dropped to ~43,000 people 2 Sundays in a row (these are 8.5x11 double-sided flyers)
  - 3 week radio ad ran on stations that target African Americans
  - Participated in one of the local news station's morning shows
  - Local media group aired an interview of Dr. Greenway discussing the study
- New Media
  - Quarterly emails are sent out to the Pennington Biomedical listserv (~15,000 subscribers)
  - Ran a 1 month digital ad on the local newspaper's website
  - Have posted weekly Craigslist ads since November
  - Participated with one of the local news stations during diabetes awareness month to create an online advertising campaign
  - Emailed a recruitment letter to over 4,000 employees that are employed with a local company

# Recruitment Methods

- Outreach
  - Conducted outreach to a couple of primary care physician offices
  - Have participated in outreach events at local retirement centers
  - D2d is represented at all outreach events, health fairs, etc. that Pennington participates in (the department averages 3 events per month)
  - Attend our local Farmer's Market once a month

# Recruitment Success

- The 2 most successful methods have been:
  - The quarterly emails sent to Pennington's listserv
  - The 3 week radio ad campaign

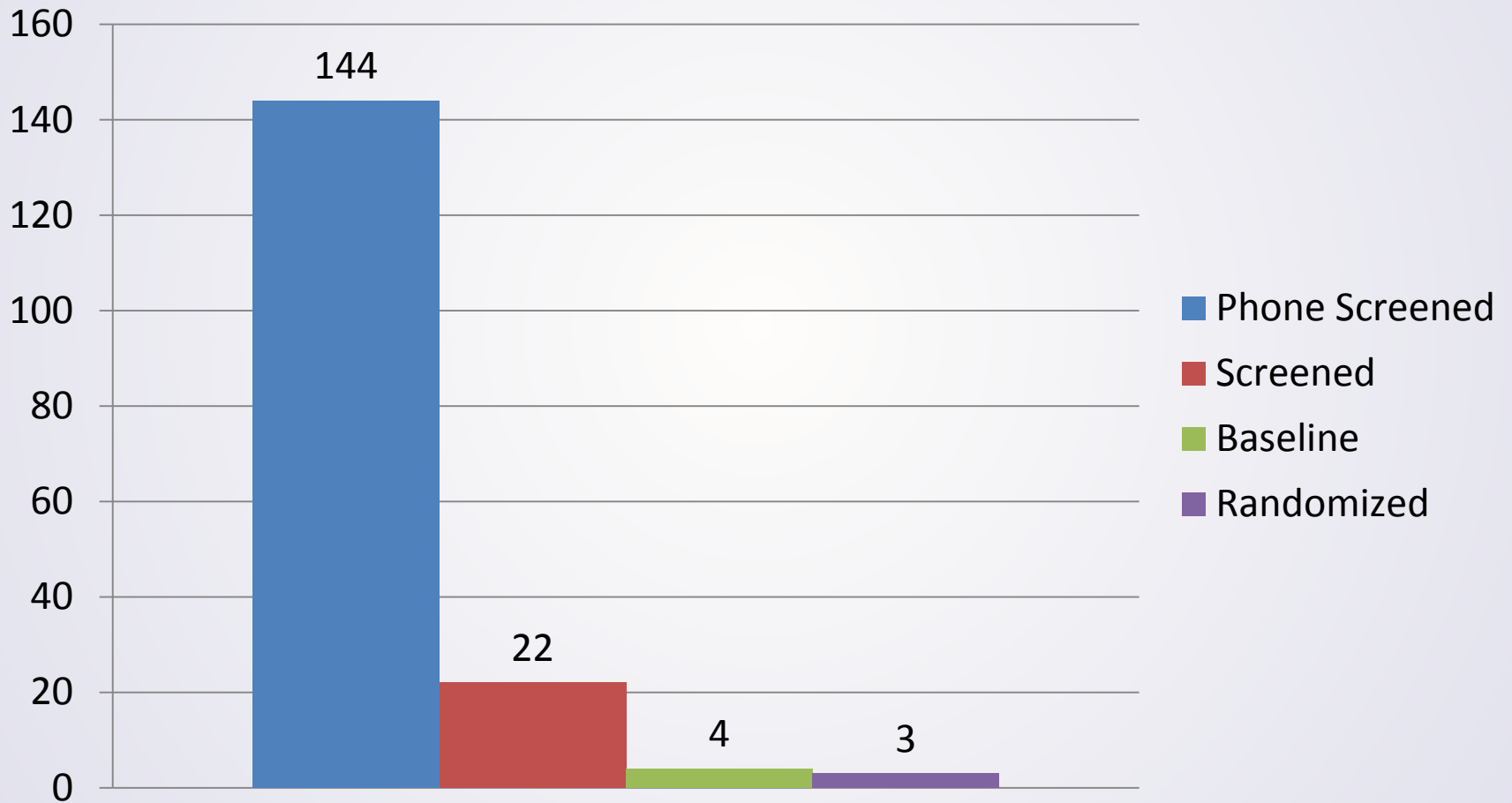
# Recruitment Challenges

- Not having access to an electronic medical record system
- Obtaining buy-in from the local primary care physicians
- Traditional media methods that normally produce results have not for D2d

# Future Recruitment Plans

- Advertise in local church bulletins
- Contact past research participants that are willing to be notified about future studies
- Continue to send out emails to the Pennington listserv on a quarterly basis
- Run another radio ad campaign
- Further develop relationships with the local LSU clinic to gain access to their EMR
- Potentially will work with Angola prison to recruit volunteers

# Current Enrollment



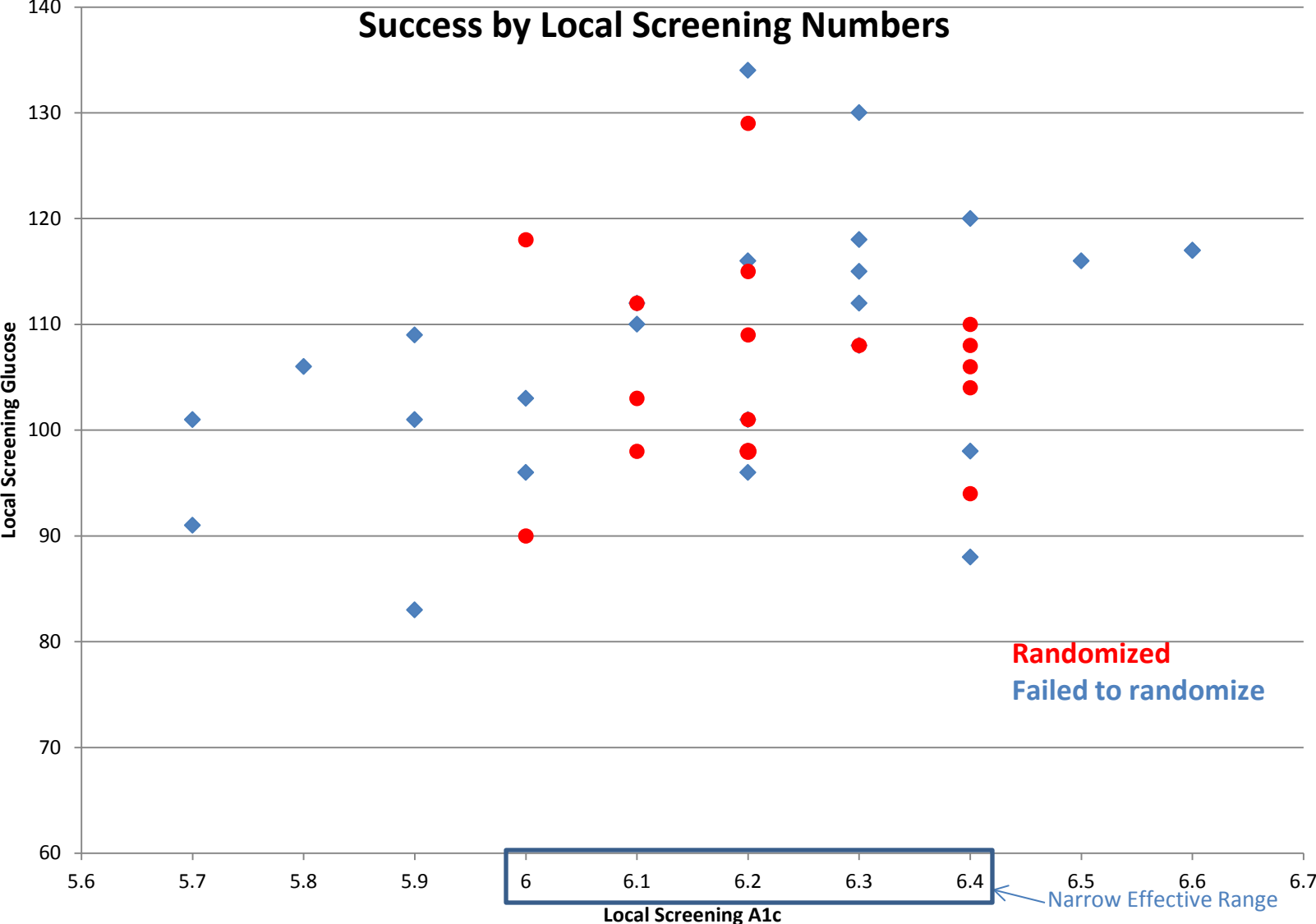
# VA/UNMC (Omaha, NE)

- Early Usage of Advertisement
  - 40 interested pts but 0 screened.
- Slow start due to doctor education of study.
- Hard finding “target range” on pts.

# VA/UNMC (Omaha, NE)

- Current Success:
  - Teamwork gathering data from EMR
  - Striving for 3-5 new pts a week
  - Working to maintain at least a 7 pt per month goal
  - Cross-over training on team members
  - Maintaining/Growing relationships with doctors

# Success by Local Screening Numbers



# VA/UNMC (Omaha,NE)

- Goals for NE Team:
  - Get UNMC involved more in pt recruitment
  - Use our new relationship with “M.O.V.E” to grow our VA pt load
  - Push our doctors to get A1c & FPG on more pts at risk of pre-diabetes