Duke University
D2d Recruitment Strategies and Progress
March 11, 2014

As of 3/10/2014
Screened: 28; Baseline: 10 completed; 4 scheduled; Randomized: 3

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Recruitment Methods

- **Press release** within Duke: Inside Duke Medicine (Oct 21), DCRI newsletter (7 calls/emails, 0 screens)
- **ResearchMatch**- secure registry for major academic institutions and community members interested in learning about research opportunities:

  (41 respondents, 5 screens, 2 baseline, 0 randomized)
- **Community flyers** (2 screen, 1 baseline, 1 randomized)
- **Engagement of primary care clinics**: (20 screens, 7 baseline, 2 randomized)
  - Meeting with clinics and getting provider buy-in (4 clinics, 26 providers approached ; only 2 of these clinics' panels have been screened so far)
  - Searching EHR for potentially eligible participants
  - Chart reviews
  - Letters sent to potentially eligible participants
  - Phone calls after 7-10 days of mailing letters (3 attempts)

Best Recruitment Method Thus Far: Engagement of Primary Care Clinics

- Screening records of established Duke Primary Care patients. (To date have completed 2 clinics' patient panels).
- Example: 1 clinic with 9 providers (7 Family Medicine, 2 Internal Medicine)
  - 268 pts identified via searching warehouse of electonic health record data using broad eligibility criteria (lab criteria, no meds, age, BMI)
  - 186 letters sent to pts after chart review
  - 82 declines or deemed ineligible after phone call
  - 25 screens scheduled total from clinic so far

Future plans

- Continue to meet with more primary care clinics
- Meet with Nutrition clinics within Duke
- Posting on Dukehealth.org to notify/attract employees and patients within the Duke system
- More community flyers
- Re-running search with the broader eligibility criteria (larger BMI range)
- Refining screening algorithm

Difficulties

- Most effective way of identifying participants is time- and personnel-intensive
- Some providers have been resistant to participating due to their lack of communication re: diagnosis of prediabetes
- A few patients have been unwilling to cut back on vitamin D
- Lab cut-offs—will develop site-specific algorithm
- Weather!!!

University of Southern California Recruitment

Sara Serafin-Dokhan
&
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March 2014

Keck Medical Center of USC

Recruitment Methods

- Provider Referrals
  - a). Reminder at monthly providers meeting
- Data Base Search
  - a). EMR: LA county primary care
  - b). Research participants of previous studies
- Mailers & Emails
  - a). Research participants (willing to be notified for future studies)
  - b). Mass emails
    - * Los Angeles Collaborative list serve (~129 Member Organizations)
    - * USC & LA County database
- Fliers passed out and posted
  - a). Clinic waiting rooms/facility
  - b). Local library & Civic Center
  - c). Farmers Market
- Community Centers
- Annual 5K Walk
- Word of Mouth

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Recruitment Success

- Referrals from the County Clinics (providers and nurses)
- County Database search from our inclusion criteria
- Referrals from our research team as participants finish studies and are willing to be notified
- Constant follow up on all phone calls and referrals
- Saturday clinics

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Recruitment Challenges

- No full time phlebotomy staff (not enough $)
- Accommodating participants schedule
  - Working population and immigrants don't like to call out sick
- Transportation for participants

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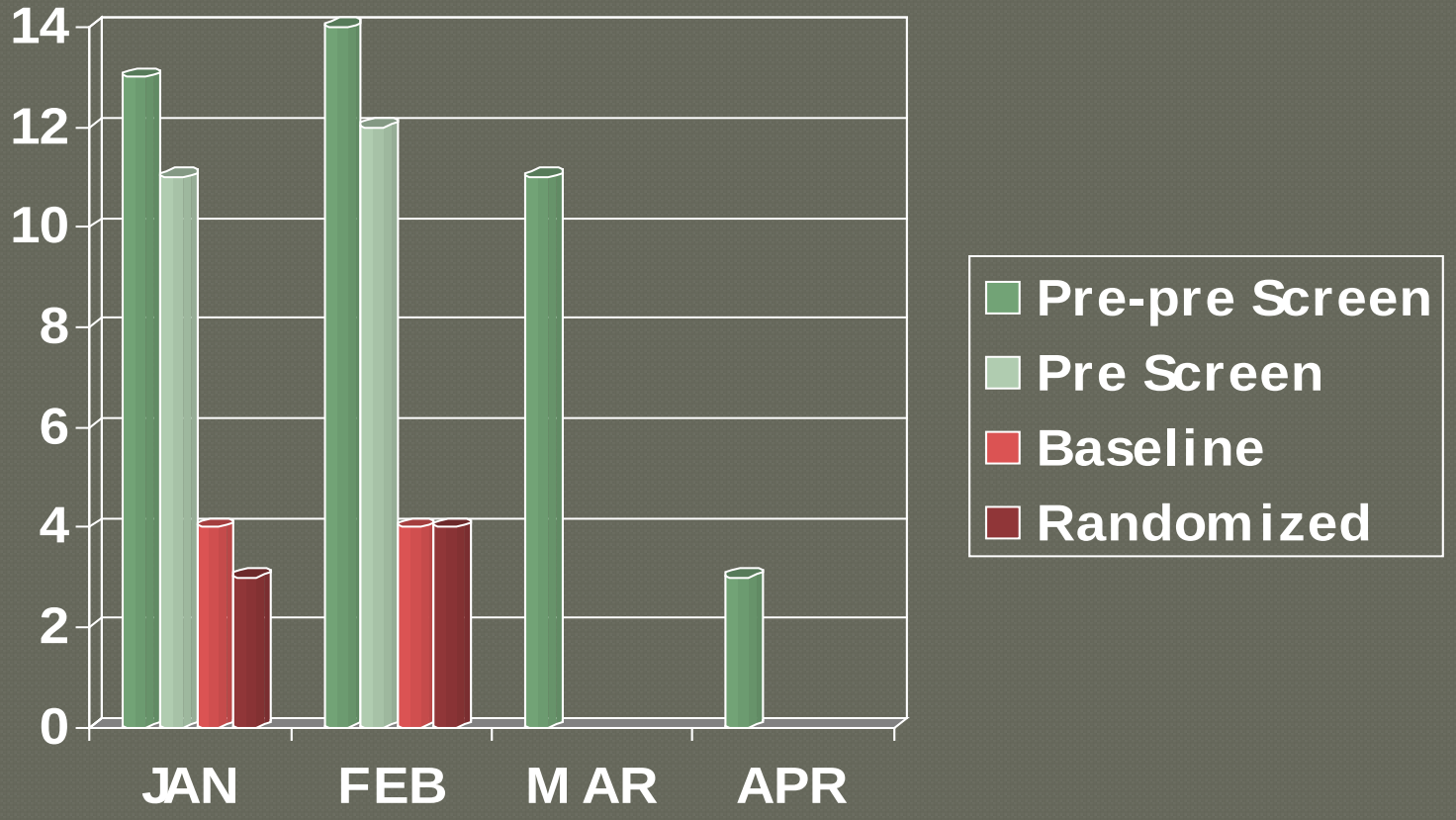

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D2d Study: Recruitment Summary – Northwestern University

Northwestern Totals		
Total screened	36	
Total V1 screen failures	19	
Total eligible for V2	17	
Total V2/baseline screen fails		7
V2 Lost to f/u:		2.0
Total randomized/enrolled		7
V2 outstanding (tbd)		1.0

Recruitment Summary – Northwestern University: Past Approaches (Nov. ’13 – Feb. ’14)

“Success” Consensus (It’s all relative):*

1. “Opt-in” research databases
2. Screen failures from another NU clinical trial
3. Craigslist

“Disappointing” Consensus:

1. NU student / staff approach
2. Local business/resident approach
3. Local physician offices & wellness centers – with & without Northwestern affiliation
4. Weight Watchers – “Thank you, but no thank you….”
5. Redeye (local free newspaper)

***Success rate increased when screeners “hx of pre-diab”.**

Recruitment Summary – Northwestern University: Past Approach Successes – Pros/Cons

"Success" Pros (overall):

1. Mostly FREE
2. Screen-to-randomization success rate increased when caller able to provide affirmative answer to "pre-diabetes" prompt- "pre-diabetes" as told by PCP and/or able to provide glucose parameters (usually FBS) – Approach began in Dec. '13.
3. They worked!

"Success" Cons (overall):

1. Time-consuming
2. Large call-to-screen-to-randomization ratios
3. Overlap amongst approaches
4. Some resources now exhausted: opt-in databases & craigslist (to some extent)

Recruitment Summary – Northwestern University: Next Steps

Current Efforts (Mar. ’14 initiative)

1. EDW push
2. Free shopper (Spring)
3. Continue with still viable “Successes”: craigslist, other NU clinical trial fails; opt-in database 11/14?

Future next steps/options

1. ADA – RC to approach-maybe similar to Weight Watchers
2. Email blast to surrounding ZIP CODES – purchased from local radio station ($$)
3. Local Radio Advertisement ($$$)
4. Public transportation & other radio and other newspaper ($$$$)