

The logo consists of the letters 'D' and 'M' in a bold, rounded, blue font. The 'D' is on the left and the 'M' is on the right, with a slight overlap between them. The letters are thick and have a white fill, with a blue outline.

# **Recruitment Strategies at Tufts Medical Center**

# Recruitment Strategies Employed

- Publicity and news stories
- Advertisements in Metro newspaper (subway advertisement coming soon)
- Flyers posted in waiting rooms, hospital boards
- Announcements in TMC employee news, weekly e-newsletter
- Mailers: Act One
- Database search
  - EMRs in endocrinology, primary care
  - Research participants: HNRC, DDM2, CADDM, dental school
- Web postings: clinicaltrials.gov, TMC clinical trials page, centerwatch.org, researchmatch.org
- Web advertisements: Craigslist, Facebook, Google
- Physician Referrals
- Word-of-mouth referrals

# Recruitment Successes

- Craigslist: 5 of 6 randomized
  - Free!
  - Vary wording according to risk factors, post 2-3 times each week
- Physician referral: 1 of 6 randomized (Thank you, Dr. Pittas)
- Publicity: 2 news features, many interested callers, eager to participate in research
- Word-of-mouth: encourage friends and family to participate, send letters with brochures
- Volunteer lists: enthusiastic about research

# Learning Moments

- Facebook and Google advertisements: many clicks, no pre-screeners
- Craigslist: high volume, need for careful pre-screening
- Direct Mail: purchased list for 12,000 names, only 8 calls
- Save for later: participants may not qualify now, but may later
- Advertisements: ages 45 and older, risk factors (may not be aware of diabetes risk)
- Follow-up phone calls/letters

# Site # - Site Name

**Advocate:**

**Site Contact:** Irwin Brodsky

**Date of Contact:** 02/11/2014

Active recruitment method/s being used include:

Enter active recruitment method/s being used.

1. Automated email to workplace wellness program participants with FPG 100-125 (2<sup>nd</sup> mailing), 2. letters from PCP to volunteers with prediabetes or similar in problem list in EMR, 3. underwriting radio programs on Public Radio, 4. newspaper ads local papers, 5. Craig's list, 6. in person visits to primary care offices with information table and sign-up materials

Most successful method/s thus far:

Enter most successful method/s thus far.

Letters from PCP to potential volunteers has highest yield so far. Wellness program emails have low yield but high volume. Radio, newspaper, in-person work at primary care are just starting.

Current recruitment challenges include:

Enter current recruitment challenges being faced.

1. Baseline failures due to lower HbA1c results at Core Lab than at our local lab. 2. Cancelled screenings during blizzards, 3. procuring administrative assistance in primary care offices for database query and printing of letters from PCP's

Most common reasons for pre-screening failures include:

Enter most common reasons for pre-screening failure.

1. BMI outside range, 2. medical history exclusions,

Ways to improve recruitment:

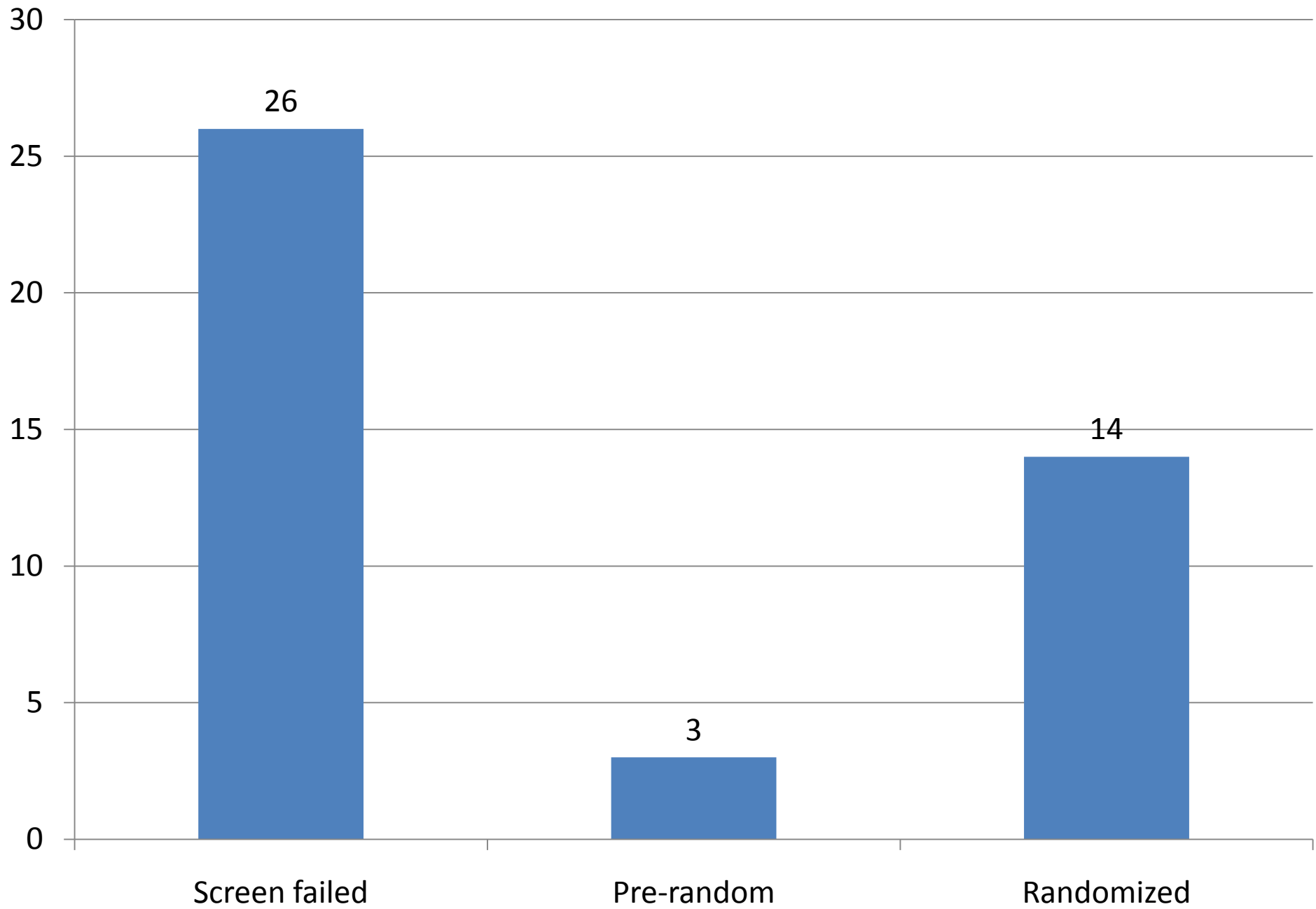
Enter ways the site plans to improve recruitment efforts.

We are getting new help from health network upper level administration to generate letters from PCP's. Radio, newspaper, in-person info tables at primary care are just starting. We are initiating the second phase of recruitment through the Workplace Wellness program. We are expanding our recruitment to additional primary care groups (PI meeting with all primary care groups in Brunswick, Maine area on Feb 25.

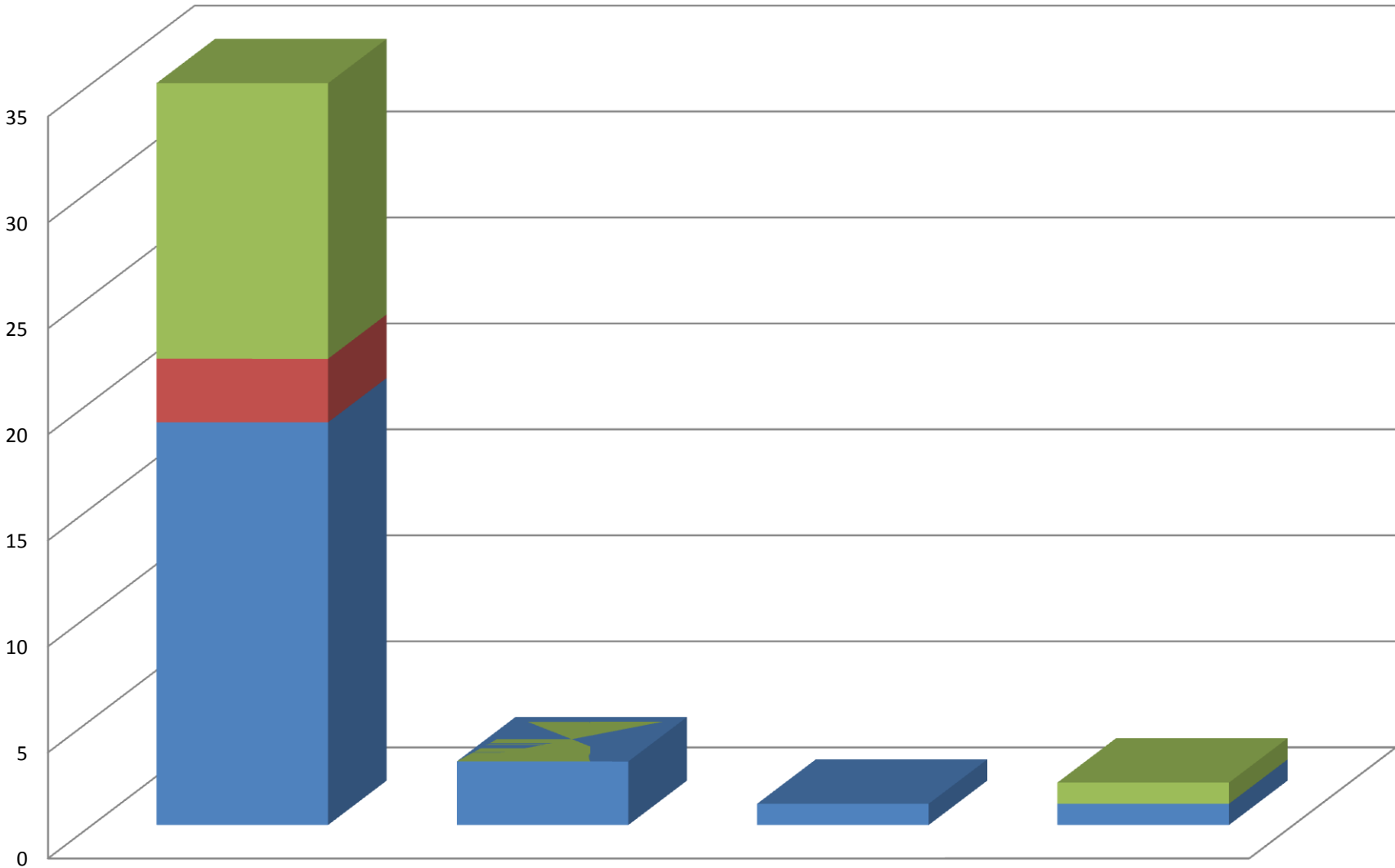
Other comments:

Enter any other comments.

# MedStar Enrollment Status (n = 43)



# MedStar Recruitment Sources



■ Screen fail ■ Pre-random ■ Randomized

# MedStar Screen Failures by Exclusion

