

Recruitment Plan: Northwestern

Plan of Action:

- A three-tiered cost approach (different levels of cost) will be taken
- Initial start-up (Sept 2013) with 2nd year push (Oct 2014) & 2nd year extra effort if nec. (Nov '14)
- Those “ongoing” throughout study are marked (in red) as such

Early September 2013 & Sept 2014 – no/low cost

- 1) D2d Study's own website – Website will have link to local site info & prescreening tools* (tbd)
- 2) Dr. Neff's “Center for Lifestyle Medicine” patient referrals – Provide D2d Study Flyer** to patients who would most likely qualify - ongoing
- 3) Physician approach (possibly 2x in 2013, 2x in 2014?)
 - a. Letters sent to physicians (internists/endocrinologists) in NMH network (& other hospitals?) requesting patient referrals
 - b. We can send the patient flyer** with the physician letters, so the physician can provide patient with material for review & contact information (including D2d website).
- 4) Website advertising: craigslist (no cost), post on Northwestern clinical trials website (no cost), Researchmatch (no cost) – ongoing
- 5) Northwestern employee/student advertising: posters/flyer** postings in/on strategic areas of campus/hospital – ongoing
- 6) Electronic database – (Research participant databases/electronic medical record system) – Northwestern (no cost)

Schedule for October 2013 & 2014 (if nec) – mod cost

- 1) Newspaper/print advertisements*** – Redeye, Suntimes, disease-specific (magazines for diabetics suggesting that they could help their spouse/relative prevent devt of diab: e.g., ADA's Diabetes Forecast, Diabetic Living, Diabetic Cooking)
- 2) AM Radio Advertising *** – 780, 560, religious one
- 3) Public transit advertising*** CTA bus, el, Metra, city bus stops, benches

Schedule for November 2014 (These will be considered only if necessary – i.e., projected goals not being met) – high cost and/or labor intensive

- 1) Event attendance/advertising – labor intensive – ADA/Diabetes/ WeightWatchers/etc. patient affairs/events
- 2) Outsourcing database recruitment needs – i.e., Acurian, Praxis, etc.

*D2d website link to prescreen tool that provides email of local site coordinator once pt qualifies; pt can then hit “send email” to notify coordinator of interest in study and preferred method (phone call or email) of coordinator initial patient contact.

****Flyer info:** Would provide general D2d study info, directing pts to D2d website to complete prescreening tool and/or Northwestern's specific Email address (study coordinator) for info/prescreening tool.

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