

Recruitment Approach

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Recruitment Approach

Recognize that recruitment will NOT be passive

Recruitment is the biggest failure point for clinical trials

Plan to devote considerable effort in this direction...

Recruitment Approach

"Recruitment is perhaps the most common failure point of clinical studies [1,2].

"When studies fail, it is not only the case that the resources devoted to the study have been squandered.

"Additionally, any risks imposed on participants have ceased to be balanced by potential benefits, adversely affecting the ethical trade-off of study participation."

Erickson LC, Ritchie JB, Javors JM, Golomb BA. Recruiting a special sample with sparse resources: Lessons from a study of Gulf War veterans. Clin Trials 2013.

Recruitment Approach

"Many studies underestimate recruitment challenges [3–5], extend recruitment periods [6], or incur higher than anticipated study costs to achieve recruitment targets [7,8].

"Some studies are forced to broaden inclusion criteria to facilitate recruitment [9,10] or reduce the size of the overall sample [11], affecting intended study design and power.

"There has, in consequence, been a call for researchers to report detailed recruitment strategies' and costs so that other researchers may benefit [12]."

Erickson LC, Ritchie JB, Javors JM, Golomb BA. Recruiting a special sample with sparse resources: Lessons from a study of Gulf War veterans. Clin Trials 2013.

Conceptual Approach

Try MULTIPLE low cost approaches that each may provide low yield but together may succeed.

Note: This study recruited veterans with Gulf War illness, not healthy deployed, or nondeployed controls. (Though, we have now successfully done that too.)

Erickson LC, Ritchie JB, Javors JM, Golomb BA. Recruiting a special sample with sparse resources: Lessons from a study of Gulf War veterans. Clin Trials 2013.

Media

Approach	Examples	Screened, run-in, enrolled
National, Targeted	Disabled American Veterans Magazine The Veterans Journal <i>Contact attempted x many; no reply</i> <i>The Flight Jacket The Navy Compass</i> <i>The Navy Dispatch The Military Press</i> <i>Army Times</i> <i>Declined - Federal Practitioner</i>	348, 25, 24
Local, Broad	UCSD Health Sci Communications La Jolla Light UCSD News KUSI interview (local TV news)	4, 2, 2

Special Interest Groups	
Examples	Screened, run-in, enrolled
United Veterans Council of San Diego – attended meetings, presented (led to the DAV article) Riverside County VA Veterans Services (contacted) Emails to Gulf War Veteran advocates	10, 4, 3
Local Physician Outreach	
GIM Grand Rounds (to UCSD docs some w/ VA appointments)	11, 5, 5

Internet Approaches	
Examples	Screened, run-in, enrolled
Internet based Study Specific Websites: Study website Facebook page MySpace page Gulf War specific websites ngwrc.org (National Gulf War Resources website) gulfweb.org gulflink.osd.mil	9,3,3

Referrals	
Examples	Screened, run-in, enrolled
Referrals By existing participants By friends of participants Friends of recruits learned of the study through other means and told the (future) participant (e.g. media) From other studies (cross-inform)	20, 7, 6

Local free advertising	
Examples	Screened, run-in, enrolled
Craigslist weekly postings Backpage weekly postings	6, 2, 2
Caveat for Craigslist!	

Backup Approaches	
Examples	Screened, run-in, enrolled
VA DoD: DMDC	N/A
Request for suggestions on affirming veteran status...	
Used more approaches than veterans	

Thank You

