RECRUITMENT AND RETENTION

SCORE SEMINAR - JUNE 4, 2019
• Social media recruitment
• Traditional outreach - best practices
• Retention strategies
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Social media can play a key role in recruitment and outreach

Parkinson Disease Care New York (PDCNY) Facebook page

With episodes posted on our YouTube channel and publicized through our Facebook page, the second season of our educational ParkinsonTV series reached more than 500,000 people in the first three months.
Effective use of social media follows a few basic rules
Failing to account for any of these end up costing you time, money, or both

1. Choose the right platform.

2. Target users precisely.

3. Create engaging content.

4. Streamline your enrollment process.
Your platform should reflect your desired demographic

Facebook trends older; Instagram trends younger; YouTube offers very limited delivery customization compared to the other two

The total active user base of the platform should also be taken into account when choosing your platform.
Facebook and Instagram are market leaders overall

Ads on both platforms are well-integrated, unobtrusive, and effectively “camouflaged” so they don’t feel like spam to users

- Both allow you to reach users who have never met you or interacted with your page through paid targeting.
- Targeted ads will show up next to actual posts from friends in your participants’ newsfeeds with a “Sponsored” tag.

Example:
“Honestly HD” made a video and has paid Facebook to show it to users who match some age, location, and activity criteria.
- This showed up on my newsfeed with a “Sponsored” tag.
- “Honestly HD” will never know who I am unless I click on something in the ad to engage with it
  - Like their page
  - Like the video
  - Comment on the video
  - Share the video
- Why might I have gotten targeted?
  - I have liked other pages related to HD in the past
  - I work at a major academic medical center
Targeting can be done at an extremely granular level

Users can be targeted by gender, age, location, employment, interests, activities, financial profiles, and much, much more.

This sample ad would target individuals between the ages of 30 and 59, who lived along I-90 between Buffalo and Syracuse, who were interested in Parkinson disease, and who did not use premium credit cards or buy premium brand groceries.

Facebook will give you an assessment of how many individuals fit your criteria and whether ads can be delivered in a cost-effective manner.

Instagram uses the same targeting platform as well.
Precise targeting makes for the most effective spending

Advertisers can generally be charged per click (CPC) or per impression (CPI), and can choose a daily or overall spend limit. The more precisely you target, the more likely each click or impression will ultimately result in an enrollment.

You advertise a study (link click) to a pool of 100,000 individuals who match your criteria. Facebook tells you that spending $100 will let you reach 1,600 of these individuals.

**COST PER...**
- **Impression**: $0.06
- **Click**: $0.50
- **Sign-up Form**: $10
- **Enrolled Participant**: $50
Engaging content is critical for optimizing spend ratios

Ads with a higher “organic-to-paid” reach ratio will reach more people and be more cost-effective. Video is your friend!
Your “post-click” enrollment process should be simple

Human beings, especially social media users, have an average attention span of 8 seconds. Make the most of it.

These tips can help **streamline your process**:

- Have people fill out an online form, don’t have them call you. We’ve had 2 AM contact forms submitted with some regularity. If you’re not there to answer a phone call, you lose the potential participant.
- Collect the bare minimum of information to verify eligibility (age, diagnosis, etc) and to re-contact the person.
  - Name
  - Phone number
  - Email address
  - Box for a free-text response
- AVOID MORE THAN 10-12 QUESTIONS on the sign-up form.
You can successfully recruit via social media, if you do it right

It can actually end up being cheaper than conventional recruitment methods

1. Choose the right platform.

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4. Streamline your enrollment process.

...and test the fiscal waters with a few hundred dollars to determine your “cost-per...” before pouring thousands into a giant social media recruitment plan!
We used targeted advertising for a Huntington disease study...

Individuals were asked to fill out a 30-minute survey as part of the Huntington Disease Health Index (HD-HI) study. We decided to work with the Huntington Study Group (HSG) Facebook page for this, as CHeT doesn't have an HD-specific Facebook presence.

- Simple description
- Engaging picture
- One-click link to survey
- “Headline” study overview on the consent page
...and completed enrollment in just 10 days for $750.

Enrollment was simpler for this study since it was an anonymous survey, but the same principles apply for all studies.

We spent $750 and reached ~200,000 individuals

~3000 clicked our link

722 consented to participate

~2,300 did not participate after clicking the link

~197,000 ignored the link

389 completed the entire survey

333 stopped midway through the survey

COST PER...

Impression: <$0.01
Click: $0.25
Consent Form: $1.04
Completed Survey: $1.93
Assessing “cost per...” is critical for determining fiscal viability

“Low-maintenance” (i.e. surveys) and “high-maintenance” (i.e. in-person visits) studies have very different profiles.

**Low-maintenance**

- We spent $750 and reached ~200,000 individuals
- ~3000 clicked our link
- 722 consented to participate
- 389 completed the entire survey

**COST PER...**

- **Impression:** <$0.01
- **Click:** $0.25
- **Consent Form:** $1.04
- **Completed Survey:** $1.93

**High-maintenance**

- We spent $750 and reached ~200,000 individuals
- ~10,000 clicked our link
- 100 completed a contact form
- 30 enrolled and finished the study

**COST PER...**

- **Impression:** <$0.01
- **Click:** $0.08
- **Contact Form:** $7.50
- **Completed Study:** $25

*assuming identical targeting, for a high-maintenance study:*

- 1.5% more people click: 5%
- 24% but fewer take action: 1%
- 53% with a lower completion rate: 30%
Questions about social media?
• Social media recruitment
• **Traditional outreach - best practices**
• Retention strategies
Traditional outreach is crucial to “closing” social media leads

Overcoming “telemarketer” syndrome

1. **Know your audience** and their communication preferences.

2. **Avoid** practices that may trigger **spam** filters/alerts.

3. Make yourself easy to **re-contact**.

4. Set appropriate **follow-up** schedules.
Email is generally preferred, except in older populations

Be succinct

N=2,057

Source: MarketingSherpa
The beginning of a “cold call” is crucial

Hone your 10-second pitch
Be succinct with email to improve response rates

Avoid spam filters and make don’t give your recipients a headache
Offer people easy options to re-contact you...

Fast

Convenient

Legitimate

Reasonable and clearly-communicated follow-up timelines are key.
Questions about traditional outreach?
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Manage study roles and responsibilities clearly

Ensure adequate staffing, don’t over-commit, and get buy-in from team members

- When team performance goes awry, participants are usually impacted the most
- Dynamically adjust responsibilities based on performance
- Cross-train team members to facilitate coverage in unexpected situations
- Realistically assess team capability prior to study start to avoid signing up for an untenable situation
- Leverage technology where possible to improve efficiency of team members on routine tasks
Participants are valuable: treat them accordingly

A streamlined “concierge experience” greatly benefits retention rates

- Give participants a single point of contact to whom they can go for everything
- Minimize duplicative or unreasonable requests in study design
- Reward participants for engagement as permissible – monetarily or otherwise
- Be proactive and anticipate problems before they arise
- TREAT PARTICIPANTS THE WAY YOU WOULD WANT TO BE TREATED
Questions about retention strategies?
BREAKOUT SESSION