Recruitment Resources and Services

- Greater Rochester Practice-Based Research Network (GR-PBRN) – Karen Vitale & Jeff Swan
- i2b2 – David Pinto
- Social Media – Catherine Bunce
- Community Engagement “Studios” – Susan Ladwig
- Emergency Department Research Associate (EDRA) Program – Joe Glick
- ResearchMatch.org
- UR Health Research Website
- UR Local Registry
- Recruitment Consultations
- Trial Innovation Network (TIN)

Wednesday, December 20, 2017
CTSI Matchmaking through the GR-PBRN: Extending Researchers’ Reach

Karen Vitale, MSEd
Program Manager, GR-PBRN & UNYTE
December 2017
Greater Rochester PBRN

Greater Rochester Practice-Based Research Network (GR-PBRN) was established in 2007 to bring together primary care clinicians and researchers in a collaborative model designed to improve patient care and outcomes. Our collective efforts include research initiatives with all populations, where science can translate to better care.

95 practices -- family med/internal med/pediatrics/med peds

220,000 adults, about >45% of Monroe County

150,000 children, about 80% of Monroe County

Member practices from across health systems (URMC, RRHS, FQHCs)
For Researchers

The GR-PBRN offers consultations in

• conducting practice-based research
• recruiting from primary care practices
• protocol development
• IRB concerns
• identifying appropriate practices
• making linkages with practices
• study design
• letters of support
For Primary Care Practices

GR-PBRN pre-screens research studies for:
  • possible burden to practices
  • potential benefit to patients and practices.

Member practices can say “yes” or “no” to any project, based on practice needs and priorities.

We are building capacity to increase physician involvement in generating relevant research questions and championing improved integration of practice-based research and quality improvement.
i2b2

Informatics for Integrating Biology and the Bedside

Presented by David Pinto
What is i2b2?

**i2b2**: informatics for integrating biology and the bedside

Administered and maintained by the CTSI
• i2b2.urmc-sh.rochester.edu

Simple user interface to query selected clinical and billing data from EPIC and Flowcast.
i2b2’s **Fundamental Purpose**

**Cohort identification** - Users search a de-identified database, without IRB approval, to determine the existence of a set of patients meeting specified criteria. The data are presented as **unique patient counts**.
Advanced i2b2 Function

With proper approvals:
• Export identified data to Excel
• Patient sets
• Encounter sets
i2b2 Interface
Community Engagement (CE) “Studios”

Presented by Susan Ladwig
CE Studio: What is it?

- Structured process
- Project-specific input
- Use in any phase of research
- Experts selected based on project
- Community members are consultants, not subjects
- Reduces burden to researcher
- Strengthen bi-directional communication
CE Studio: Benefits

Increase understanding of & sensitivity to community

Reflect on impact of research with regard to real world settings and community priorities

Building relationships with community partners

Immediate feedback at all stages of research

Increased participation of hard-to-reach populations

Strategies to disseminate results in a community setting
The Emergency Department Research Associate (EDRA) Program

A proven method for subject identification and recruitment in the emergency department.

Joseph Glick, BA – EDRA Supervisor
Program Structure

• 30-35 UR undergraduate employees trained as research associates

• Primary site is SMH ED, also can work at select urgent cares and HH ED
  • Have a dedicated workspace in the SHM ED

• Coverage from 8a-midnight 7 days per week (including undergraduate breaks)

• EDRAs screen eRecord for eligible subjects, confirm eligibility, consent, enroll, refer, etc.
  • Highly flexible!

• Program Coordinator/Supervisor on-call at all times.
Utility for Subject Recruitment

• Program allows investigators to harness 120,000 SMH ED patients each year, many of whom wouldn’t be captured elsewhere

• Initial services quote developed at no cost
  • For ongoing project, feasibility assessment, etc.

• Operate under an umbrella IRB protocol – No paperwork!

• Experience in recruitment and retention
  • Can offer feedback to investigators on clinical research in the ED and subject recruitment/retention at no cost.
Social Media

Catherine A. Bunce RN, MS
HIV / AIDS Clinical Trials Unit
Rochester Victory Alliance
Why use social media for outreach?

- The average person has five social media accounts, spends about 1hr 40min browsing networks daily, and on an increase
- Local targeting – can narrow by demographics
- Cost effective from a staffing standpoint
- Shareable posts allow folks to market for you
- Facebook remains the largest online community
Where Do Homepage Visitors Come From?

- Search Engine or Direct: 90%
- Facebook: 5%
- Other Sites (Links): 5%

Most popular page: “Get Info on HIV Vaccine Studies”
Landing page for most social media ads & email blasts
Additional Social Media Venues

Targeting MSM/TG with GrindrPaid Advertising
- 6 week campaigns included banner ads, pop-up ads (when you block or scroll through users), and news bulletins (when you first open the app)
- 1M impressions per campaign
- Campaign cost: $2,000 for first campaign, $2,500 for second - 87 contacts

Texting for bus ads
- Campaign during Pride and on city buses.
- Campaign cost: $2300, in addition to staff effort support

Future or recent efforts
- Geosocial Digital Outreach (Based on model of local HIV prevention digital outreach)
- Instagram
Examples of Campaign Creatives
# Social Media Screen/Enroll

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<th>Screen</th>
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Thank you
UR Health Research
Recruitment Registries
Recruitment Consultations
Trial Innovation Network

Presented by Carrie Dykes
UR Health Research

HealthResearch.urmc.edu
Registries

- ResearchMatch.org
- CTSI Research Participant Registry
ResearchMatch.org (RM) is a national recruitment registry that brings together two groups of people who are looking for one another:

1. People who are trying to find research studies
2. Researchers who are looking for people to participate in their studies via a secure website
CTSI Research Participant Registry

- People who have volunteered to participate in Research
- >2000 people registered
- Add this registry to your recruitment plan/materials for RSRB approval
- Can get list of names to recruit them for your study
- Will be part of i2b2 search
Recruitment Consultations

• Researchers can schedule a consultation
  • To address concerns and challenges they have about recruitment and retention for their individual research studies
  • Consultations are a way to discuss recruitment strategies to help find effective ways to reach potential research subjects

• Works best when in the planning stages for a study or grant

• PM419 UR’s Recruitment & Retention Course
• National network funded by the CTSA program
• Conduct multi-site clinical trials
• Can submit studies and use the network
  o Submit idea and get it approved
  o Apply to institute or center for funding
• Can serve as a site PI in a network request
• For already funded studies can get support for trial implementation
To connect with any of these Recruitment Services Resources or for any research-related question, you will receive support from the Research Help Desk.

Just ask.

ResearchHelp@urmc.Rochester.edu