Breakout Session Overview

Digital Recruitment

Stephen P. Juraschek, MD, PhD

Clinical Fellow, Division of General Internal Medicine Johns Hopkins Hospital

- Participants will become familiar with various forms of online and traditional advertisements to direct traffic to a study website as well as traffic monitoring tools
- Participants will discover tools for web design, secure data collection, web referrals, engagement opportunities
- Participants will be introduced to advanced techniques in recruitment optimization (A/B testing) as a tool to improve messaging and increasing recruitment yields

Jennifer Creasman, MSPH

Director of Patient Recruitment Services
University of California San Francisco Clinical & Translational Science Institute

- To understand the potential value of social media in patient recruitment
- Basic knowledge of "how to" place social media postings for patient recruitment

Practical Guidance on the Use of Social Media for Recruitment

Luke Gelinas, PhD, MA

Petrie-Flom Center Harvard Catalyst Fellow in Clinical Research Ethics
Harvard Law School

- Understand the most pertinent challenges to proposing and reviewing social media recruitment techniques.
- Understand strategies to facilitate the proposal and review of social media recruitment techniques that comply with sound ethical norms.

Sara Pierson

Director, Clinical Enrollment *Continuum Clinical*

- Developing a social media recruitment budget
- Identifying your target population

Breakout Session Overview

Community-Engaged Recruitment

Lee Bone, MPH, BSN, *Associate Professor, Johns Hopkins Bloomberg School of Public Health*
Janice Bowie, PhD, *Associate Professor Johns Hopkins Bloomberg School of Public Health*
Doriane C. Miller, MD, *Associate Professor of Medicine Director, Center for Community Health and Vitality*
University of Chicago Medicine
Sherrie Flynt Wallington, Ph.D., Assistant Professor of Oncology, Lombardi Comprehensive Cancer Center
Georgetown University Medical Center

- Define the principles of community engagement in the context of research
- Identify strategies to enhance community participation in research
- Describe recruitment challenges and creative solutions

Innovative Tools to Reach Participants

Tara Abbott, MA, CCRP
Marketing & Recruitment Manager, SCTR SUCCESS Center
Medical University of South Carolina South Carolina Clinical & Translational Research Institute

- Understand the basics of integrating a research component to a customarily clinically-focused interactive patient care (IPC) system
- Understand the benefits of this integration not only for recruitment purposes, but for greater collaboration between clinical and research environments
- Recognize some of the common barriers one may encounter during such an integration and potential strategies to overcome these barriers
- Understand the basics of integrating a research component to a customarily clinically-focused interactive patient care (IPC) system

Rose Kegler Hallarn, *Program Director, Participant Recruitment and Retention/ ResearchMatch, Institutional Liaison Center for Clinical and Translational*
Using Digital Strategies to Promote Participation in Research at the Ohio State University

- Attendees will be able to describe several roadblocks that may exist to creating institutional strategies to promote participation in research and methods for dealing with those.
- Attendees will be able to describe success rates of different strategies, as well as costs compared to old standards of marketing of institutional themes.
- Attendees will learn and describe the importance and methods of cross promotion of the "Participate in Research" message at The Ohio State University.