The Challenges

Recruitment of Trials Participants can be difficult for a variety of reasons:

- Lack of awareness of appropriate clinical trials
- Unwillingness of some physicians to “lose control” of a patient’s care
- Belief by some that standard therapies are best
- Perception of additional administrative burdens
- Fear, distrust or suspicion of medical research
- Cultural or ethnic values and beliefs
- Language and literacy barriers
- Time commitment
- Proximity and transportation issues
Influencing Perception

Marketing and Communications at Johns Hopkins Medicine

Provides a wide variety of services that can assist clinical trials investigators in achieving their recruitment objectives, including:

- Strategic Planning & Market Research
- Editorial Services
- Graphic Design
- Media Relations
- Internal Communications
- Web Services
- Marketing

Marketing and Communications services work together to influence public perception and generate response.
Strategic Planning

Strategic Planning and Market Research Services

- Data analysis – patient volumes, population trends, clinical line implications
- Competitive analysis
- Business planning support
- Compilation and analysis of secondary research
- Primary research – quantitative and qualitative (focus groups, interviews, patient panels)
Editorial Services

Copywriting and editorial services

- Science writing and copy editing
- Internal and external JHM publications
- Copy writing for brochures, newsletters, articles, advertisements, etc.
Media / Public Relations

- Media relationships with wire services, news outlets, television and radio stations, national and local publications
- News releases on JHM discoveries, events, and significant “newsworthy” stories
- Podcasts on WYPR and the JHM web site
- News outlets are wary of being used for advertising and promotion. “Pitching” stories takes creativity and perseverance, but there is high value in third-party messages
Internal Communications

- JHM intranet stories and daily announcements
- Internal publications such as “Dome” reach employees, family members and visitors
- More than 150 plasma screens located through JHM facilities and JHCP sites reach thousands of people daily
External Communications

Marketing Communications to reach target audiences outside of JHM

- Johns Hopkins “Health” reaches more than 170,000 households in Maryland
- Hopkins Medicine magazine reaches an even larger regional and national audience
- Johns Hopkins Medicine also has a YouTube channel, Twitter account, Facebook page, Podcasts and RSS feeds
Marketing Services

Marketing services that can help with clinical trials recruitment

- Situational analysis
- Target audience identification
- Marketing channel selection
- Media buying and placement
- List purchases and direct mail
- Tracking and results reporting

There is no cost for initial consultation. Cost estimates always accompany marketing recommendations, so no costs are incurred until tactics are approved and implemented.
The Audiences

- Referring Physicians
- Patients with certain conditions
- Consumers with health issues
- Healthy volunteers

Targeted communications and marketing tactics are needed to effectively (and efficiently) reach and influence prospective trial participants. This requires the use of multiple communications channels.
Marketing Channels

Use of media differs significantly by audience. Efficient use of marketing budgets requires matching the most effective medium with the audience.

- Internet usage increases as income rises
- Publications usage also rises with income
- Use of Radio decreases as income rises
- Use of Television also decreases as income rises
- The internet is the most affordable ad medium that is heavily used by all income levels

Source: Mendelsohn Survey 2006
Marketing Channels

Options for reaching each of our main target audience groups*

**Referring Physicians**
- Newsletters / Publications
- Internet (Search)
- E-Mail
- Radio (NPR)

**Consumers w/ Health Issues**
- Internet (Search)
- Radio (General)
- Newspapers
- Magazines

**Patients w/Conditions**
- Internet (Search)
- Newspapers
- Radio (NPR & General)
- Magazines

**Healthy Volunteers**
- Internet (Search)
- Radio (NPR & General)
- Newspapers
- Magazines

* Use of media is also highly dependent on the nature of the research study and the target audience.
Marketing Options

Marketing to the General Public

- Use direct-to-consumer advertising for trials seeking healthy volunteers or people with health or social issues that might not involve a physician referral.

- Use the most effective and efficient media to reach the target audience – mass media is not always the best choice.

- Track and measure response (i.e., cost-per-response and cost-per-enrollee) to provide benchmarks for comparison to future marketing efforts.

- Test, learn and optimize. By continually testing and tracking results over time, you will be able maximize response and minimize cost.
Marketing Results

A strategic approach to clinical trials recruitment maximizes results

Targeting, Testing, Tracking

- Identify your target audience – age, gender, education level, habits, specific medical conditions, and other criteria
- Implement the most effective and economically efficient recruitment tactics for the target audience
- Track response and enrollment to establish benchmarks for future recruitment efforts
Graphic Design

The importance of brand standards and design consistency

- Every use of our name and brand marks conveys an association with Johns Hopkins Medicine and potentially affects the institution's reputation.

- Correct and consistent use of our name and brand is an effective shorthand way to capture the essence of Johns Hopkins and reflect the shared missions of our organizations.

Edward D. Miller, M.D.
Dean of the Medical Faculty
CEO, Johns Hopkins Medicine
Graphic Design

Before

Alcohol Research
Are you between the ages of 21 - 30 and interested in participating in Alcoholism research?
If yes, the study involves 2 overnight stays, MRI and brain imaging with alcohol administration.

Call Today For More Information and a Confidential phone screen!!!
410-502-5433

Call Today For More Information and a Confidential phone screen!!!
410-502-5433

HEAVY DRINKERS NEEDED

JOHNS HOPKINS MEDICINE

Ages 21-55 are needed for a Johns Hopkins study on brain changes during alcohol dependence and withdrawal.

Study includes an 8 day residential stay, all meals, TV and phone at no cost.
Participation is completely confidential.
Participants receive up to $800 for study participation.

Primary Investigator: Dean F. Wong, M.D. PhD
REX 99-12-07-04

After

Research Study
Alcohol Research
Are you between the ages of 21 - 30 and interested in participating in Alcoholism research?
If yes, the study involves 2 overnight stays, MRI and brain imaging with alcohol administration.

Call Today For More Information and a Confidential phone screen!!!
410-502-5433

Research Study
Is Drinking Causing Problems?
Be part of a research study that offers free counseling & experimental medication to help people reduce or stop drinking.

Participation is completely confidential. Participants are reimbursed for travel and parking.

CALL 410-502-5433, or email alcstudy@jhmi.edu

Principal Investigator:
Mary E. McCaul, PhD
Prepared on 1/11/2003
Graphic Design

Before

CONTRACEPTIVE IUD STUDY
WOMEN NEEDED!

Are you interested in long-acting, reversible birth control?

The office of Women’s Health Research and Programs at Johns Hopkins Bayview Medical Center is conducting a research study of an investigational intrauterine device (IUD) and the Mirena®.

If you are a sexually active woman between the ages of 16 and 45, you may be eligible to participate in this study.

Participants will receive an IUD, study-related medical care for 5 years, and compensation for time and travel.

For more information, e-mail whrap@jhmi.edu or call 410-550-3060.

Protocol NA_00035426
PI: Anne Burke, MD, MPH

After

Research Study

Contraceptive IUS Study
Women Needed!

Are you interested in long-acting, reversible birth control?

We are seeking women between 16 and 45 years old for a research study of an investigational intrauterine system (IUS) and the Mirena®.

Participants will receive an IUS, study-related medical care for 5 years, and up to $1,280 in compensation for time and travel.

Call 410-550-3060 or email whrap@jhmi.edu for more information

Contraceptive Research and Programs - Johns Hopkins Bayview Medical Center
4940 Eastern Avenue Baltimore, MD 21224

Principal Investigator: Anne Burke, MD, MPH
Johns Hopkins University IRB 318 00035426
A variety of advertisements, brochures, flyers, plasma screens, and other internal and external marketing communications have been produced and implemented to support clinical trials recruitment.
Internet Marketing

Easy-to-locate links have been created on the Johns Hopkins Medicine and Research home pages to better enable site visitors to search for clinical trials.
Internet Marketing

Search Engine Marketing

- Optimize the Clinical Trials site for search engines so the site appears high in natural listings for clinical trial searches
- Create updated, accurate and searchable listings for Clinical Trials currently recruiting
- Utilize paid search (pay-per-click ads) based on keywords selected to drive traffic to the site of the designated Clinical Trial
- Use capabilities to regionalize searches (by zip code, county, state or other geographic parameters) to maximize and track qualified response
Select clinical trials have been featured on social media sites such as Facebook.com/Johns.Hopkins.Medicine and Twitter.com/HopkinsMedNews, as well as condition-specific support group pages on Facebook.com.
More than 100 inquiries were generated during the initial 4-month marketing period. This was more than had been received since Dr. Goyal began recruiting in early 2008. The recent inquiries led to 60 screenings and 10 enrollees – compared to 2 enrollees for the past three retreats.
Brief Case Study

GI EPISOD Study

Dr. Anthony Kalloo, P.I.

- Marketing Plan
- Collateral Materials
- Search Engine Marketing
- Social Media

Marketing Communications developed an internet search and social media campaign to support trials recruitment. Initial results of the three-month campaign:

- 41,980 impressions
- 362 click-throughs to the web site
- $2.76 cost-per-click

To date, 12 participants have enrolled in the study.
Contact Us

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Questions?

Thank You