

The Women's Mood Disorders Center

Recruitment revolution through social media



Mission

- Understand the genetic, biological, and psychological underpinnings of Perinatal Mood and Anxiety Disorders
- Follow women throughout pregnancy and postpartum period
- Monitor for the development of mood episodes

Target Demographics

- Pregnant Women
- With or without a history of a mood disorder



FACEBOOK AD

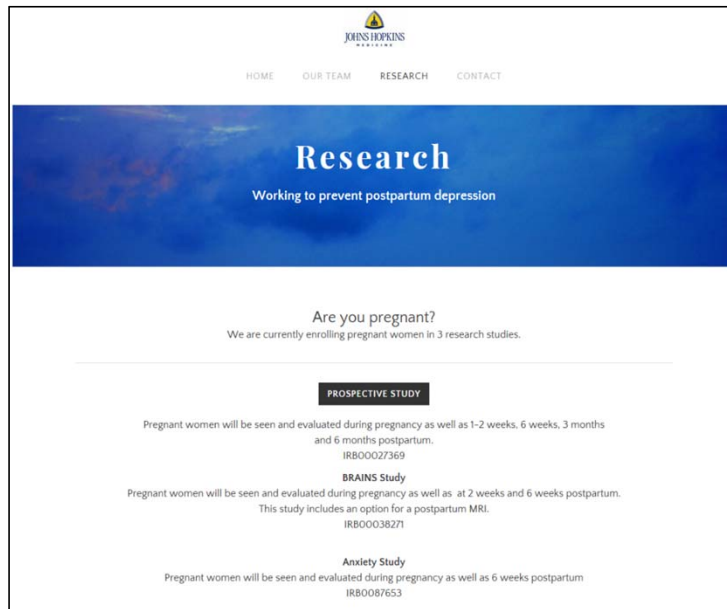
3 Different Types



Pregnancy Research Study

WWW.WMDCBALTIMORE.ORG/RESEARCH

[Learn More](#)



JOHNS HOPKINS
RESEARCH

Research

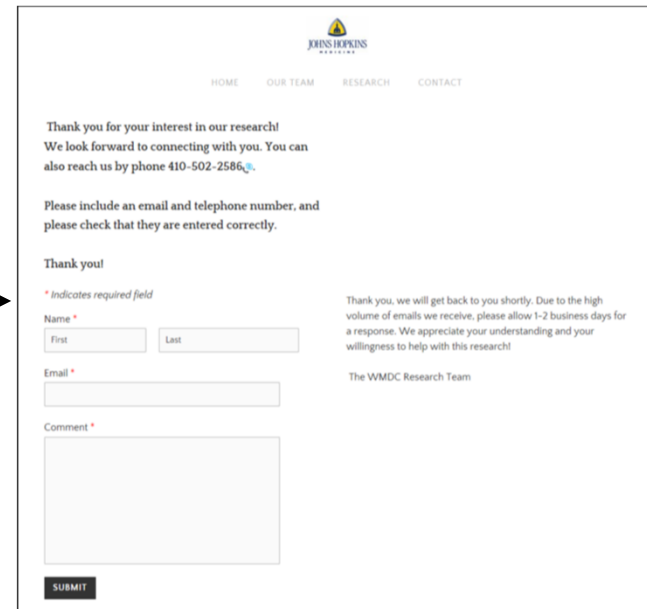
Working to prevent postpartum depression

Are you pregnant?
We are currently enrolling pregnant women in 3 research studies.

PROSPECTIVE STUDY
Pregnant women will be seen and evaluated during pregnancy as well as 1-2 weeks, 6 weeks, 3 months and 6 months postpartum.
IRB00027369

BRAINS Study
Pregnant women will be seen and evaluated during pregnancy as well as at 2 weeks and 6 weeks postpartum. This study includes an option for a postpartum MRI.
IRB00038271

Anxiety Study
Pregnant women will be seen and evaluated during pregnancy as well as 6 weeks postpartum
IRB0087653



JOHNS HOPKINS
RESEARCH

Thank you for your interest in our research!
We look forward to connecting with you. You can also reach us by phone 410-502-2586.

Please include an email and telephone number, and please check that they are entered correctly.

Thank you!

** Indicates required field*

Name *
First Last

Email *

Comment *

[SUBMIT](#)

Thank you, we will get back to you shortly. Due to the high volume of emails we receive, please allow 1-2 business days for a response. We appreciate your understanding and your willingness to help with this research!

The WMDC Research Team

STATS

Sites Domains G Suite Marketing **weebly**

Women's Mood Disorders Center Bal... [+](#)
www.wmdcbaltimore.org - Free

We recently upgraded our security and we recommen

STATS

319
Unique Visitors - Week

551
Page Views - Week

FORM ENTRIES

| | |
|-------------------------------|-----|
| Contact Form Total entries | 539 |
| Contact Form Total entries | 25 |



STATS- SCREENS

| | SCHEDULED | COMPLETED | AVG PER WEEK |
|---------------|-----------|-----------|--------------|
| AUG 7 - OCT 1 | 13 | 9 | 1 |
| OCT 9 - DEC 1 | 61 | 43 | 5 |

In First 8 Weeks

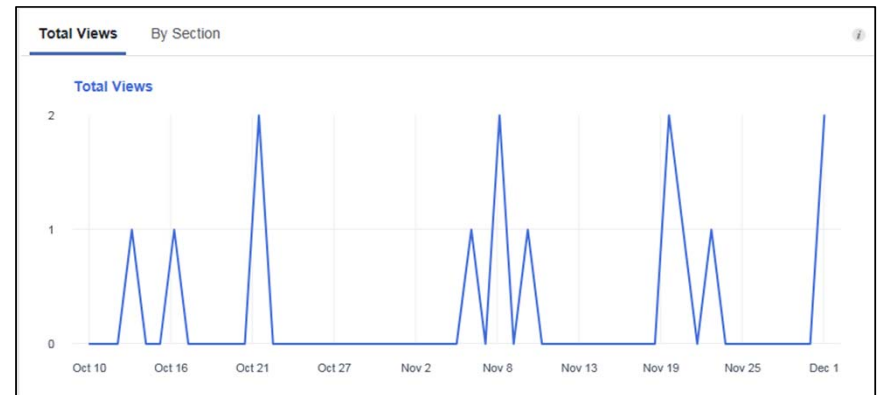
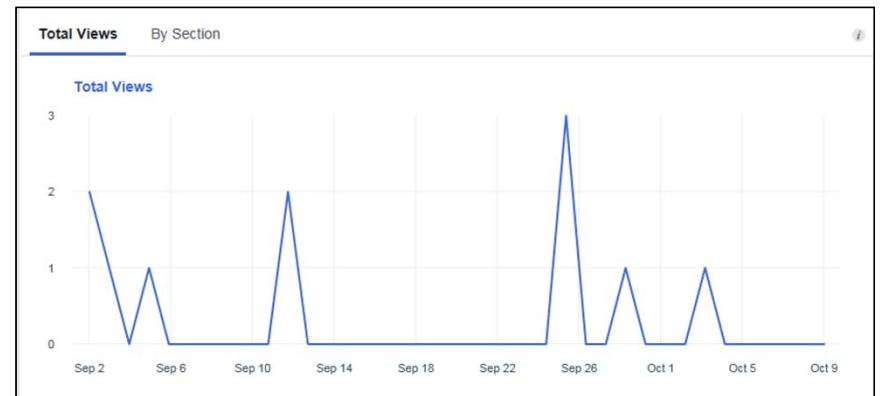
- About 180 emails
- Scheduled about 20% of people that emailed

Currently

- Over 10 emails/week
- Scheduling about half

Facebook Advantages

- Insights
 - Page likes and views
 - Post engagement and reach
- Targeted Audience
 - Strict guidelines for ads
- Search Engine Optimization
- Low Cost for Large Reach



Other methods - Our experience

- Email advertising – Baltimore sun targeted email
 - About 800 click and zero response
- MTA bus campaign
 - \$12K and <10 screens completed
- Flyers – low cost/low response
- Print ads – medium cost/low response
- Direct recruitment – RA in clinic waiting for patient referral
 - Time consuming
- MyChart Recruitment – too early to tell