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
STATS

Women's Mood Disorders Center Bal...
www.wmcdc.baltimore.org - Free

- Unique Visitors: 319
- Page Views: 551

Form Entries:
- Contact Form: Total entries 539
- Contact Form: Total entries 25

Graphs showing page views and unique visitors over time.
STATS- SCREENS

<table>
<thead>
<tr>
<th></th>
<th>SCHEDULED</th>
<th>COMPLETED</th>
<th>AVG PER WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUG 7 - OCT 1</td>
<td>13</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>OCT 9 - DEC 1</td>
<td>61</td>
<td>43</td>
<td>5</td>
</tr>
</tbody>
</table>

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