MyChart Recruitment Service

ROLE OF OFFICE

MyChart Recruitment Service is an Epic-based recruitment platform that allows Johns Hopkins researchers a new and innovative way to recruit potential research participants. Potential participants are contacted via an invitation message sent to their activated Johns Hopkins MyChart account. Invitations are targeted to patients who meet study eligibility characteristics. Team members at The Office of Recruitment within The Institute for Clinical and Translational Research (ICTR) work together to manage this service. Our goal is to empower patients by connecting them with clinical research studies that may be of interest to them.

MyChart Recruitment Service is offered by the Research Participant and Community Partnership Core of the Institute for Clinical & Translational Research (Deputy Director, Cheryl Dennison Himmelfarb). Cassia Lewis-Land manages the day to day operations of the service with support by Kelly Gleason, RN, PhD, Hailey Miller, RN, and the CCDA team.

PERFORMANCE IN THE PAST YEAR

Over the past year, we initiated the service and provided support to sixteen research teams at Johns Hopkins.   My Chart Recruitment has been effectively utilized across disease types and diverse populations including infant, children, adolescent, adult, and older populations.

We have engaged with several patient groups to develop a process that respects patients as research partners. Long-term success depends on balancing research teams needs with patient acceptance. Patients receiving MyChart Recruitment service messages provided the following evaluation of the service: 90% agreed MyChart was an appropriate way to invite participants to join research studies, 60% reported that the service did not change their satisfaction with being a patient at Johns Hopkins. Only 8% indicated research invitations made them less satisfied with being a Johns Hopkins patient. With each invitation, patients are given an opportunity to opt out of future research invitations. Thus far, less than 0.1% of patients have opted out of future MyChart research invitations.

We have published on our experience implementing this service:

Gleason, K.T., Ford, D.E., Gumas, D., Woods, B., Meyer, M., Murray, P., Dennison Himmelfarb, C.R. (2018) "Development and Preliminary Evaluation of a Patient Portal Messaging for Research Recruitment Service." *Journal of Clinical and Translational Science* (In press).

Gleason, K.T., Ford, D.E., Gumas, D., Meyer, M., Appel, L., Dennison Himmelfarb, C.R. "Development and Preliminary Evaluation of a Patient Portal Messaging for Research

Recruitment Service." American Medical Informatics Association (AMIA) WISH Workshop, Washington, DC. (Poster Presentation).

The Process

We work individually with each research team to assess MyChart recruitment as a fit for their recruitment needs. We identify inclusion and exclusion criteria that will allow messages to target eligible MyChart users.   Once a study team chooses to utilize MyChart to send research invitations, approval is sought from the MyChart Epic Research Council. An approval letter from the council is submitted by the research team along with the protocol for IRB review and approval. After the IRB approves MyChart as a recruitment strategy, we collaborate with the Center for Data Analytics (CCDA) to create a SQL query, which is used to generate an Epic report of the target population. Invitations can be targeted based on demographics, address, and clinical variables such as diagnoses, lab values and medications. When the report is live in Epic, MyChart team members work with the research team to create a schedule to send small batch invitation messages to eligible MyChart users.

The service allows research teams to reach a large number of patients for a cost less than mass mailings. The percentage of patients who contact the research team after an invitation ranges from 1 to 5% depending on the demands of the study. The research team is responsible for managing patient screening and enrollment following the initial MyChart messaging.

In addition, the service offers:

- Support in developing their MyChart Recruitment strategy and sending recruitment messages,
- Support in creating comprehensive recruitment and retention plans to optimize study recruitment and retention,
- Assistance in developing a plan for tracking MyChart recruitment messaging, response rates, and enrollment yield to evaluate the effectiveness of this tool across diverse populations, and
- Advise on leveraging Epic tools for patient engagement.

CHANGES IN THE PAST YEAR

The MyChart recruitment service was established over the past year. We continue to streamline the process of approval and development of Epic run queries by working with the CCDA and IRB to create an efficient workflow.

NEW DEVELOPMENTS FOR THE UPCOMING YEAR

Over the course of the next year, we plan to expand the MyChart Recruitment service to meet the needs of additional research teams. We are working with the CCDA and the IRB to build a "MyChart recruitment" option within the e-IRB system which will increase awareness of the service and boost utilization. We will continue to work closely with the CCDA and the IRB to streamline the process. As we continue to evaluate patient response and recruitment yields, we

seek to further improve our processes and establish best practices for sending messages to varied populations.

BEST WAY TO WORK WITH PROGRAM

Teams interested in our service are encouraged to contact us at: Research_Recruitment@jhu.edu, or visit our webpage on the ICTR website. Team should be aware the service cost ranges from $1,000- 3,000 depending on the complexity of the query created and other factors of work effort. The CCDA provides free consults and can provide researchers with an idea of pricing so that they can allot a proper amount in budgeting for their project.

We plan within the next few weeks to update our current website at: https://ictr.johnshopkins.edu/community/community-involvement/mychart-recruitment-messages/ to include active studies that are utilizing our service. The website will serve to inform the public of how the MyChart Recruitment service works to protect patient privacy and also help inform and promote the service to research teams within the institution.