COVID-19
HOPE Registry

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Recruitment Innovation Unit (RIU)
Agenda

• Development of centralized recruitment registry tool
• Recruitment methods used to engage participants
• Workflow of registry process
• How to gain access to utilize registry
Objective of HOPE Registry

The registry is designed to be participant centric allowing for volunteers to be matched with researchers and building a community around COVID-19 research and information.

**Participant**
- Ability to choose a study or studies that best fits their personal preferences and gives them autonomy in choosing to stay informed of study opportunities that they may be eligible to join.

**Research Teams**
- Provides ability to directly contact individuals who have expressed interest in participating in COVID-19 research and their project.
- Creates a organized tool for tracking and documenting recruitment efforts.

**HOPE Community**
- Allows for a diverse community of individuals who through engagement can become ambassadors promoting research participation.
- Serves as information center about COVID-19 research opportunities, general information and resources.
How it Works

1. Participant completes the HOPE Registry survey on REDCap.
2. Participant is provided opportunity to select studies they are interested in.
3. Study team determines the participant’s eligibility and recruits participant if applicable.

We recruit participants via social media, online advertisements, phone calls, MyChart, emails and text messages.

The survey uses branching logic to determine which studies the participant may be eligible for.

Participant selection triggers email notification to appropriate study team.
Patients at JH testing sites will be given a recruitment post card informing them of the registry and asking them to self enroll, and be on the lookout of our staff calling to help them enroll.
Recruitment Methods

MYCHART MESSAGES

E-MAILS

TEXT MESSAGES

PHONE CALLS
Community Engaged Recruitment

- Social media campaigns
- Community based organizations
- Day@TheMarket events
- Maryland Department of Health
- Centro SOL
HOPE is in your hands.

Johns Hopkins HOPE brings volunteers, patients and researchers together as partners in clinical research to deliver the promise of medicine.

We want to improve healthcare by studying how we can better prevent disease, treat conditions and improve people’s well-being.

Join us in HOPE.

VOLUNTEER FOR COVID-19 STUDIES
How the Registry Works

1-Individuals consent and enroll into registry answering questions about themselves

2-Branching logic is built to match with studies that the individual maybe eligible for given responses

3-Study teams get immediate alerts of interest and can then reach out to do a complete screening to determine eligibility of individual
How the Registry Works

From: "scarey@jhmi.edu" <scarey@jhmi.edu>
Reply-To: Scott Carey <scarey@jhmi.edu>
Date: Thursday, July 16, 2020 at 9:50 PM
To: covidplasmatrial <covidplasmatrial@jhmi.edu>
Subject: COVID Study Interest Response

A patient has expressed interest in your study. Please use the link below to review the available information and document the outcome.

Covid19 Study Interest - Study Coordinator Follow Up
If the link above does not work, try copying the link below into your web browser:
https://mrprcbcw.hosts.jhmi.edu/redcap/surveys/?s=OoZRmRTs4X
This link is unique to you and should not be forwarded to others.
How the Registry Works

A recruitment response was received from:
First Name: [c19ri_first_name]
Last Name: [c19ri_last_name]

Demographics:
Biologic Sex: [c19ri_gender]
Race: [c19ri_race]
Ethnicity: [c19ri_ethnicity]
Age: [c19ri_age]

Contact Information:
Phone Number: [c19ri_phone]
Email Address: [c19ri_email_address]

Exposure Information:
Has this patient been exposed to someone with COVID: [c19ri_exposed_to_others]
Was this exposure greater than 24 hours: [c19ri_exposure_length]
How recently was the exposure: [c19ri_last_exposure]
Is this patient a healthcare worker: [c19ri_hcw_worker]
If healthcare worker, are they exposed to COVID patients: [c19ri_hcw_exposed]

Symptoms and Testing:
Has this patient experienced symptoms: [c19ri_symptomatic]
When was the first date of symptoms: [c19ri_symptom_start]
Has this patient taken medication to prevent or treat COVID: [c19ri_treatment]
What medication has this patient taken: [c19ri_treatment]
Has this patient been tested for COVID: [c19ri_tested]
What was the date of testing: [c19ri_test_date]
What was the testing result: [c19ri_test_result]
What was the reason for testing: [c19ri_test_reason]
Has this patient been hospitalized for COVID: [c19ri_hospitalized]

Study Interests:
This patient is interested in a study that involves medication to prevent COVID: [c19ri_interest_med]
This patient is interested in a vaccine trial: [c19ri_interest_vaccine]
This patient is interested in donating plasma: [c19ri_donate]
This patient would travel to a research center: [c19ri_travel]
This patient would volunteer for multiple visits: [c19ri_multiple_visits]
This patient would volunteer for a single visit: [c19ri_single_visit]
This patient would volunteer in a remote study: [c19ri_remote]
How Researchers Can Join the Registry

• Contact RIU and we will work with teams to help them submit a Change in Research (CIR) to IRB to utilize the registry

• We work teams to craft a lay-friendly study description to be listed on website and build logic branching for your study inclusion
HOPE Registry Dashboard

**Total Participants**: 11769

**Response Rates**
- **MyChart**: 9.27%
- **Email**: 11.36%
- **Phone Call**: 12.92%

**How Participants Heard About the Registry**

**Mean Age**: 52.94

**COVID Positive**: 18.80%
# HOPE Metrics via Recruitment Method

## Metrics as of 2/17

<table>
<thead>
<tr>
<th>Method</th>
<th>Total Sent</th>
<th>Total Enrolled</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MyChart</td>
<td>89,102</td>
<td>8261</td>
<td>9.27%</td>
</tr>
<tr>
<td>Email</td>
<td>8,687</td>
<td>987</td>
<td>11.36%</td>
</tr>
<tr>
<td>Text</td>
<td>8,645</td>
<td>977</td>
<td>11.30%</td>
</tr>
<tr>
<td>Call</td>
<td>240</td>
<td>31</td>
<td>12.92%</td>
</tr>
</tbody>
</table>

## RedCap Metrics as of 2/17

<table>
<thead>
<tr>
<th>Source</th>
<th>Responses</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcard from Testing Site</td>
<td>95</td>
<td>0.90%</td>
</tr>
<tr>
<td>Phone Call</td>
<td>31</td>
<td>0.30%</td>
</tr>
<tr>
<td>MyChart Message</td>
<td>8261</td>
<td>71.30%</td>
</tr>
<tr>
<td>Text Message</td>
<td>977</td>
<td>7.80%</td>
</tr>
<tr>
<td>Email</td>
<td>987</td>
<td>8.50%</td>
</tr>
<tr>
<td>Social Media/Website</td>
<td>618</td>
<td>5.30%</td>
</tr>
<tr>
<td>Sway Advertisement</td>
<td>590</td>
<td>5.80%</td>
</tr>
<tr>
<td>Spanish Outreach</td>
<td>13</td>
<td>0.10%</td>
</tr>
<tr>
<td><strong>Total in Registry</strong></td>
<td><strong>11769</strong></td>
<td></td>
</tr>
</tbody>
</table>

## Demographics of Registry

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Number</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>5247</td>
<td>64.50%</td>
</tr>
<tr>
<td>Male</td>
<td>2283</td>
<td>35.80%</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
<td>0.20%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>7486</td>
<td>93.20%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>442</td>
<td>5.80%</td>
</tr>
<tr>
<td>Other</td>
<td>76</td>
<td>1.00%</td>
</tr>
<tr>
<td>American Indian or Native Alaskan</td>
<td>29</td>
<td>0.40%</td>
</tr>
<tr>
<td>Asian</td>
<td>389</td>
<td>4.80%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>767</td>
<td>9.40%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>10</td>
<td>0.10%</td>
</tr>
<tr>
<td>White</td>
<td>6556</td>
<td>80.40%</td>
</tr>
<tr>
<td>Other</td>
<td>354</td>
<td>4.90%</td>
</tr>
<tr>
<td>Mean Age</td>
<td>52.94</td>
<td></td>
</tr>
<tr>
<td>Health Care Worker</td>
<td>1729</td>
<td>21.60%</td>
</tr>
<tr>
<td>Have tested positive for COVID 19</td>
<td>1425</td>
<td>18.80%</td>
</tr>
</tbody>
</table>
Next Steps

• Focusing efforts on further increasing diversity among participants in COVID-19 research

• ICTR Community Collaboration Core working with community leaders in African America community to promote COVID research awareness
  – Legacy Series Community conversations around COVID
  – Development of Social Media campaign focused on trust in science

• RIU has hired a Community Outreach Specialist to increase diverse community engagement

• Centro Sol has formed a Community Leaders Advisory Council (CLAB) to help guide Latinx engagement
  – Spanish Townhalls
  – Outreach in South, South East, and South West Baltimore neighborhood
Special Thanks

- Dr. Ford, Dorothy Damron, Rox Stambaugh
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- Scott Carey
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- Crystal Williams
- Liz Martinez
- Sumati Murli
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- Hailey Miller
- Cheryl Himmelfarb
- Bunmi Ogungbe
- Anna Peeler
Questions & Contact

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