

# Program: Recruitment Innovation Unit (RIU)



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# Objectives

- Describe what services the Recruitment Innovation Unit offers to support clinical trial recruitment at JH
- Highlight how usage of Twilio can enhance participant communication in clinical trials

# Goals of RIU

- The RIU supports
  - 1- Innovative recruitment methods
  - 2-Effective and efficient recruitment and retention methods
  - 3-Community engagement in research
- Services we offer for recruitment?
  - Creation of customized, technology based tools and platforms to enhance the science of research recruitment (MyChart recruitment, customized digital recruitment campaigns, recruitment materials design)
  - Launch and manage centralized COVID research recruitment support resources
    - HOPE registry
    - Enhanced HOPE registry –**coming summer 2022**

# RIU Services Provided

Type Service	Brief Explanation of Service	Date Service Started	Target audience/services provided to
HOPE registry	Centralized recruitment of COVID research participants	7/2020	JH research teams-31 research participants in registry-15,221
RIU research consultation	Providing research consultation service and providing help with creating recruitment plans that address challenges	4/2016	JH research teams- 67
Social Media Recruitment Service	RIU creates and launches the paid advertisements, monitors the campaign's progress, and reports the metrics	8/2020	JH research teams=15 Recruitment campaigns impressions=675,000 Participants recruited=600+
MyChart Recruitment	Utilize Epic MyChart patient portal to send recruitment invitations	5/2016	JH research teams-71 Recruitment messages sent overall- 450,000 Messages sent in the prior year 142,000
Recruitment Design Service	Create of custom recruitment materials for digital and print placement (flyers, posters, brochures, etc)	5/2021	JH research teams=10

# RIU Social Media Service

- Drafting a social media recruitment plan
- Feasibility queries for social media groups and platforms
- Creating, launching, and monitoring paid social media campaigns
- Creating recruitment materials for social media posts and advertisements
- Utilizing social media to engage research participants
- Creating recruitment materials for other recruitment strategies such as study flyers, brochures, etc



# Social Media Strategy plan

- Campaign Objectives
  - Lead generation
  - Traffic
- Targeting Criteria
  - Location
  - Demographics (age, gender, etc.)
  - Audience targeting (interests, behaviors, etc.)
- Budget
  - Lifetime budget
  - Daily Budget
  - Schedule
- Ad content and graphics (IRB-Approved)
  - Heading, primary text
  - Instant form
- Links: Study website or survey
- Ad placement and schedule (Facebook + Instagram, etc.)

## Investigation on the Cortical Communication (CortiCom) System

## Brain-Computer Interface Implant for Severe Communication Disability (Summit)

FACEBOOK PLAN | JOHNS HOPKINS ICTR RIU

Facebook Plan

Preview: Lead Generation form

The image shows a preview of a Facebook Lead Generation form. It consists of two main sections: 'Intro' (1 of 4) and 'Prefill information' (2 of 4). The 'Intro' section features a video of a woman and a man in a wheelchair, with text from Johns Hopkins Studies about the 'Movement Impairment Research Study'. The 'Prefill information' section contains a 'Contact information' form with fields for Email, Full name, and Phone number, each with a 'Next' button.

The image shows the continuation of the Facebook Lead Generation form. The 'Privacy review' section (3 of 4) displays a 'Privacy policy' text block. The 'Message for leads' section (4 of 4) shows a 'Thanks, you're all set.' message, contact information for Nathan Crone, M.D., and a 'Call 410-955-6772' button.

# The advertising plan: What we do

- ICTR RIU:
  - No-cost free consultation with study teams to understand their recruitment needs
  - Work with study team to create messages
  - Identify target audience and key words
  - Create, launch and manage the ads
- Study teams:
  - Obtain IRB approval for social media recruitment
  - Cost of Ads
  - Share enrollment metrics





# Social Media Advertisement



8,465+ clicks



150,590+ reach



674,586+  
impressions



600+ participants  
enrolled

- Number of Studies: 15
- Number of Campaigns: 16
- Number of Leads: 140+



# Recruitment Material Designs

Would you like to join a research study at Hopkins?



**Study Title: Clinical utility of handheld breath analyzer (AIRE) to measure hydrogen**

## What to expect?

- We will show you how to use a device called a breathalyzer.
- This device will be used to record your breath two times a day for 8 weeks.

**You will receive a \$100 gift card in compensation.**

## Who can join?

- Adult  $\geq 18$  years
- Interested in joining research at the JHBMC Gastroenterology outpatient clinic

**If interested, please contact us at:**  
**gbaraho1@jhmi.edu**

Principal Investigator:  
Pankay Jay Pasricha, MD (IRB00204104)

Johns Hopkins Bayview Medical Clinic:  
Gastroenterology outpatient clinic



Join a research study about food access and choices!



## Who?

**Pregnant women aged 18 years or older and less than 30 weeks pregnant who are patients in the Diabetes in Pregnancy Program at UMMS**

## What?

**15 minute online survey (with option for a follow-up interview)**

## Compensation:

**\$20 Amazon gift card after the survey, \$60 after interview**

**If you are interested in receiving the link to the survey, please contact research team at:**

Principal Investigator:  
Julia Wolfson, PhD  
(IRB00019986)



**443-470-9535**



**cookingstudy@jhu.edu**

- Study Flyers
- Study Posters
- Brochures
- Infographics

**ALIGN** is a new program for family members and friends who care for someone who needs help managing their medicines.



Talking with a pharmacist who works closely with your family member's primary care doctor can help prevent over-medication and related problems.



**Some medicines should not be stopped. Always talk to the pharmacist or doctor before stopping a medicine.**

**The pharmacist will address questions and concerns that you may have about your family member's medicines.**



# The MyChart Recruitment Service

- Study teams provide inclusion and exclusion criteria for the query
- A computable phenotype is developed based on the eligibility criteria
- The query is run in Epic and returns a report of patients who meet the eligibility criteria
- Patients are sent recruitment messages in large batches through the patient portal
- The team has been used by 74 teams to date and almost 450,000 messages have been sent

# MyChart User Representativeness

Characteristic	Johns Hopkins Health System**	Active MyChart Users
<b>Total N (%)</b>	1,771,070 (100)	950,459 (53)
<b>Sex</b>		
Female	991,799 (56)	571,296 (60)
Male	779,271 (44)	378,946 (40)
<b>Race</b>		
Black	442,768 (25)	189,978 (20)
White	1,027,221 (58)	617,697 (65)
Asian	88,553 (5)	67,359 (7)
Other	212,528 (12)	101,329 (11)
<b>Ethnicity</b>		
Not Hispanic or Latino	1,558,542 (88)	853,050 (89)
Hispanic or Latino	123,975 (7)	53,795 (6)
Unknown/Patient refused	88,553 (5)	43,614 (5)
<b>Age in Years</b>		
0-17	269,330 (15)	102,520 (10)
18-39	465,450 (26)	265,721 (28)
40-59	459,240 (26)	264,931 (28)
60-79	452,060 (26)	273,037 (29)
80+	125,010 (7)	44,236 (5)

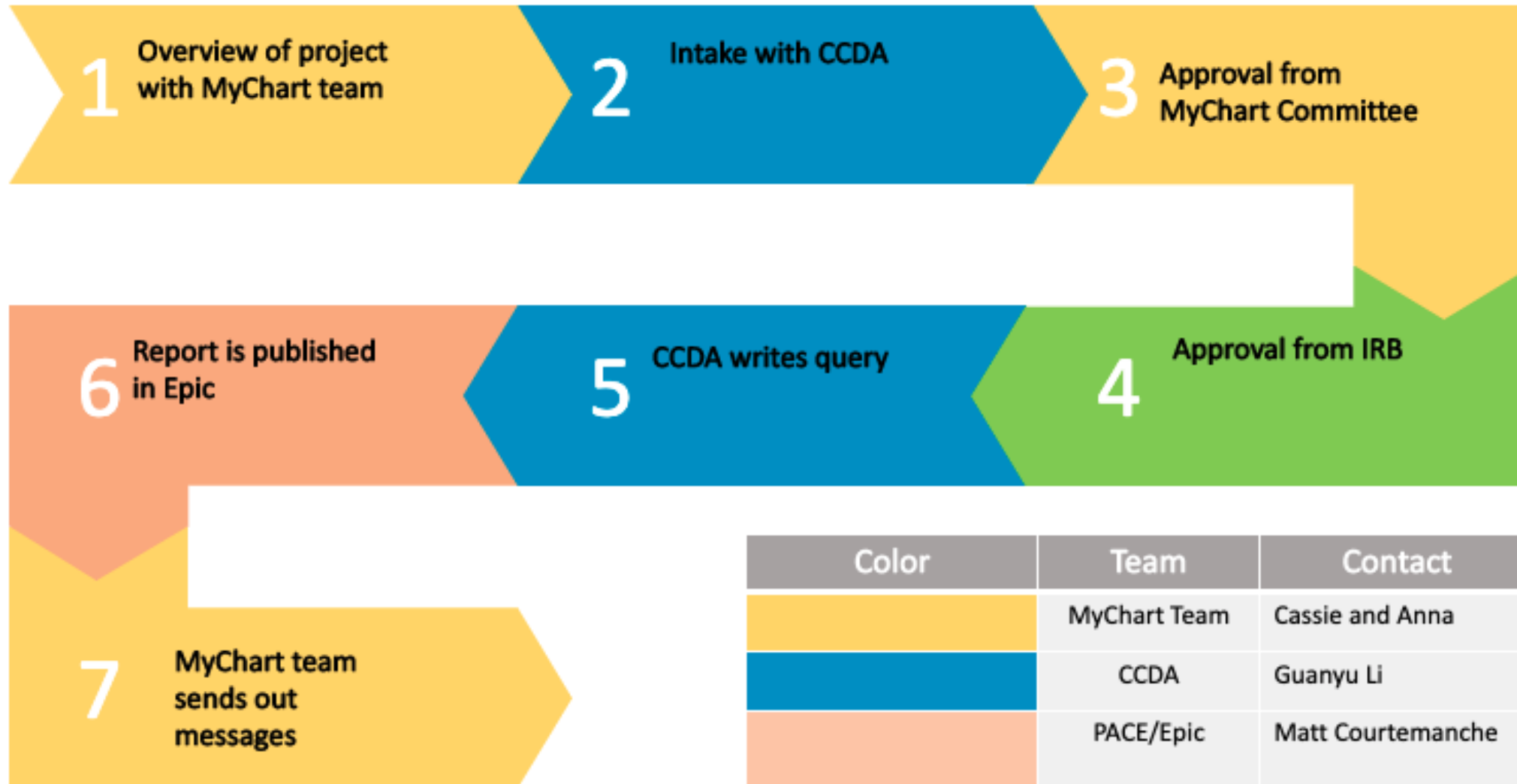
## MyChart User Representativeness:

- 53% of JHHS patients were active MyChart users.
- Similar to JHHS population in terms of age and sex.
- More likely to be white and non-Hispanic.

\*Includes individuals that have had at least one diagnosis, medication order, laboratory result, OR procedure since 9/1/2016. This data were captured on 02/02/2021

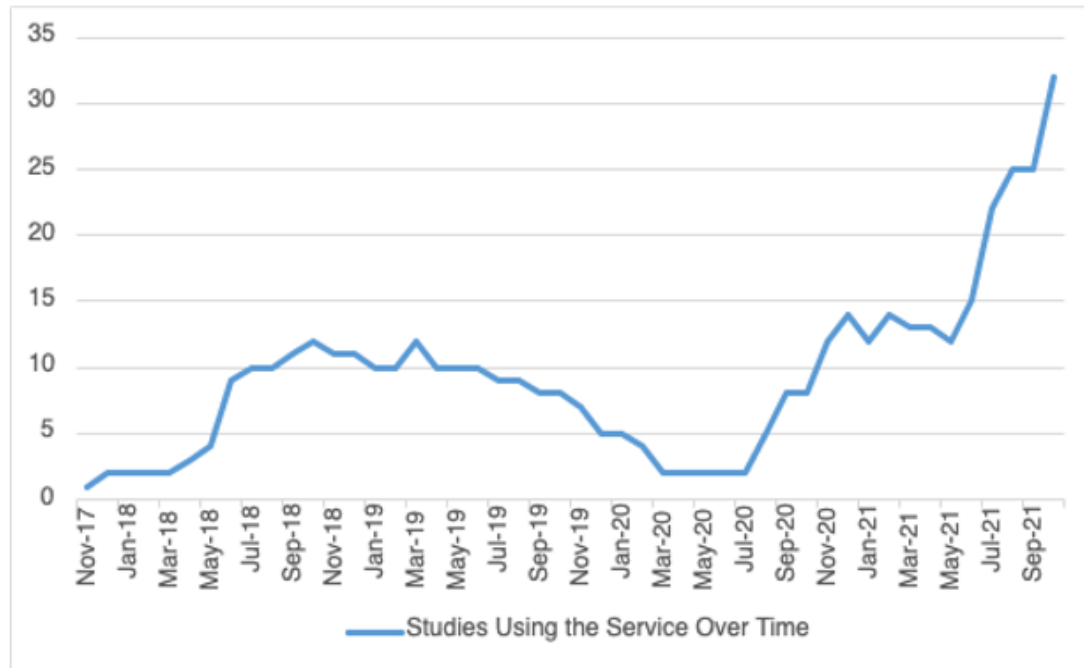
†Data in JHHS column do not include individuals greater than 90.

# 7-step Process





# Metrics



The service has grown rapidly since the COVID-19 pandemic forced study teams to reevaluated the recruitment plans

- Message batch sizes range from 1 to 1,000 messages
- The frequency of messaging ranges from daily to monthly
- The average response rate is 6.07%
  - Prior to March 2020: 1.87%
  - After March 2020: 7.04%.
- The response rate among team who have entirely online studies is 8.66%.
- The response rate for studies seeking healthy volunteers is 2.60%.

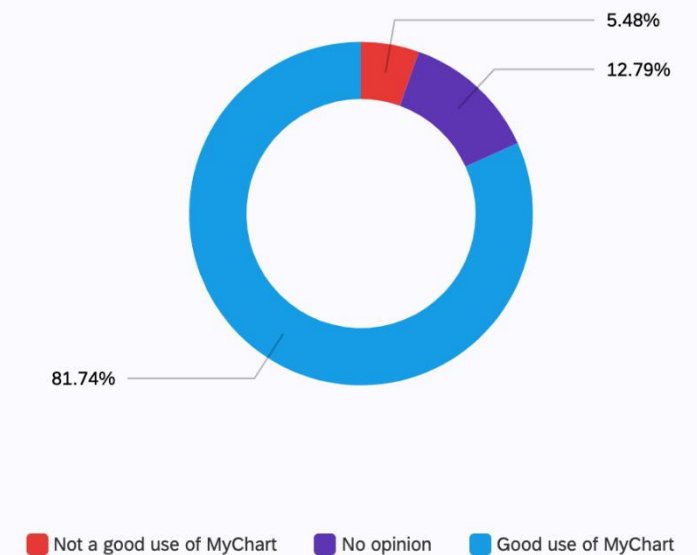
# Patient Satisfaction

- Just 5% said that research recruitment was not a good use of MyChart
- Over 40% stated that getting information about research via MyChart actually improved their experience of being a patient at Hopkins

Change in Patient Experience

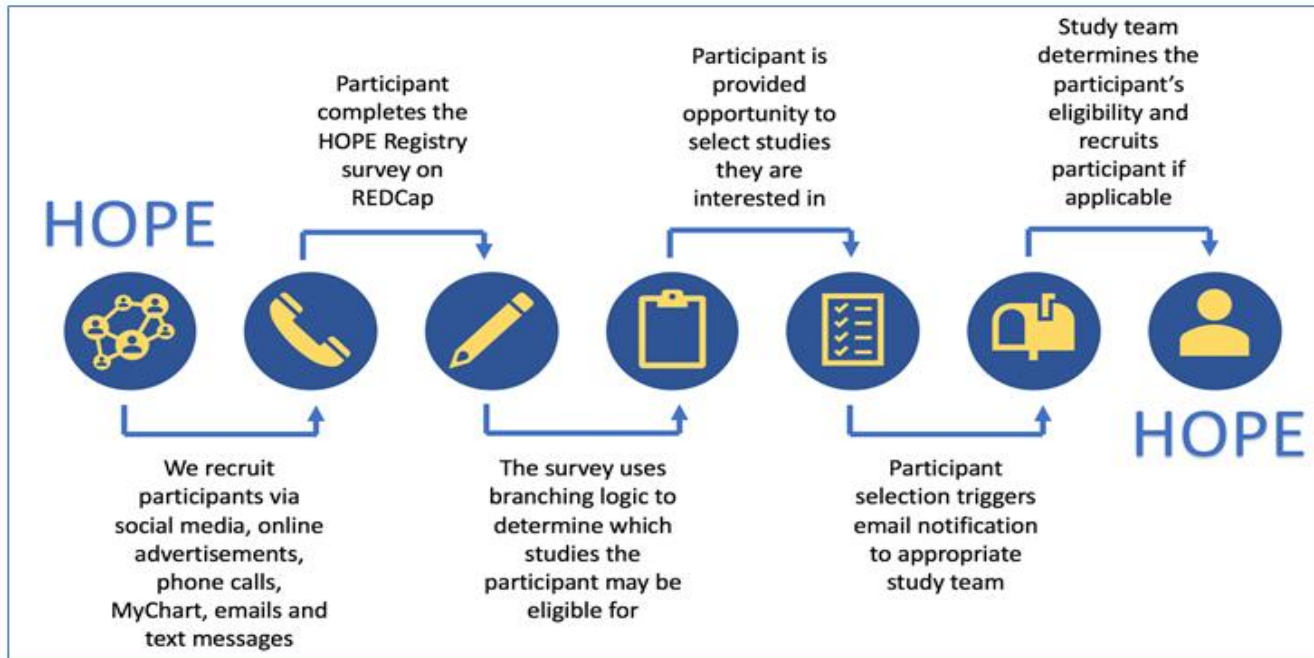


Appropriate Use of MyChart

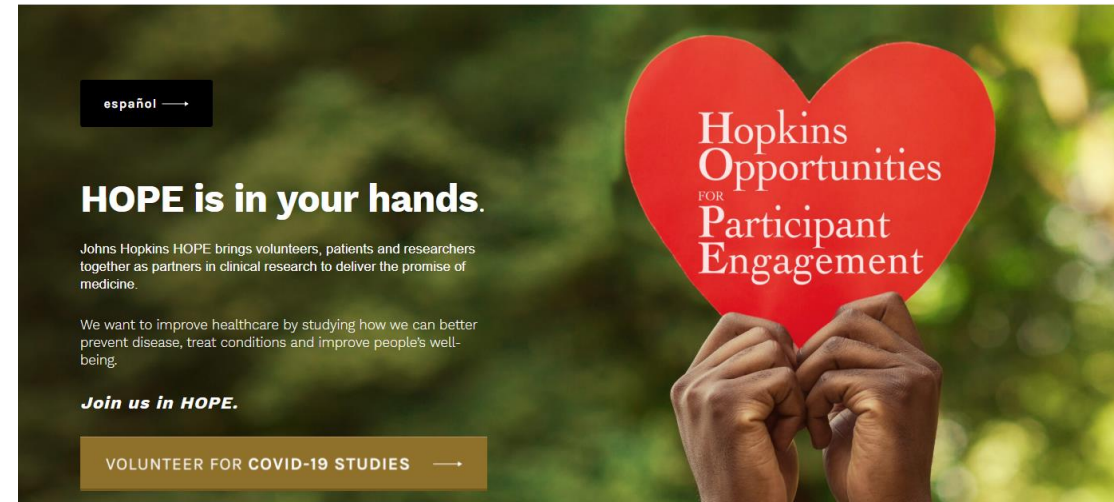


# HOPE Recruitment Methods

## Hopkins Opportunities for Participant Engagement



Website: [Johnshopkinshope.org](https://johnshopkinshope.org)





# Utilization of Services Consult Service

67 Research teams have utilized the consult service

Y ear	Number of Consults
2022	5
2021	12
2020	9
2019	10
2018	7
2017	13
2016	11

Consultation usually includes development of:

- Addressing recruitment barriers and challenges
- Developing customized recruitment plan
- Creating and delivering customized recruitment training for study teams

# Get in contact with us

- Cassie Lewis-Land
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  - visit the website:  
<https://ictr.johnshopkins.edu/service/recruitment/riu-consult/>