

RIU MyChart Recruitment Service

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The MyChart Messaging service helps research teams recruit participants directly through EPIC, ensuring targeted and compliant outreach while tracking engagement.

MyChart Recruitment Service Overview

165

Studies have utilized the EMR
recruitment service

1,071,736

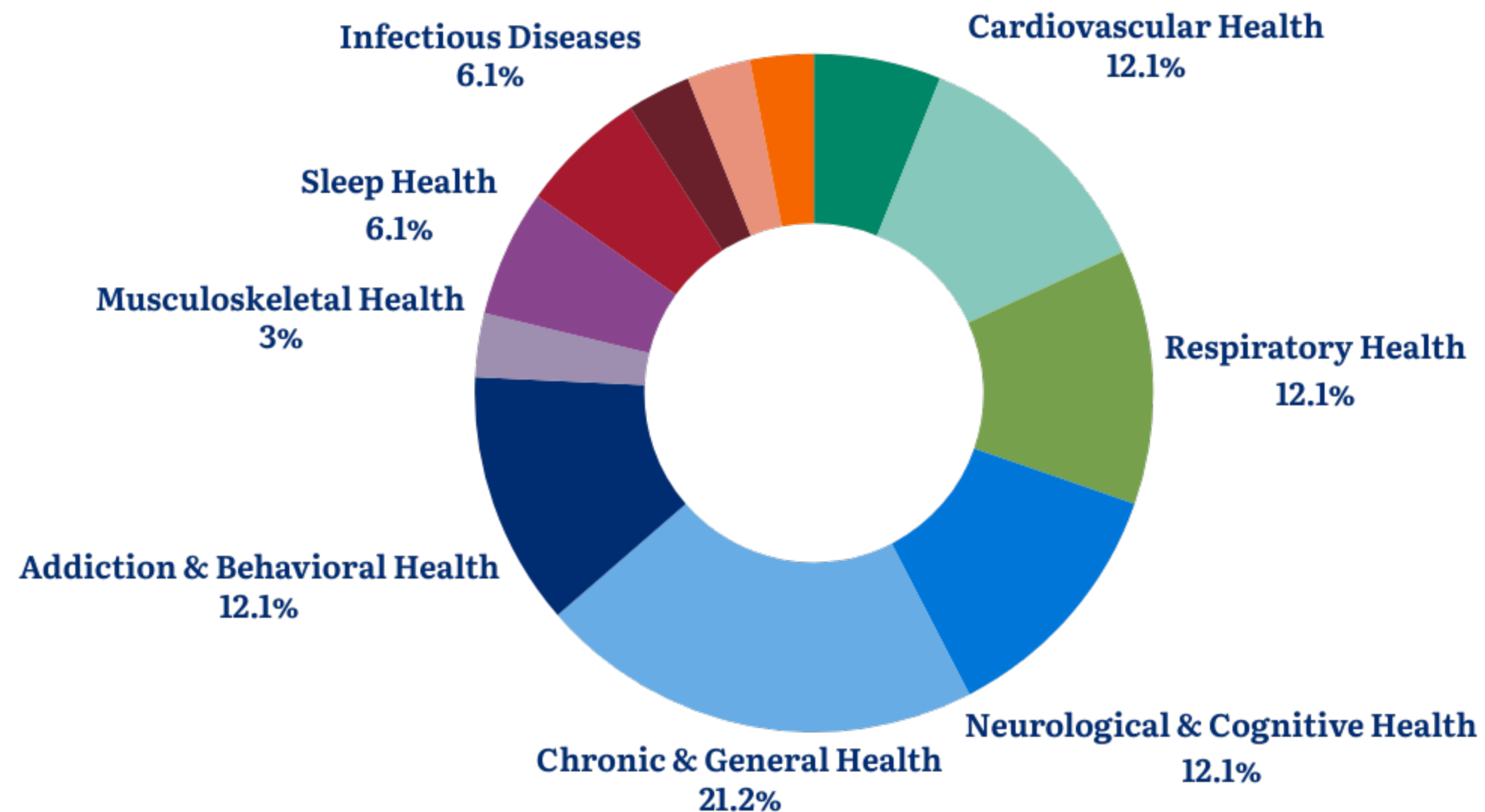
Messages since 2016.

55

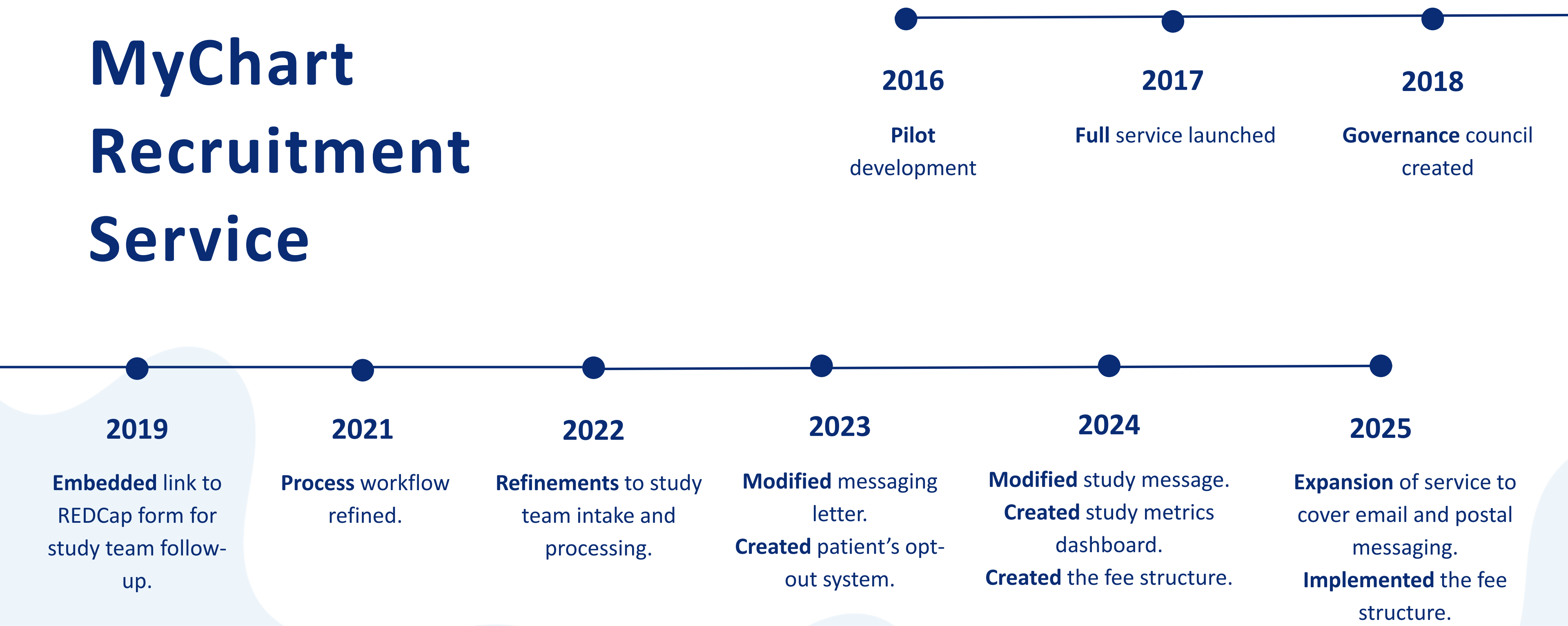
Actively recruiting studies

1,221

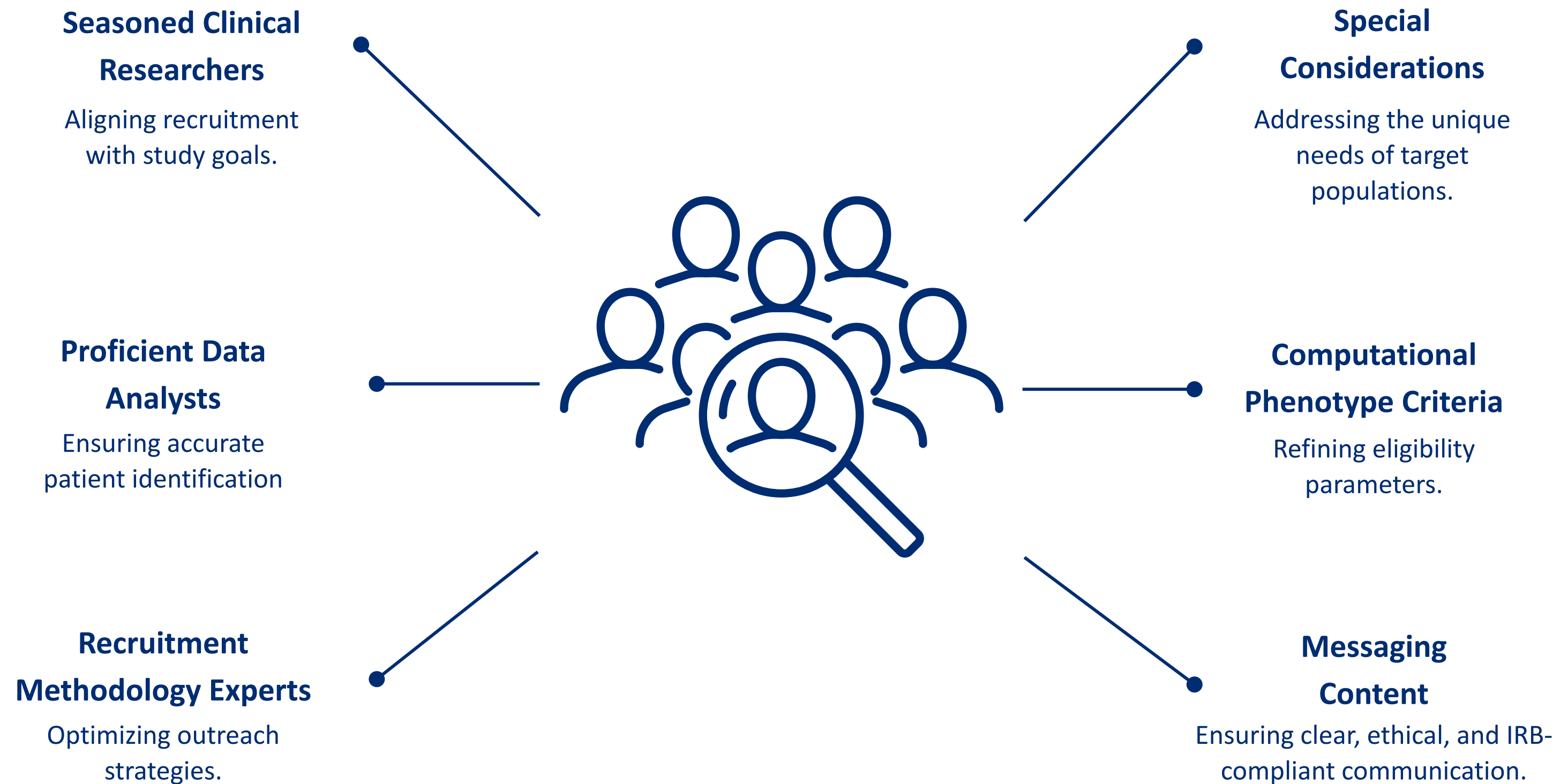
Opt-outs.



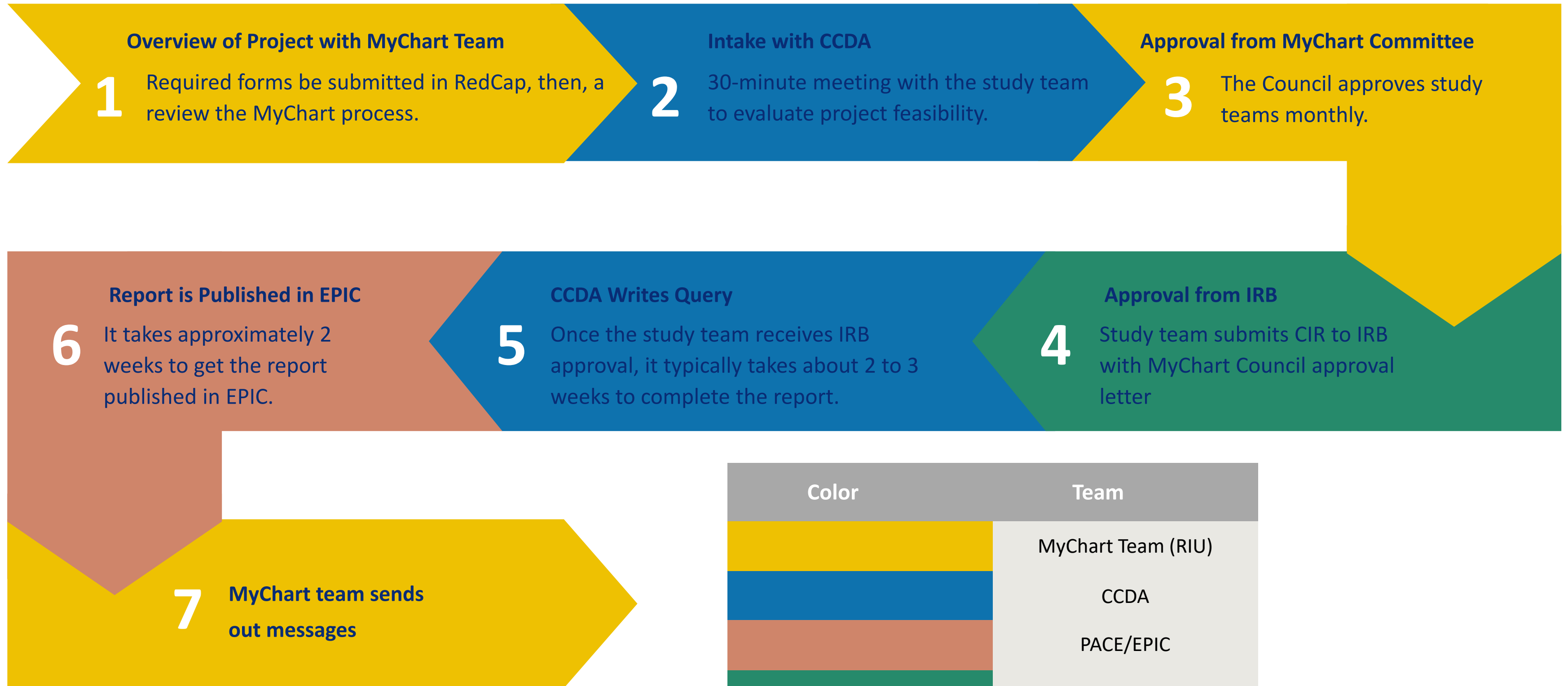
2016-2025 MyChart Recruitment Service



Governance Council



7-Step Recruitment Workflow



CCDA - Identifying Patients

```
state={
  products: storeProducts
}
render() {
  return (
    <React.Fragment>
      <div className="py-5">
        <div className="container">
          <Title name="our" title="product">
            <div className="row">
              <ProductConsumer>
                {(value) => {
                  console.log(value)
                }}
              </ProductConsumer>
            </div>
          </div>
        </div>
      </React.Fragment>
    )
  }
}
```

- **Standard criteria (Inclusion and exclusion)**

- Patients known to be deceased in Epic.
- Patients who have opted out of being contacted for MyChart recruitment.
- Patients who have opted out of being contacted for any reason.

- **Study specific criterias**

- Age
- Location
- Diagnosis
- Medication
- Procedure, etc.

- **Timeframe – 2**

- Encounter
- Diagnosis (encounter diagnosis/Problem list/etc.)

PACE - Reports Published in Epic

- Create a Report Template with SQL query
- Restrict access to MyChart Messaging Team
- Publish and validate report in Epic PRD
- Ongoing maintenance, troubleshooting, update queries to ensure reports function properly
- Meet weekly with MyChart messaging team and CCDA to enhance efficiency and communication



Service Fee

Query Development and Deployment

Query Development - CCDA Team

- \$130 - Writing and developing study query.
- Time is determined by the complexity and requirements of the specific query.



Query Deployment - PACE/EPIC Team

- Flat Fee: \$250
- This covers the query initial deployment, documentation, testing, maintenance, and retirement.

Messaging Fee - MyChart Service Team

Batch Messaging

- **Cost per Batch:** \$13
- **Quarterly Payment:** \$169 (making an annual total of \$676 if messaging is weekly).



Customized Messaging

- **Cost per Hour:** \$26
- **Quarterly Payment:** \$338 (making an annual total of \$1,352 if messaging is weekly).

Demographic Comparison of JHH System Patient and MyChart Users

MyChart User Representativeness:

- **36%** of JHHS patients were active MyChart users.
- Slightly similar to the JHHS population in terms of **age**.
- More likely to be **female, white, and non-Hispanic**.

Metrics of Service Usage

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

Characteristics		Health System (%)	Active MyChart Users (%)
Total Number		4847333 (100)	1768397 (36.48)
Sex	Female	2614726 (53.94)	1048150 (59.27)
	Male	2229366 (45.99)	719259 (40.67)
	Unknown	2534 (0.05)	529 (0.03)
	Nonbinary	517 (0.01)	374 (0.02)
	Other	161 (0)	78 (0)
Race	White	2626299 (54.18)	1066684 (60.32)
	Black or African American	1088533 (22.46)	371760 (21.02)
	Other	405906 (8.37)	126244 (7.14)
	Asian	135857 (2.8)	46517 (2.63)
	Other Asian	46427 (0.96)	32824 (1.86)
	Choose Not to Disclose	27829 (0.57)	15107 (0.85)
	Hispanic	25210 (0.52)	308 (0.02)
	Asian Indian	23074 (0.48)	18399 (1.04)
	Chinese	13490 (0.28)	11864 (0.67)
	American Indian or Alaska Native	10947 (0.23)	5768 (0.33)
	Korean	7417 (0.15)	6210 (0.35)
	Unable to Obtain	6408 (0.13)	2103 (0.12)
	Filipino	5914 (0.12)	5208 (0.29)
	Vietnamese	2539 (0.05)	1923 (0.11)
	Other Pacific Islander	2501 (0.05)	1654 (0.09)
	Two or More Races	2136 (0.04)	35 (0)
	Native Hawaiian or Other Pacific Islander	1824 (0.04)	530 (0.03)
	Japanese	1546 (0.03)	1329 (0.08)
	Native Hawaiian	495 (0.01)	300 (0.02)
	Guamanian or Chamorro	180 (0)	116 (0.01)
	Samoan	46 (0)	29 (0)
Ethnicity	Not Hispanic or Latino	2979607 (61.47)	1349374 (76.3)
	NULL	1320074 (27.23)	233610 (13.21)
	Hispanic or Latino	239893 (4.95)	61172 (3.46)
	Unknown	196751 (4.06)	62128 (3.51)
	Yes, another Hispanic, Latino, or Spanish origin	53771 (1.11)	33983 (1.92)
	Yes, Mexican, Mexican American, Chicano/a	6179 (0.13)	4218 (0.24)
	Yes, Puerto Rican	3861 (0.08)	3160 (0.18)
	Yes, Cuban	1214 (0.03)	885 (0.05)
Age in years	0-17	865883 (17.86)	286202 (16.18)
	18-39	1242266 (25.63)	473234 (26.76)
	40-59	1170184 (24.14)	480798 (27.19)
	60-79	1225303 (25.28)	449752 (25.43)
	80+	343697 (7.09)	78411 (4.43)

Hello,

Johns Hopkins provides high-quality medical care and supports medical research. Our goal is to improve the health of the people in our community and around the world. Medicine and patient care would not be where they are today without advances made through medical research that included people like you.

We invite everyone to learn about the research that is happening at Johns Hopkins. I am reaching out today to share some information about a specific research study that may be interesting to you.

What is this study about? *This is where you can include the title, purpose of the study/why it is necessary, etc. (Please make sure the description is at a 4th-grade reading level or lower).*

We are looking to identify people who XXXXXXXX and were seen at a Hopkins facility in the past year. Participants will be compensated for participating in this study. *(Make sure to include the amount, and you may remove this if your study is not compensating)*

Who may be eligible to take part? *(this criterion must match what your EHR report is querying for):*

- Eligibility 1
- Eligibility 2
- Eligibility 3

Other factors that could determine if you can join the study include: *that were not part of the medical record search (if applicable):*

- Eligibility 1
- Eligibility 2
- Eligibility 3

What happens during the study?

- Describe study activity 1 (include duration)
- Describe study activity 2 (include duration)
- Describe study activity 3 (include duration)

How to Get in Contact with the Research Team:

If you want to learn more, and think you may want to take part, please complete this brief survey, and a member of our research team will contact you: *[here will be inserted a unique REDCap study-specific link for tracking of participant interest and follow-up.]*

Please feel free to contact our study team at email or phone number with any additional questions or concerns.

Joining A Study Is Always Voluntary

Participation in this study is voluntary. If you are not interested in this study, it will not change the medical care you receive.

Study Team

Experience

Why You Received This Message

We are sending you this message because a computer search of our medical record shows that you may have seen a doctor (diagnosis). We have tried our best to send this to the right people, and we are sorry if you got this message by mistake. If you would like to speak with one of our team members about this, please feel free to contact our team at email or phone number.

Thank you for your understanding.

For more information about how we protect your privacy and frequently asked questions (FAQs) related to research recruitment through MyChart, please visit:

https://bit.ly/mychart_messages

Johns Hopkins welcomes you to visit this website: <https://bit.ly/learn-about-research> to learn about the importance of medical research, how research is conducted, and how you can become involved in research.

If you want to learn more about what people think about their experience of being in a study at Johns Hopkins check out the results from our Research Participant Satisfaction Survey:

https://bit.ly/ict_r_johnshopkins_edu_rpss

To unsubscribe from all future MyChart research recruitment messages, please visit: *[study-specific link for tracking of participant opt-out request.]*

Provide feedback on MyChart messaging here:

https://bit.ly/JHUMyChart_research_recruitment_feedback



[Draft]

This message hasn't been sent.

Saved: Wed 2/19/2025 4:20 PM

Hello Team,

Thank you all for your patience throughout this process. The CCDA/PACE team has completed the report development and deployment, and the patient list is now available in EPIC for messaging. As of this morning, the report includes approximately **49,999 patients**.

Messaging Rollout Plan

- To start, we recommend sending an **initial batch of 25-50 messages** to ensure the report correctly includes patients with the appropriate diagnoses and that everything is functioning as expected.
- Once confirmed, we can adjust the batch size based on your preferences until we either reach the end of the list or meet your recruitment targets.

Next Steps

- [@Tosin Tomiwa](#), (included in this email) will handle the messaging on behalf of the team.
- Attached are:
 - The **study message**—please review and confirm that it's correct so we can proceed.
 - A **document outlining the team's responsibilities**—kindly review and reach out with any questions.

Metrics Reporting

Once messaging begins, your team will need to submit a **monthly metrics report** to track outreach effectiveness. Below is the link for the initial submission:

Metrics Report Link: <https://mrprbcw.hosts.jhmi.edu/redcap/surveys/?s=YCELATTXK8J4WHML>

At the end of the first month of messaging, please complete this form for **study IRB00369594**. Each month's data must be submitted separately, and after your first submission, we will provide links for subsequent reports.

I'm happy to schedule a **quick 5-10 minute call** to review the process again if needed, please let me know.

Messaging Cost Breakdown

- Cost Per Batch:** \$13 (everytime messages are sent)
- Annual Total (on weekly messaging frequency):** \$676
- Quarterly Payment:** \$169
- Payment Schedule:** Quarterly payments of **\$169**, totaling **\$676 annually if messages are sent every week**.

Thank you again for your collaboration. Please let me know if you have any questions.

Leveraging the Patient’s Experience to Improve Diagnosis

IRB00228732

Study Team Information

Kelly Therese Gleason

PI’s Name:

Kelly Gleason

Payment Status:

Not Paid

Month/Year

Messaging period:

from: Jul 23, 2019

to: Ongoing

Development:

Done

Deployment:

Done

Metrics Submission (MARCH 2025)

<https://mrprbcw.hosts.jhmi.edu/redcap/surveys/>

CODE: 8TK3E48NJ

Total in Report Weekly

Total Messages Sent 11,271

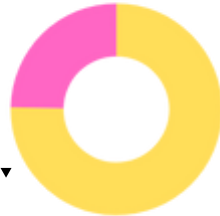
Total Responded | Rate 1106 | 9.81%

Total Enrolled | Rate 679 | 6.02%

Total Opt-outs | Rate 4 | 0.04%

Recruitment Target vis-a-vis Recruitment Total

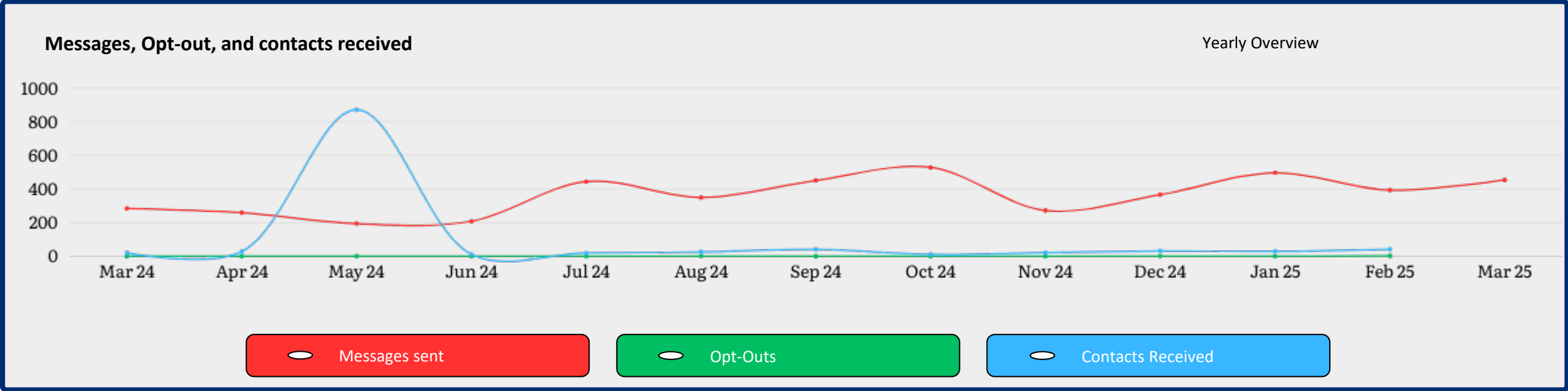
Recruitment (655) 24.7%



Recruitment Target (2000) 75.3%

Weekly Messages Sent (Mar 2025)

2/26/2025	125
3/05/2025	123
3/12/2025	101
3/19/2025	114
3/26/2025	116



MyChart Recruitment Service - Monthly Metrics

Period Reporting For (month and year, e.g. 10/2023)

Please be aware that a separate submission is required for each month.

* must provide value

How many contacts were received through the service?

* must provide value

How many people were successfully recruited?

* must provide value

Gender

How many were successfully recruited by gender? (kindly check all that applies and indicate the number if applicable.)

* must provide value

+

Female:

+

Male:

+

Others:

Race

How many were successfully recruited by race? (kindly check all that applies and indicate the number if applicable.)

* must provide value

+

White:

+

Black or African-American:

+

Asian:

+

American Indian or Alaska Native:

+

Native Hawaiian or Pacific Islander:

+

Multiracial:

+

Other:

Ethnicity

How many were successfully recruited by ethnicity? (kindly check all that applies and indicate the number if applicable.)

* must provide value

+

Hispanic or Latino:

+

Non-Hispanic or Latino:

Do you have any suggestions, comments, or feedback regarding this service?

Expand

RESPONSIBILITIES - STUDY TEAM

Study Team - (Pre IRB Approval)

- Comprehensive list of criteria.
- Message template.
- Feedbacks
- Submit MyChart approval to the IRB.

Study Team - (Post IRB Approval)

- Share IRB approval letter.
- Email address for participant interest survey (if applicable).
- Determine frequency.
- Acknowledge message notification.
- Report to the MyChart service team of complaints from patients.
- Monthly metrics report (5-7 questions).
- Bi-annual service evaluation link (3-4 questions).
- Exit survey at the end of service.

Patient Experience

Research Interest



Johns Hopkins Research Opportunities

Development of Mechanisms Underlying Human Motor Learning

The purpose of this study is to investigate motor learning patterns (walking and reaching) in children and adults with prior stroke, cerebellar damage, or healthy individuals and compare their data in relation to age and development.

You may be eligible for this study if you:

- Are between the ages of 3-17 years old
- Have been seen at a Johns Hopkins Facility in the last 3 years

Please provide the information below regarding your interest in participating in this valuable study.

Are you interested in learning more about the study described above?

☐ Yes☐ No

* must provide value

reset

Submit

First Name

* must provide value

Last Name

* must provide value

Year of Birth

* must provide value

Sex

* must provide value

☐ Female☐ Male☐ Other☐ Prefer not to answer

Race

* must provide value

☐ White or Caucasian☐ Black or African American☐ Asian☐ American Indian or Alaska Native☐ Native Hawaiian☐ Pacific Islander☐ Other☐ Prefer not to answer

Ethnicity

* must provide value

☐ Hispanic or Latino☐ Not Hispanic or Latino☐ Prefer not to answer

I prefer to be contacted by:

* must provide value

☐ Email☐ Phone

Email Address

Cell Phone Number

Home Phone Number

What days/times are best to contact you?

	Not a good day	8am - 10am	10am - 12pm	12pm - 2pm	2pm - 5pm	5pm - 7pm	Anytime
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is there any other information you would like to share with us?

Patient Experience

Research Messaging Opt-out

Thank you for taking the time to complete this survey. Please review the important information below before providing your responses:

- **Privacy Assurance:** No member of the study team or the Institute for Clinical and Translational Research has accessed your individual MyChart account or medical records. Your privacy is our top priority.
- **Contact Policy:** We only initiate contact if you choose to accept or decline participation in a research study. This ensures your decision is the driving factor for any communication.
- **Why We Collect Information:** To process your opt-out request, we need the information below to locate your account in our system. This is necessary because our recruitment messages are sent to an average of 30,000 thousand recipients monthly, and accurate details help us ensure your request is handled promptly and correctly.

Since you've indicated that you would like to opt out, please provide the following information to complete your request:

First Name

* must provide value

Last Name

* must provide value

Email Address

* must provide value

Date of Birth

* must provide value

  Today M-D-Y

Phone Number

* must provide value

Please indicate the reason for opting out.

* must provide value

 I do not like responding to unsolicited research invitation

 I have had negative experiences with research in the past

Back



Research Studies

Close

Participation Preferences ^



If you would like to be contacted about a research project for a condition you have please select "OK to contact". If you choose to not participate, you can choose to opt in at another time. By default, your account is set-up to allow us to contact you for research through My Chart. If you opt out of research notifications through MyChart you may still be contacted about research in other ways- for example by your care provider or in clinic by study team staff.

May we contact you about opportunities to participate in research studies?

You can choose how to be contacted in [Communication Preferences](#).



OK to contact

Do not contact

Last updated: Oct 10, 2023 9:54 PM

Patient Experience

Research Recruitment Messaging Opt-In



Terms and Conditions

To proceed, you must agree to the following conditions governing the use of this Web site.

information maintained on Johns Hopkins Medicine MyChart presents unique security and privacy issues as addressed below. Therefore, certain necessary measures for protecting the security and privacy of such information are the responsibility of the user as detailed below.

The information from your medical record available through Johns Hopkins Medicine MyChart may not constitute your entire medical record. The scope of medical record information accessible through Johns Hopkins Medicine MyChart is determined at the discretion of Johns Hopkins. You will continue to have access to your complete medical record by contacting the office of your health care providers directly. THEREFORE, YOU ACKNOWLEDGE THAT JOHNS HOPKINS MEDICINE MYCHART SHALL NOT BE USED TO MAKE HEALTHCARE DECISIONS OR DIAGNOSIS AND JOHNS HOPKINS SHALL NOT BE LIABLE FOR ANY PERSONAL INJURY, INCLUDING DEATH, ARISING FROM YOUR USE OR MISUSE OF JOHNS HOPKINS MEDICINE MYCHART OR ANY INFORMATION OR CONTENT THEREIN. Remedies under these Terms of Service are sole and exclusive and are limited to those expressly provided for in these Terms of Service.

Johns Hopkins MyChart may be used to send invitations for studies you may be eligible to participate in. For more details on this feature and how to opt out, please [click here](#).



You are not required to utilize Johns Hopkins Medicine MyChart and may discontinue usage at anytime. You acknowledge that Johns Hopkins Medicine MyChart is being provided to you without charge. Therefore, Johns Hopkins reserves the right to terminate your access to Johns Hopkins Medicine MyChart at any time, with or without cause.

☐ Please do not show this page next time

ACCEPT

DECLINE

Your Health Matters:
Participate in
Research for Weight
Loss
Participants



1

New message

Health Research Invitation
Team
3:58 PM

Hello,

In addition to providing high-quality medical care, Johns Hopkins supports research with the ultimate goal of improving health. I am reaching out today regarding a research study that may be of interest to you.

More About *the Stepped Care for Weight Loss Maintenance Study*

This research study aims to examine whether, after initial weight loss, a stepped-care, text-message-based intervention improves the maintenance of weight loss in adults who might be struggling with weight loss. This study is divided into two phases.

Looking Ahead

Direct-to-Patient Recruitment
Honest Broker Services

- ✓ MyChart
- ✓ Email Outreach
- ✓ Postal Mail Outreach





Email MyChart team: d2p_riu@jh.edu

About MyChart/EPIC Recruitment: <https://ictr.johnshopkins.edu/service/recruitment/mychart-epic/>

About MyChart Message: <https://ictr.johnshopkins.edu/community-engagement/participate-in-clinical-research/mychart-messages/>

User Access to Epic: Open a ticket with the helpdesk and have them route it to the ***“Research, Epic Team.”***

- **EPIC Helpdesk Link:** <https://tegriaservices.service-now.com/jhm>

Thank you!

Please
take our
survey
at:
<https://t.jh.edu/WPxSlf>

