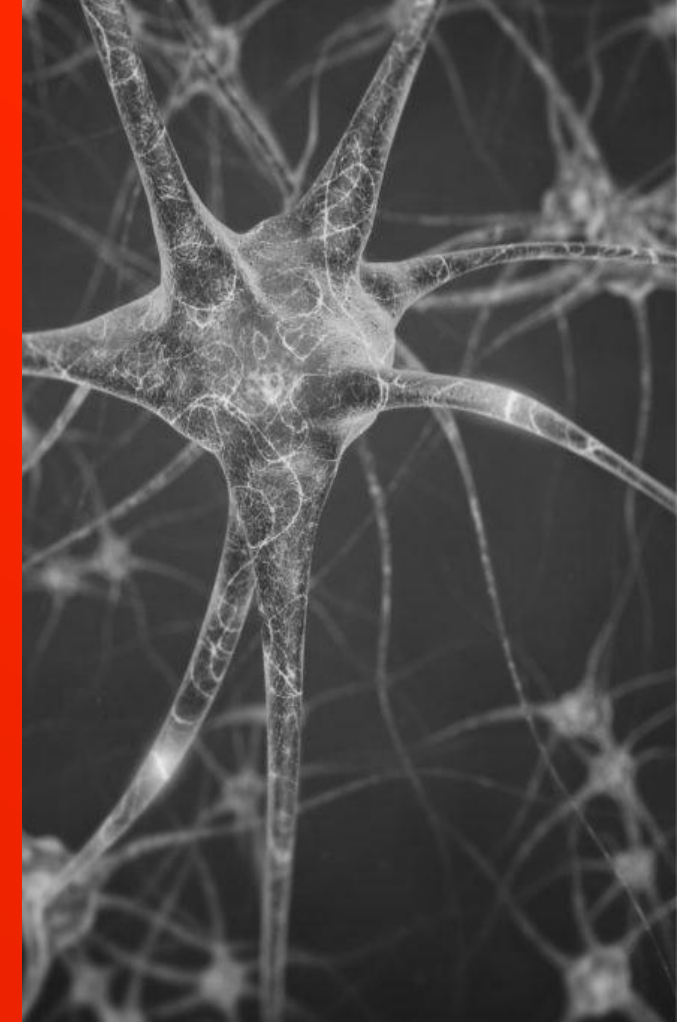


RECRUITMENT AND RETENTION

SCORE SEMINAR - JUNE 4, 2019



CTSI



UNIVERSITY of ROCHESTER
MEDICAL CENTER

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CENTER FOR HEALTH + TECHNOLOGY

OUTLINE

- Social media recruitment
- Traditional outreach - best practices
- Retention strategies

OUTLINE

- **Social media recruitment**
- Traditional outreach - best practices
- Retention strategies

Social media can play a key role in recruitment and outreach

Parkinson Disease Care New York (PDCNY) Facebook page



With episodes posted on our YouTube channel and publicized through our Facebook page, the second season of our educational ParkinsonTV series reached more than 500,000 people in the first three months.

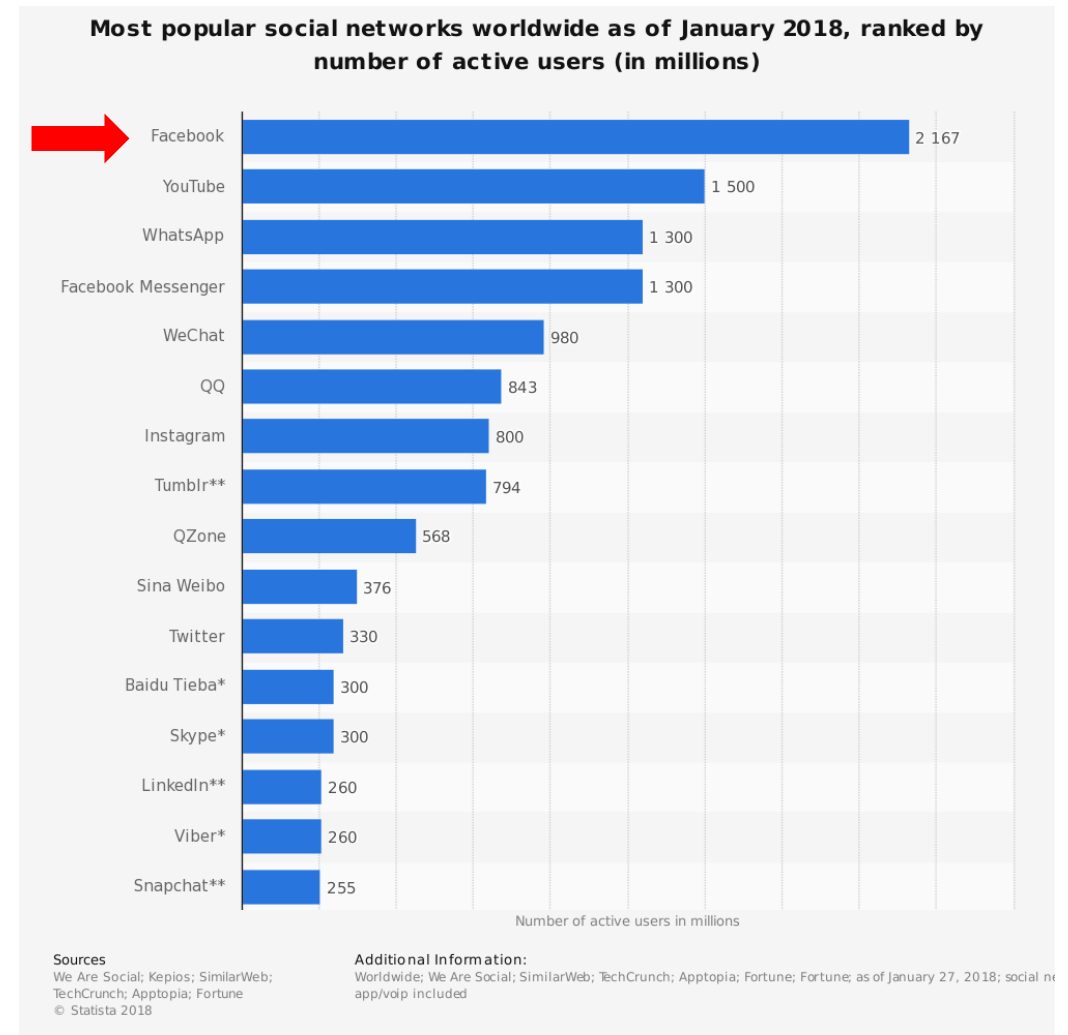
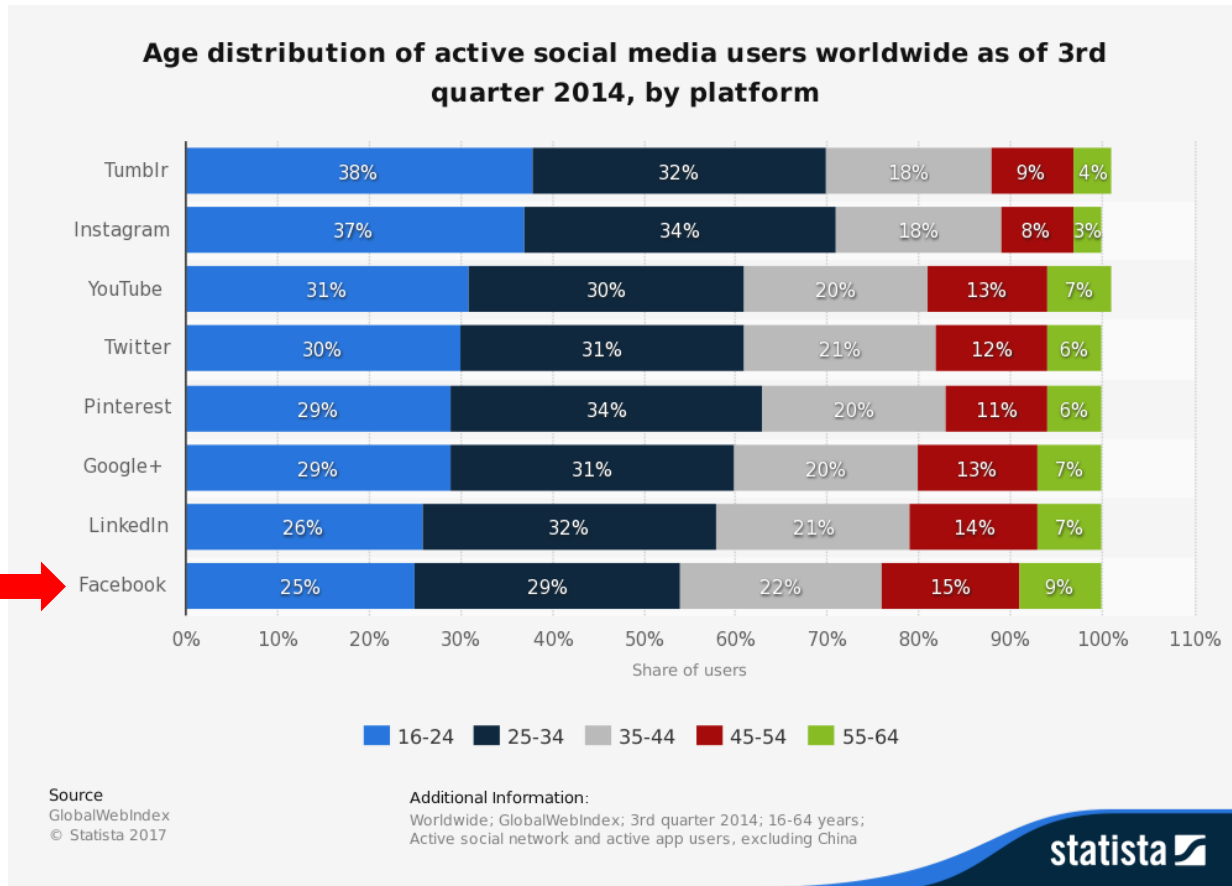
Effective use of social media follows a few basic rules

Failing to account for any of these end up costing you time, money, or both

1. Choose the right platform.
2. Target users precisely.
3. Create engaging content.
4. Streamline your enrollment process.

Your platform should reflect your desired demographic

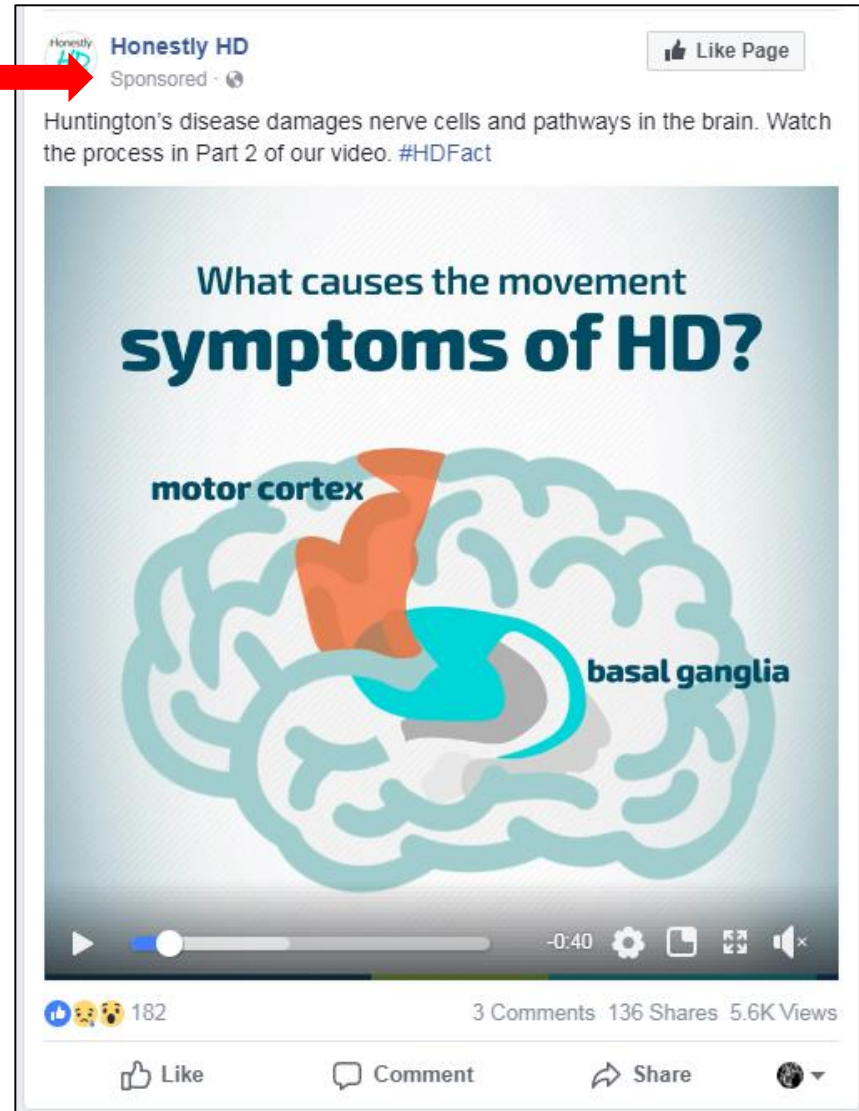
Facebook trends older; Instagram trends younger; YouTube offers very limited delivery customization compared to the other two



The total active user base of the platform should also be taken into account when choosing your platform.

Facebook and Instagram are market leaders overall

Ads on both platforms are well-integrated, unobtrusive, and effectively “camouflaged” so they don’t feel like spam to users



The image shows a Facebook post from the page 'Honestly HD', which is marked as 'Sponsored'. A red arrow points to the 'Sponsored' tag. The post text reads: 'Huntington's disease damages nerve cells and pathways in the brain. Watch the process in Part 2 of our video. #HDFact'. The video thumbnail features a brain diagram with labels for 'motor cortex' and 'basal ganglia'. The video player shows a progress bar at -0:40. Engagement metrics include 182 reactions, 3 comments, 136 shares, and 5.6K views. Interaction buttons for 'Like', 'Comment', and 'Share' are visible at the bottom.

- Both allow you to reach users who have never met you or interacted with your page through paid targeting.
- Targeted ads will show up next to actual posts from friends in your participants’ newsfeeds with a “Sponsored” tag.

Example:

“Honestly HD” made a video and has paid Facebook to show it to users who match some age, location, and activity criteria.

- This showed up on my newsfeed with a “Sponsored” tag.
- “Honestly HD” will never know who I am unless I click on something in the ad to engage with it
 - Like their page
 - Like the video
 - Comment on the video
 - Share the video
- Why might I have gotten targeted?
 - I have liked other pages related to HD in the past
 - I work at a major academic medical center

Targeting can be done at an extremely granular level

Users can be targeted by gender, age, location, employment, interests, activities, financial profiles, and much, much more

Gender ⓘ

All Men Women

Age ⓘ


30 - 59

Locations ⓘ

United States

- Batavia (town), Genesee County, New York + 25mi
- Buffalo, New York + 25mi
- Canandaigua (city), New York + 25mi
- Cayuga, New York + 25mi
- Rochester, New York + 25mi
- Syracuse, New York + 25mi

Add locations



Drop Pin

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

- American Parkinson Disease Association
- Michael J. Fox
- National Parkinson Foundation
- Parkinson's Disease Foundation
- The Michael J. Fox Foundation

Add demographics, interests or behaviors | Suggestions | Browse

Narrow Audience

EXCLUDE people who match at least ONE of the following ⓘ


Behaviors > Financial > Spending methods

- Premium credit cards

Behaviors > Purchase behavior > Food and drink > Grocery shopper type

- Premium brand groceries

Add demographics, interests or behaviors | Browse



Your audience selection is **too specific** for your ads to be shown. Try making it broader.

Potential Audience Size: 4,000 people ⓘ

This sample ad would target individuals between the ages of 30 and 59, who lived along I-90 between Buffalo and Syracuse, who were interested in Parkinson disease, and who did not use premium credit cards or buy premium brand groceries.

Facebook will give you an assessment of how many individuals fit your criteria and whether ads can be delivered in a cost-effective manner.

Instagram uses the same targeting platform as well.

Precise targeting makes for the most effective spending

Advertisers can generally be charged per click (CPC) or per impression (CPI), and can choose a daily or overall spend limit. The more precisely you target, the more likely each click or impression will ultimately result in an enrollment.

EXAMPLE



You advertise a study (link click) to a pool of 100,000 individuals who match your criteria. Facebook tells you that spending **\$100** will let you reach **1,600** of these individuals.

200 click on your link

10 provide contact info on your sign-up form

2 are available, interested, and enroll

8 are either confused, uninterested, unavailable, or unreachable



190 do not fill out the form



1400 see the link but do not click it



COST PER...
Impression: \$0.06
Click: \$0.50
Sign-up Form: \$10
Enrolled Participant: \$50

Engaging content is critical for optimizing spend ratios

Ads with a higher “organic-to-paid” reach ratio will reach more people and be more cost-effective. Video is your friend!

Parkinson's Disease Care New York
Published by Alistair Glidden [?] · October 20, 2017 ·

Don't miss a moment. The first season of ParkinsonTV is streaming now, with episodes on exercise, medication, nutrition, and advanced, speech, and occupational therapies. You can watch from the comfort of your home and learn from neurologists, patients, and topic experts about different strategies to maximize your quality of life. Like, share, and subscribe!
<https://is.gd/ParkinsonTV>

whoever you are, wherever you live, whenever you need it.

109,332 people reached

organic paid

59K Views

Like Comment Share

Peggi Breen, Julie Christopher Pierce and 423 others

552 Shares

View 41 more comments

Parkinson's Disease Care New York updated their cover photo ·

Published by Alistair Glidden [?] · November 27, 2017 ·

Our expert team of Parkinson's-specialized neurologists is ready to see you. Are you ready to give virtual visits a try?

Pictured: Dr. Ray Dorsey sees patients remotely via video conferencing from his office. PDCNY allows our doctors to conduct clinic visits with you in the comfort of your own home.

3,601 people reached

organic paid

Like Comment Share

Lydia McHu and 127 others

31 Shares

View 3 more comments

Parkinson's Disease Care New York
Published by Alistair Glidden [?] · October 12, 2017 ·

We have an exciting new study opportunity - and you can complete it entirely at home! The video analytics tool we're testing uses your computer's webcam to automatically assess PD symptoms. All you need is a computer with a webcam, a microphone, and an internet connection with the Google Chrome web browser. We want to use this technology to improve care for individuals with PD. Participants who complete the study will receive a \$50 Amazon gift card. Click on the link to read more and participate!
<https://www.machinteraction.com/parkinsons/index.html>

PARK

Remain at rest for 10 seconds without talking. After 10 seconds, continue to remain at rest for 10 more seconds, this time while talking. Recite this sentence: "The quick brown fox jumps over the lazy dog. The dog wakes up and chases the fox into the..."

MACHINTERACTION.COM

6,855 people reached

organic paid

Like Comment Share

Ann Payne Jefcoat, Jan Stache and 43 others

26 Shares

Video

is generally better than

Pictures

which are better than

Text

Your “post-click” enrollment process should be simple

Human beings, especially social media users, have an average attention span of 8 seconds. Make the most of it.

The Telegraph

HOME | NEWS | SP

Science

Home > Science

Humans have shorter attention span than goldfish, thanks to smartphones



Are you so distracted by your smartphone that you struggle to concentrate and miss out on things?
CREDIT: @ESMITH_IMAGES/INSTAGRAM

These tips can help **streamline your process**:

- Have people fill out an online form, don't have them call you. We've had 2 AM contact forms submitted with some regularity. If you're not there to answer a phone call, you lose the potential participant.
- Collect the bare minimum of information to verify eligibility (age, diagnosis, etc) and to re-contact the person.
 - Name
 - Phone number
 - Email address
 - Box for a free-text response
- AVOID MORE THAN 10-12 QUESTIONS on the sign-up form.

You can successfully recruit via social media, if you do it right

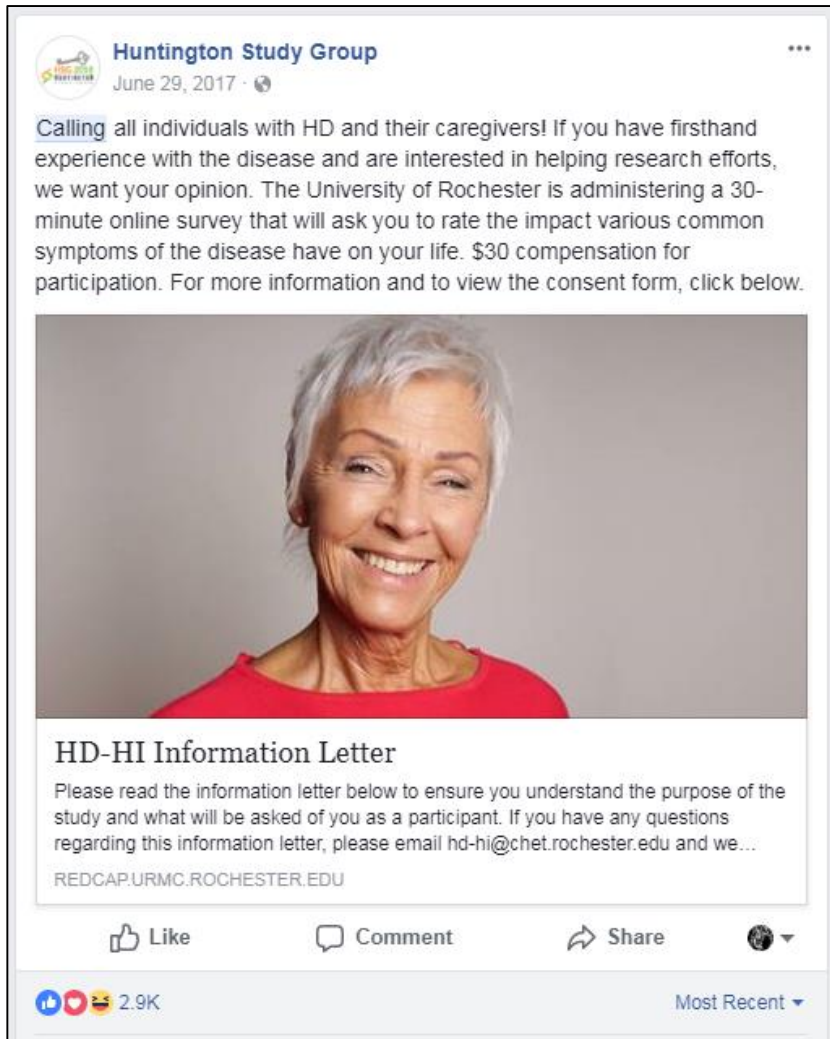
It can actually end up being cheaper than conventional recruitment methods

1. Choose the right platform.
2. Target users precisely.
3. Create engaging content.
4. Streamline your enrollment process.

...and test the fiscal waters with a few hundred dollars to determine your “cost-per...” before pouring thousands into a giant social media recruitment plan!


We used targeted advertising for a Huntington disease study...

Individuals were asked to fill out a 30-minute survey as part of the Huntington Disease Health Index (HD-HI) study. We decided to work with the Huntington Study Group (HSG) Facebook page for this, as CHeT doesn't have an HD-specific Facebook presence.



Huntington Study Group
June 29, 2017 · 🌐

Calling all individuals with HD and their caregivers! If you have firsthand experience with the disease and are interested in helping research efforts, we want your opinion. The University of Rochester is administering a 30-minute online survey that will ask you to rate the impact various common symptoms of the disease have on your life. \$30 compensation for participation. For more information and to view the consent form, click below.



HD-HI Information Letter

Please read the information letter below to ensure you understand the purpose of the study and what will be asked of you as a participant. If you have any questions regarding this information letter, please email hd-hi@chet.rochester.edu and we...

REDCAP.URMC.ROCHESTER.EDU

Like Comment Share

2.9K Most Recent

Information Letter

Please read the information letter below to ensure you understand the purpose of the study and what will be asked of you as a participant. If you have any questions regarding this information letter, please email hd-hi@chet.rochester.edu and we will respond to your inquiry as soon as possible.

Please find attached the comprehensive information letter. Please download and read this information letter prior to continuing, and email hd-hi@chet.rochester.edu if you have any questions.

For your convenience, a summary of study activities is provided below. The study consists of four forms, of which this is the first. We estimate that these activities will take 30 minutes altogether.

1. Information letter, with the option to sign up for Neurology Study Interest Registry if interested.
2. Demographic information, asking basic background and demographic questions, including HD-specific questions, if applicable.
3. Main survey form, with questions about several hundred individual symptoms.
4. Payment information form, where you can enter name, address, email, and phone number so we can send you payment.

****Please do NOT complete this survey multiple times; only one payment per individual will be issued.****

Attachment: [HD-HI Letter Approved 3-7.pdf](#) (0.17 MB)

I have read the information letter above and have been encouraged to ask questions. I have received answers to my questions (if applicable). I agree to participate in this study. I will have an option on the next page to receive an email with a confirmation of this information letter for my records and future reference. True False [reset](#)

Are you interested in signing up for the University of Rochester's Neurology Study Interest Registry, which allows us to contact you if we have additional studies in the future in which you may be interested? Yes No [reset](#)

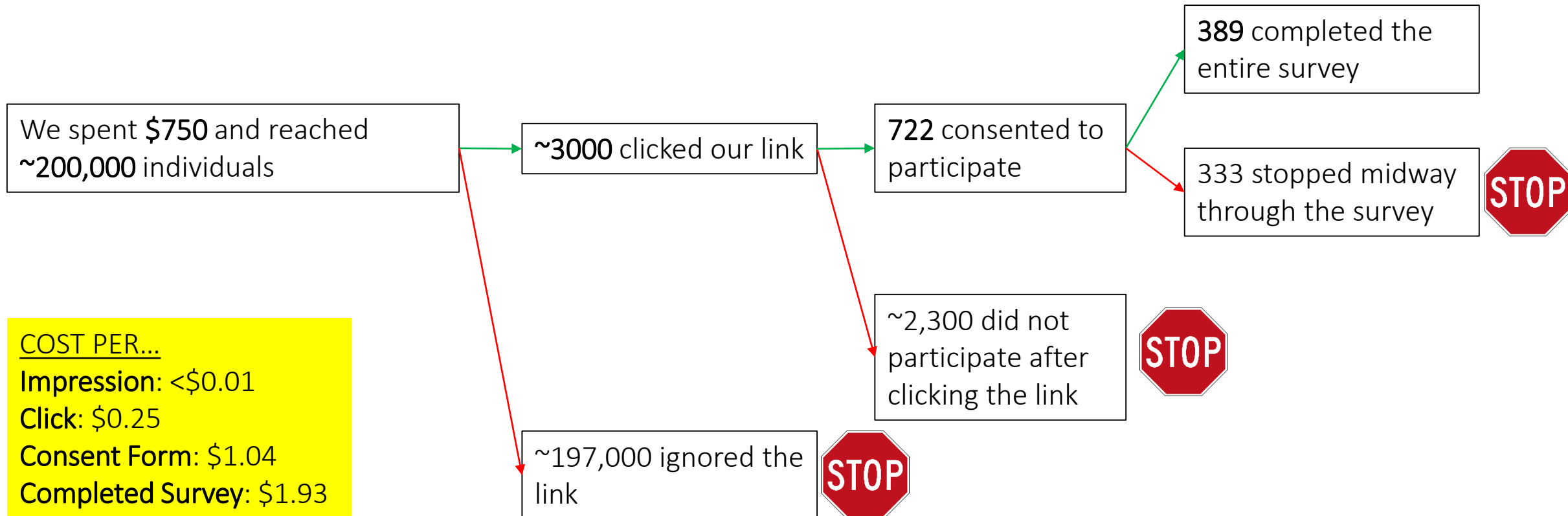
If yes, please visit <https://is.gd/neurostudies> and complete two brief forms.

Date Today M-D-Y
Please enter today's date in MM/DD/YYYY format. You may click the "Today" button for convenience.

- Simple description
- Engaging picture
- One-click link to survey
- “Headline” study overview on the consent page

...and completed enrollment in just 10 days for \$750.

Enrollment was simpler for this study since it was an anonymous survey, but the same principles apply for all studies.

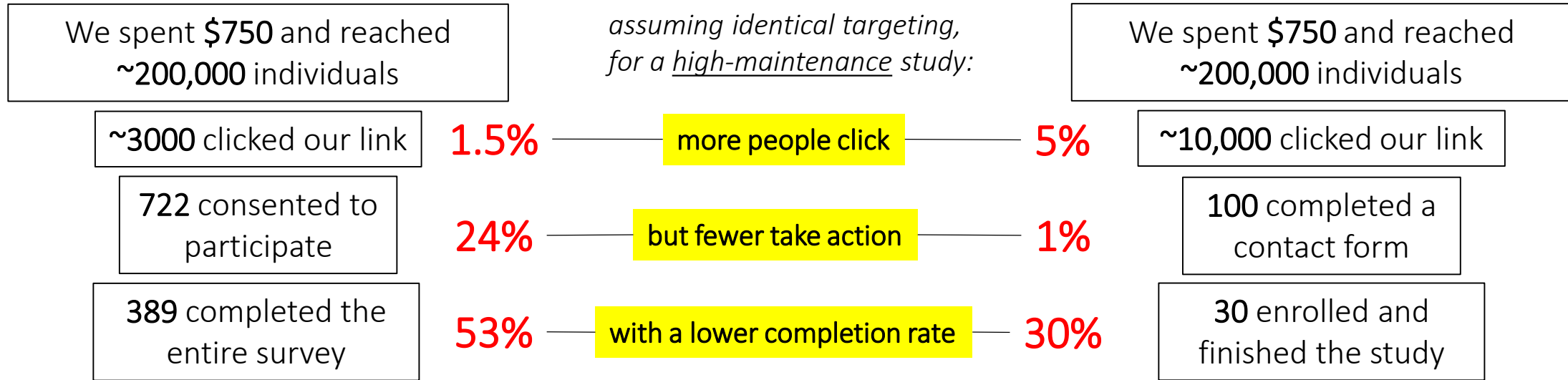


Assessing “cost per...” is critical for determining fiscal viability

“Low-maintenance” (i.e. surveys) and “high-maintenance” (i.e. in-person visits) studies have very different profiles.

Low-maintenance

High-maintenance



COST PER...

Impression: <\$0.01

Click: \$0.25

Consent Form: \$1.04

Completed Survey: \$1.93

COST PER...

Impression: <\$0.01

Click: \$0.08

Contact Form: \$7.50

Completed Study: \$25

Questions about social media?

OUTLINE

- Social media recruitment
- **Traditional outreach - best practices**
- Retention strategies

Traditional outreach is crucial to “closing” social media leads

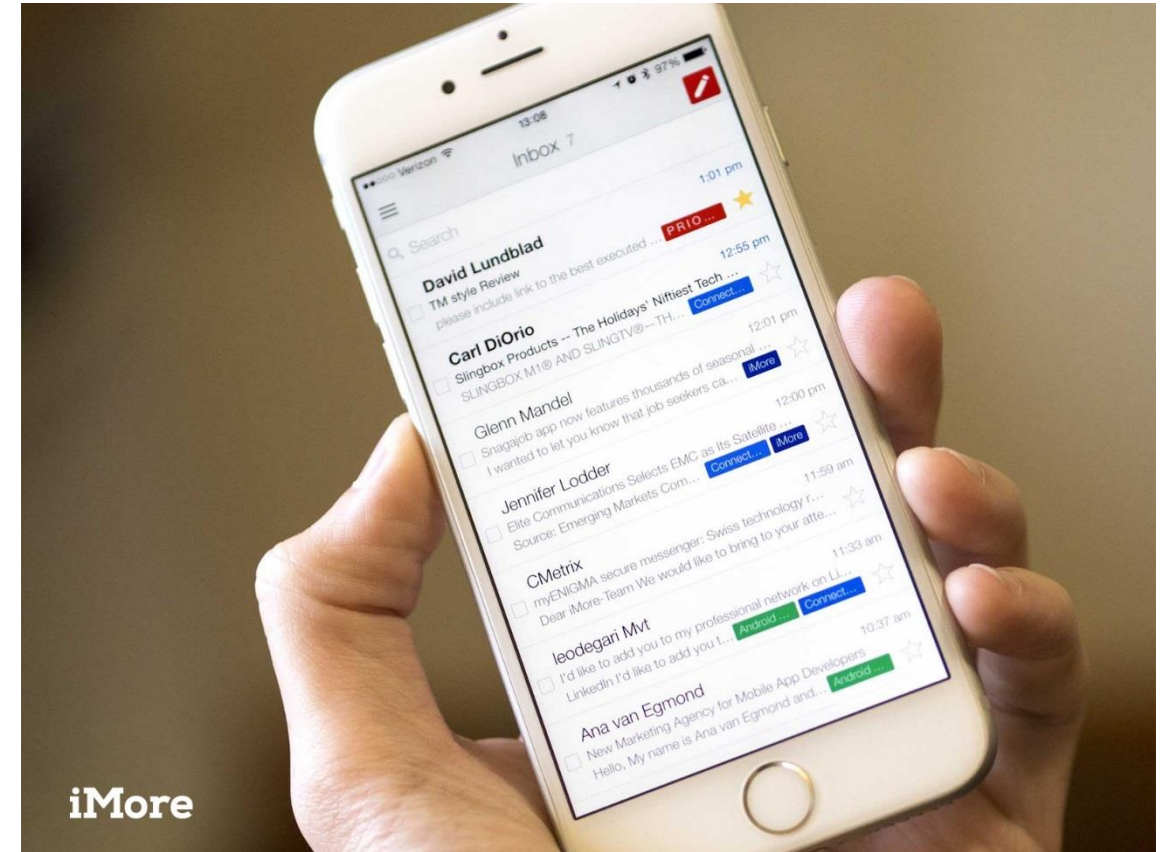
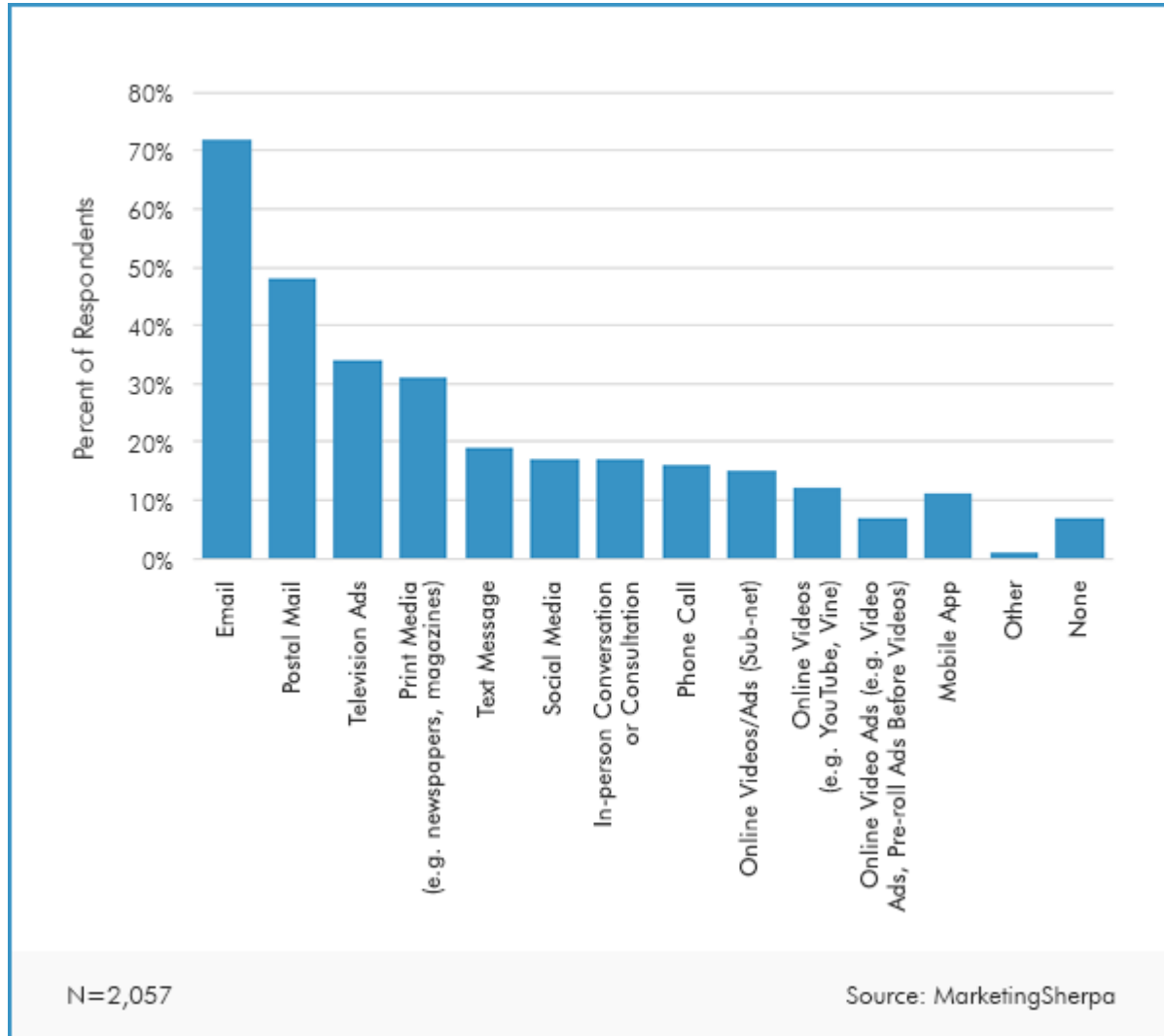
Overcoming “telemarketer” syndrome

1. **Know your audience** and their communication preferences.
2. **Avoid** practices that may trigger **spam** filters/alerts.
3. Make yourself easy to **re-contact**.
4. Set appropriate **follow-up** schedules.



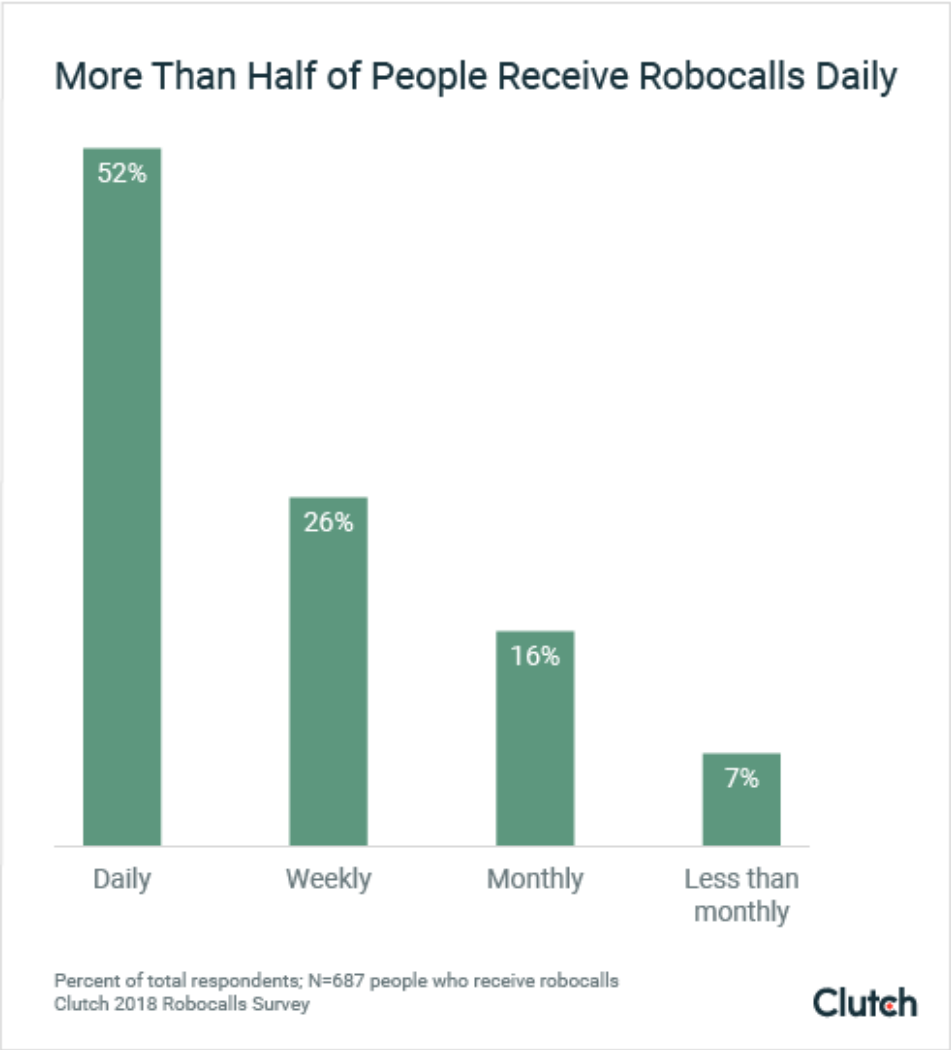
Email is generally preferred, except in older populations

Be succinct



The beginning of a “cold call” is crucial

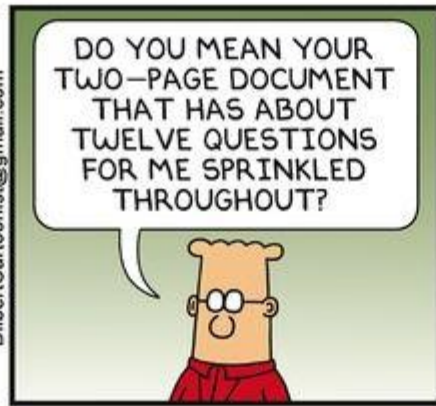
Hone your 10-second pitch



Be succinct with email to improve response rates

Avoid spam filters and make don't give your recipients a headache

DILBERT

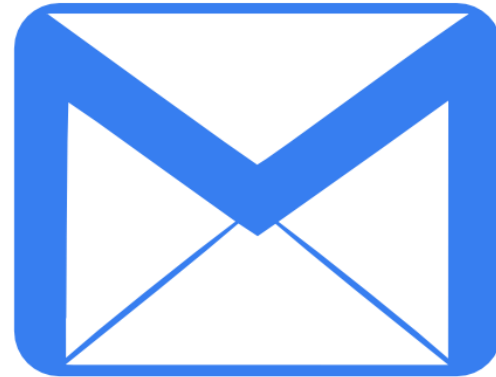


BY SCOTT ADAMS

Offer people easy options to re-contact you...



Fast



Convenient



Legitimate



Reasonable and clearly-communicated follow-up timelines are key.

Questions about traditional outreach?

OUTLINE

- Social media recruitment
- Traditional outreach - best practices
- **Retention strategies**

Manage study roles and responsibilities clearly

Ensure adequate staffing, don't over-commit, and get buy-in from team members



- When team performance goes awry, participants are usually impacted the most
- Dynamically adjust responsibilities based on performance
- Cross-train team members to facilitate coverage in unexpected situations
- Realistically assess team capability prior to study start to avoid signing up for an untenable situation
- Leverage technology where possible to improve efficiency of team members on routine tasks

Participants are valuable: treat them accordingly

A streamlined “concierge experience” greatly benefits retention rates



- Give participants a single point of contact to whom they can go for everything
- Minimize duplicative or unreasonable requests in study design
- Reward participants for engagement as permissible – monetarily or otherwise
- Be proactive and anticipate problems before they arise
- **TREAT PARTICIPANTS THE WAY YOU WOULD WANT TO BE TREATED**

Questions about retention strategies?

BREAKOUT SESSION

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