

Site Perspectives on Participant Recruitment & Retention

Wherefore Art Thou Study Participant?

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Social Media Recruitment: It's A Brave New World

❖ Historically, sites have recruited from:

- Databases
- Current Patients or Referrals
- Print, Radio, or TV Ads



Social Media Recruitment: It's A Brave New World

❖ Current Landscape Now Includes:

- Sponsor Central Campaigns
 - *StudyKik, SubjectWell, AutoCruitment, Splash, C6, etc*
- Sites Investing in Social Media Advertising
 - *Account & Content Creation*

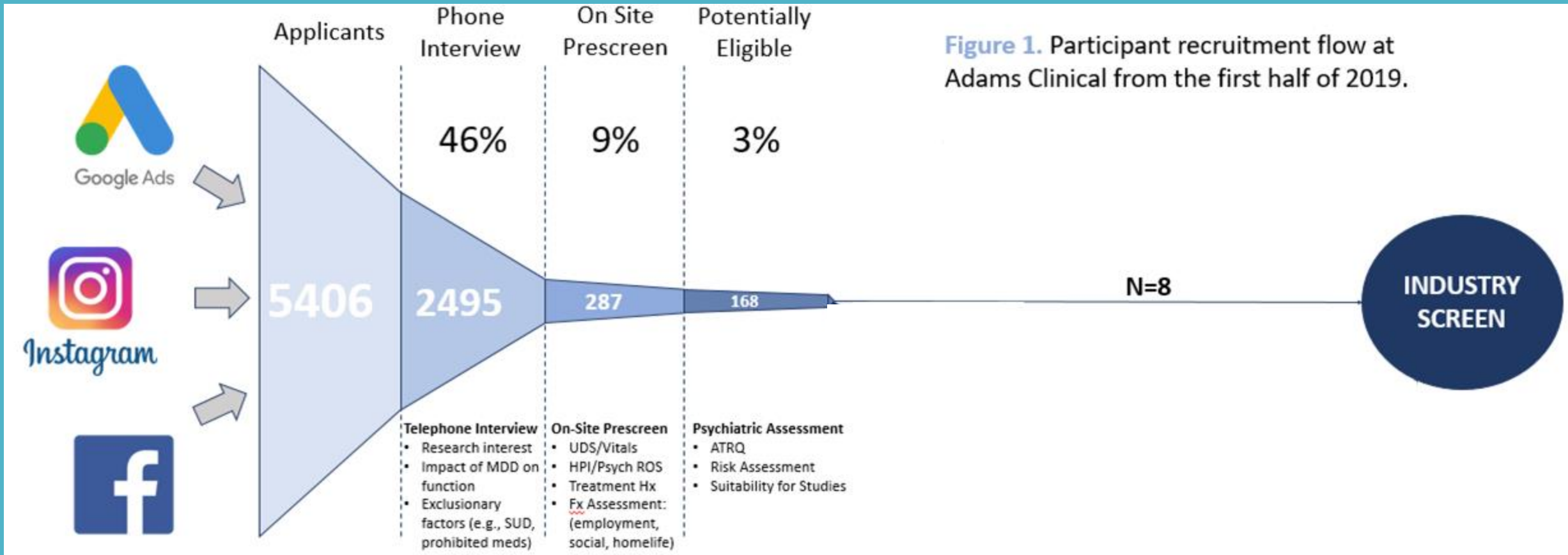


craigslist

Why is it Important to Consider how Participants are Recruited?

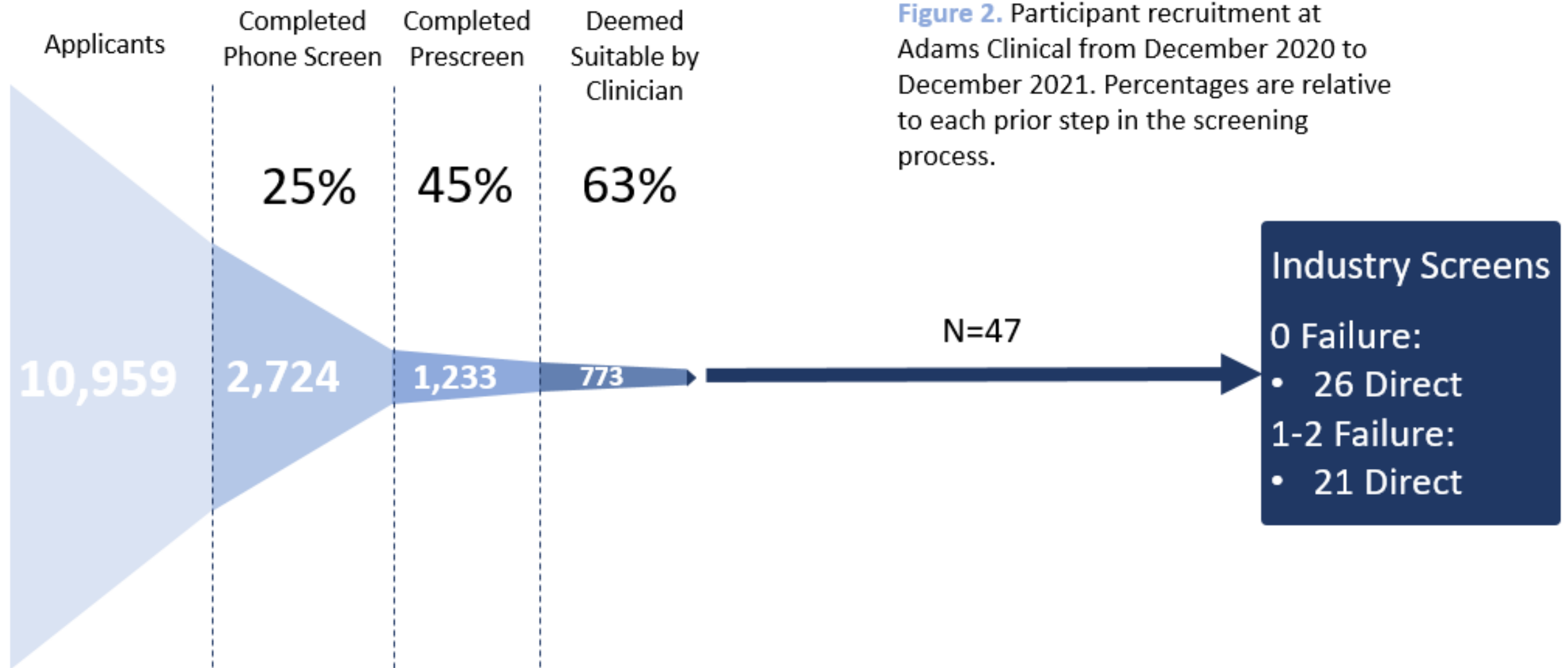
- ❖ Recruitment practices have the potential to impact the trial sample – we need more data
 - *Participants enrolled in the first half of trials vs. second may have different trajectories*
 - *Prior study participation, or “professional study participants”*
 - *What’s their motivation for being in a study?*
 - Google SEO = people searching for treatment/study
 - Differences in demographics
 - *Instagram users skew younger than Facebook*
 - *Participants recruited via social media may be less likely to have a medication treatment history than referrals*

Case Study - TRD MDD: Online Advertising & Participant Eligibility



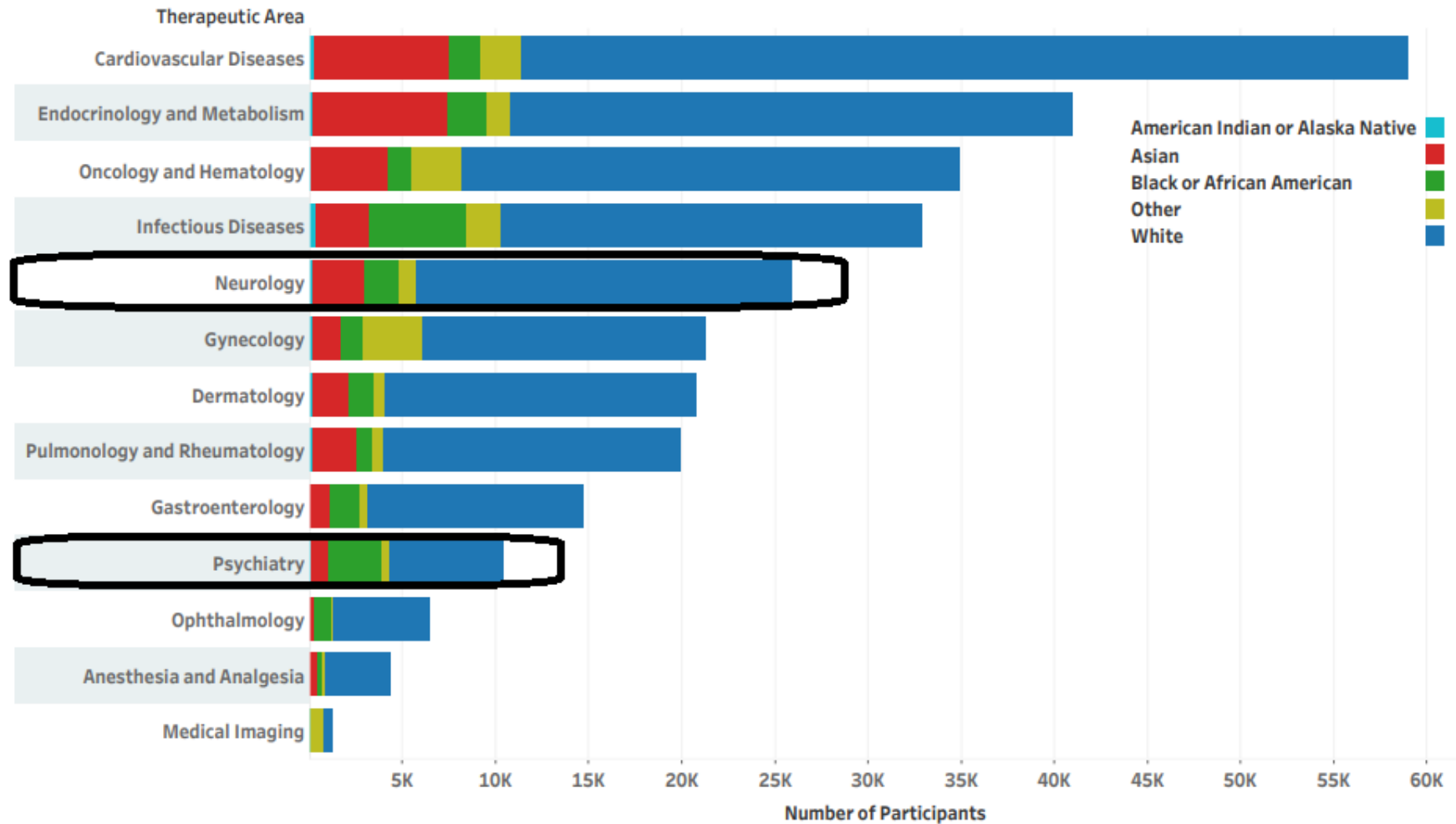
Sauder, C., Aghjayan, A., Engler, J., Evans, M., Vu, A., Domilici, D., Rutrick, D., 2019. The Potential Benefits of Utilizing a Standard of Care Treatment Study to Prepare Participants for Enrollment in a Treatment-Resistant Depression (TRD) Clinical Trial. ISCTM poster presentation, Copenhagen. September 2019.

Advertising Online Can Speed Trial Recruitment: MDD



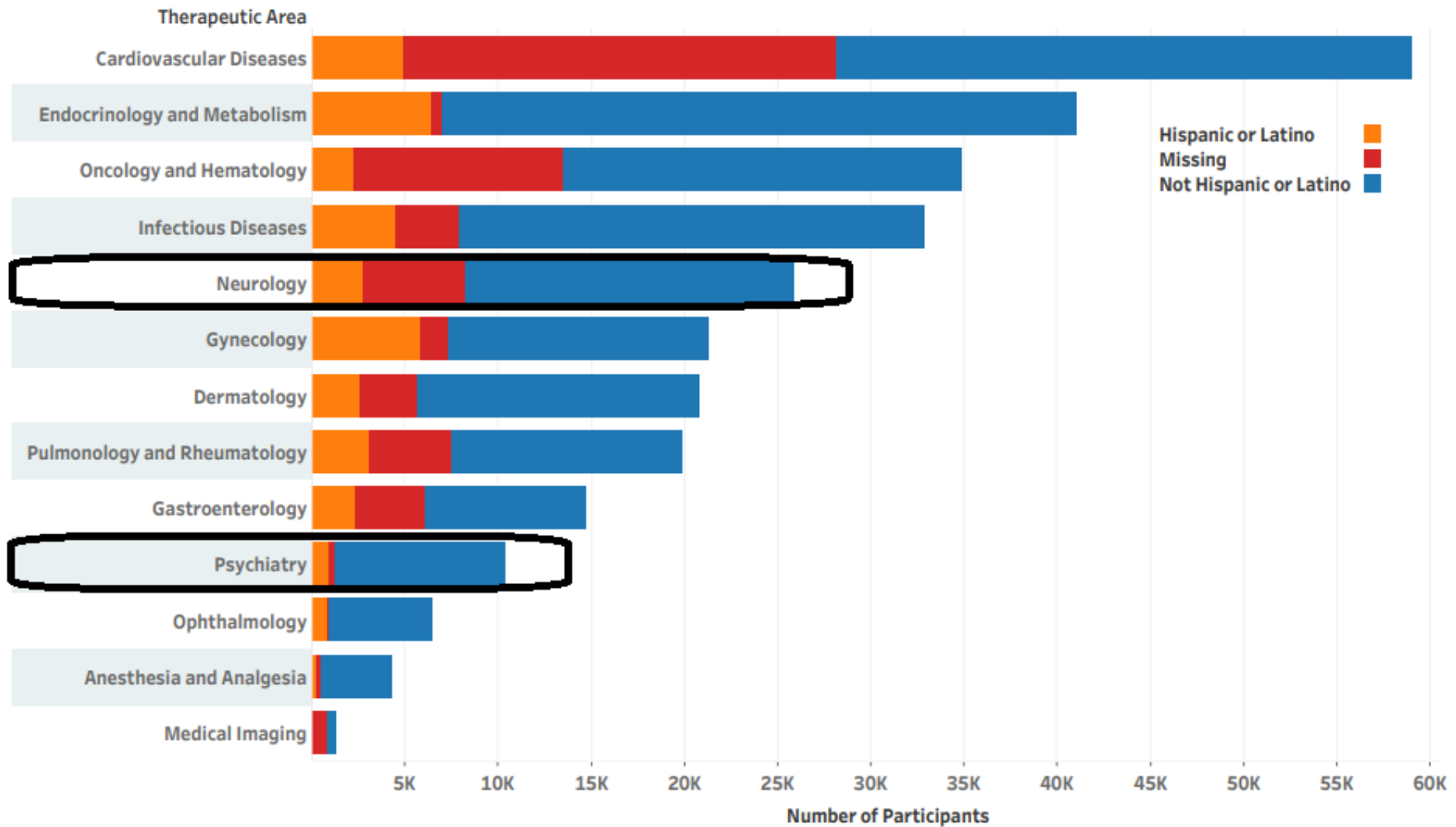
Participant Diversity is a Pain Point for Many CNS Clinical Trials: Race

Race Breakdown Across Therapeutic Areas



Participant Diversity is a Pain Point for Many CNS Clinical Trials: Ethnicity

Ethnicity Breakdown Across Therapeutic Areas



Using Social Media Can Help Improve Diversity in Clinical Trials: MCI/Alzheimer's

- ❖ Prescreening: Facebook advertising increased potential participant pool's diversity at or above our local census data (Starling et al., 2022)

AD Industry Screening Demographics				
Watertown, MA				
APR-NOV2021				
	Site-Financed Facebook >\$200K (n=67)	Local Physician Referrals (n=15)	Central Campaign: Social Media (n=11)	Central Campaign: EMR Database (n=3)
White (NonHispanic)	83.6%	100%	90.9%	100%
Black	10.4%	0%	9.1%	0%
Asian/Native/Other	1.5%	0%	0%	0%
Hispanic	4.5%	0%	0%	0%
AVG Age	70.7	76.9	71.5	73.7
MED Age	70	78	73	73
Female %	71.6%	66.7%	45.5%	66.7%
Male %	28.4%	33.3%	54.5%	33.3%

ALZHEIMER'S SYMPTOMS

- Forgetting names and appointments
- Forgetting to take medications
- Needing to write everything down
- Repeating questions or stories
- Misplacing things
- Trouble with familiar tasks
- Withdrawal from social activities
- Unexpected mood changes



A Picture Speaks a Thousand Words

❖ To improve diversity use diverse stock photos!

Depression Symptoms



Thoughts of death



Tiredness and lack of energy



Angry outbursts



No concentration



Loss of interest



Feelings of sadness



Reduced appetite



Sleep disturbances

❖ Stock photos Vs. Infographics

❖ Narrow vs Broad Symptoms/Eligibility criteria

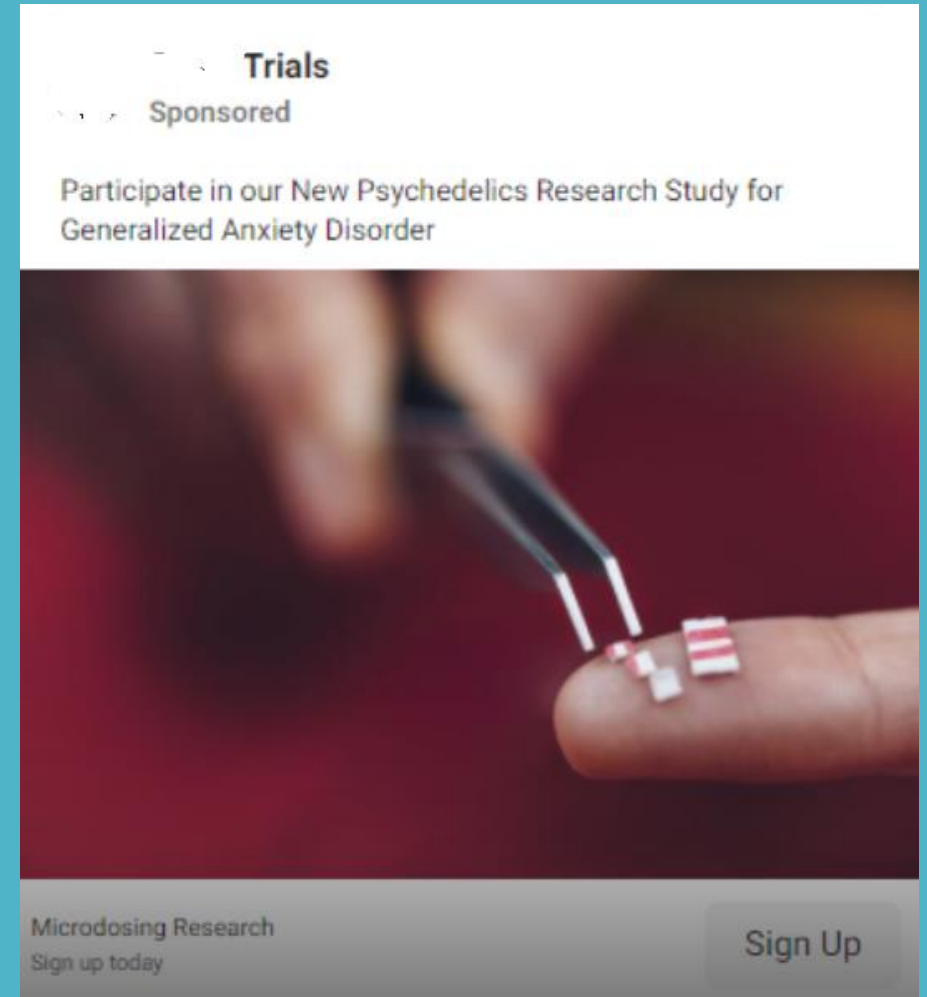
- *Ad language can impact cost*

❖ To advertise as paid or not?

- *Do different people respond?*

Be Mindful of What You're Advertising For

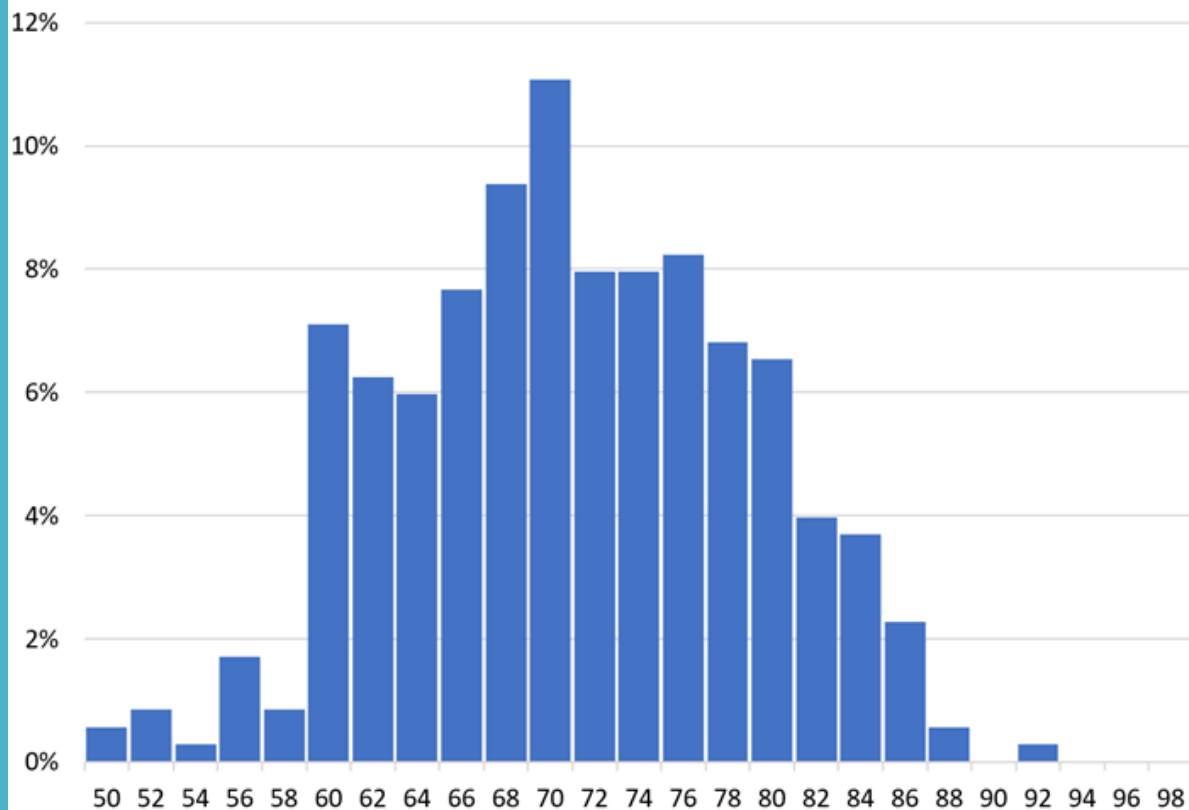
- ❖ Advertising directly for the study/trial medication
- ❖ Exclusionary symptoms – These could skew the sample!



Facebook in Particular

- ❖ Everybody & their mother truly is on Facebook these days
 - *Even geriatric populations, can only target 65+ as one group*
- ❖ Easy targeting of specific groups
 - *Can access the “working well;” those with college/job listed*

AD Phone Screen Age - From FB Ads
Adams Clinical, APR-NOV2021



- ❖ Lookalike audiences
 - 1000 “ideal” subject’s names
- ❖ Can be expensive; but good ROI
 - CPL will vary based on:
 - How much you’re spending – diminishing returns >\$50k/mo
 - Restricting geography, age, gender
 - Keeping ad photos fresh

Getting People to Notice Your Ads is Only the First Step

Get Started Today

Learn more about depression trials.

First Name *

Last Name *

Email *

Phone *

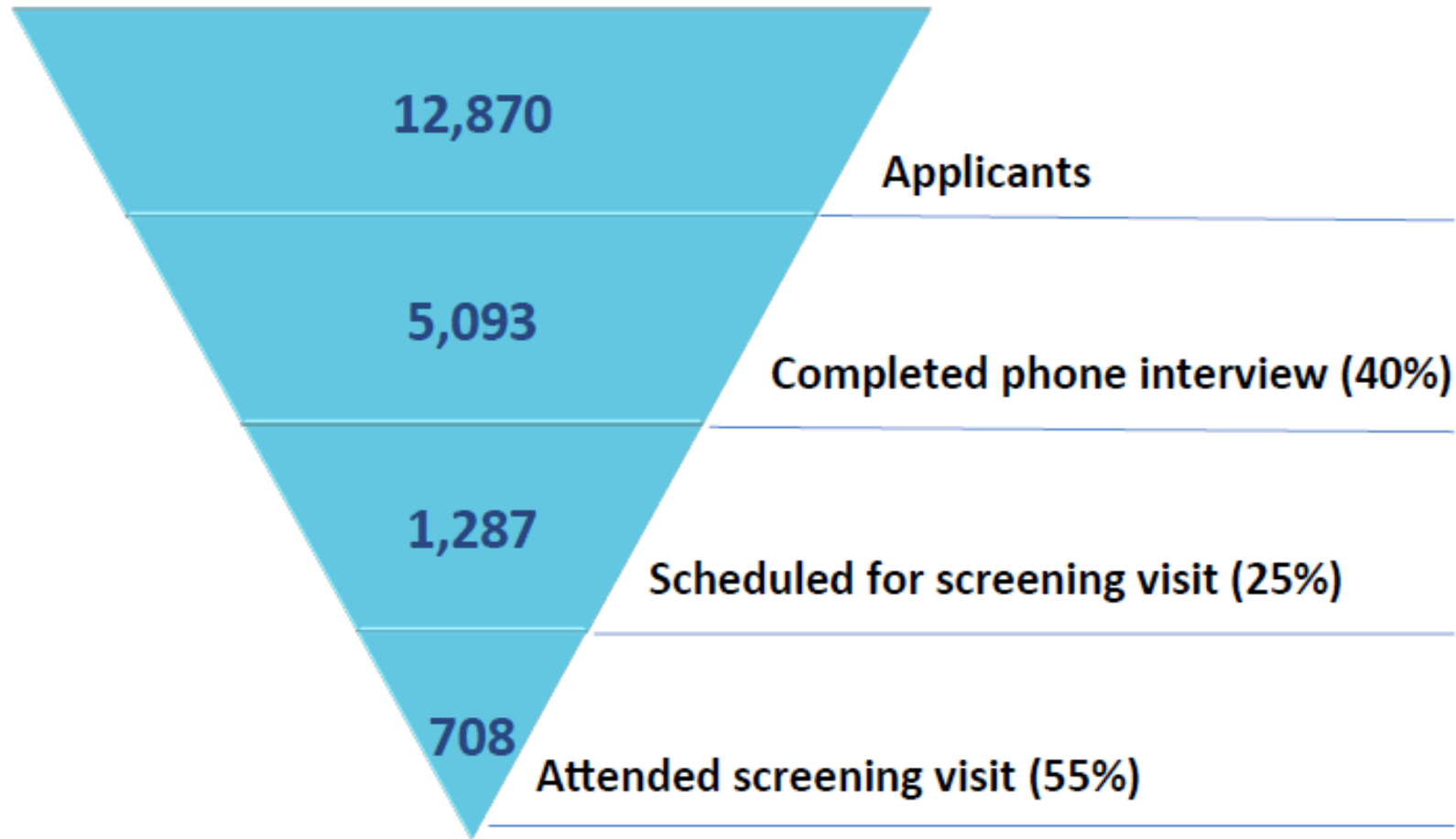
* Required Fields

Send

- ❖ Landing pages
- ❖ Less fields/friction = more leads
 - *Quick & easy is key*
- ❖ Some may not like to answer medical questions online
 - *Listing specific eligibility criteria doesn't improve screening rate*
 - *Do different people respond?*

The Advertising is Actually the Easy Part!!

Figure 1. Recruitment funnel for prospective MDD trial participants recruited by Adams Clinical in 2019. Percentages are relative to each prior step.



Advertising Online Can Speed Up Trial Recruitment – At a Cost

- ❖ Doing online trial recruitment WELL requires a lot of resources
 - *Recruiters to call applicants, system for tracking/handling leads*
 - *Hiring someone to create, place, and track ads*
 - *Money to pay Mark Zuckerberg or Google*
- ❖ Personnel intensive to handle large volumes of leads
 - *We have the equivalent of 4 FTEs on our recruitment team*
 - *1 of which is managing our generic prescreening study*
- ❖ Many sites are not equipped to handle a large volume of leads
 - *Site preferences differ for sponsor central campaign leads being prescreened or not*

Best Practices: Speed to Lead

- ❖ Handling leads for CNS trials is consistent with sales practices
 - *Exponential decay in picking up the phone after the first hour*

Table 1. Effects of speed of first contact on answering initial call, completing phone interview, and attending scheduled remote pre-screen

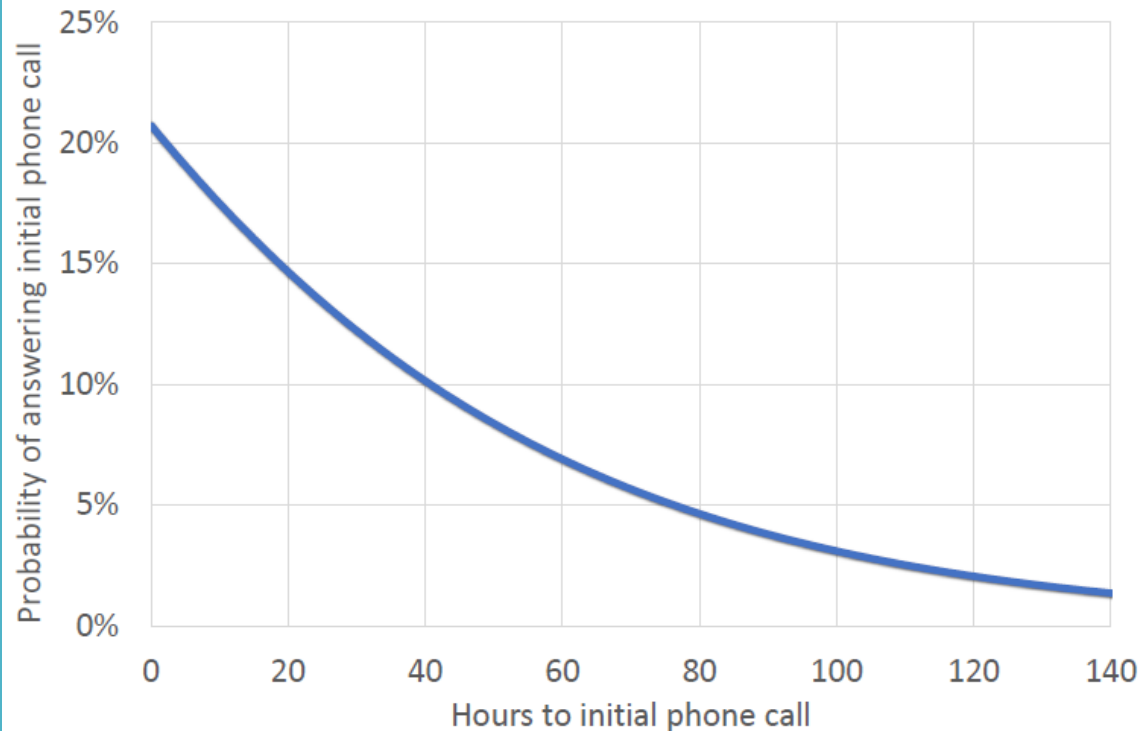


Figure 2. Modeled relationship between speed of first contact and probability of answering the initial call (n=8,038)

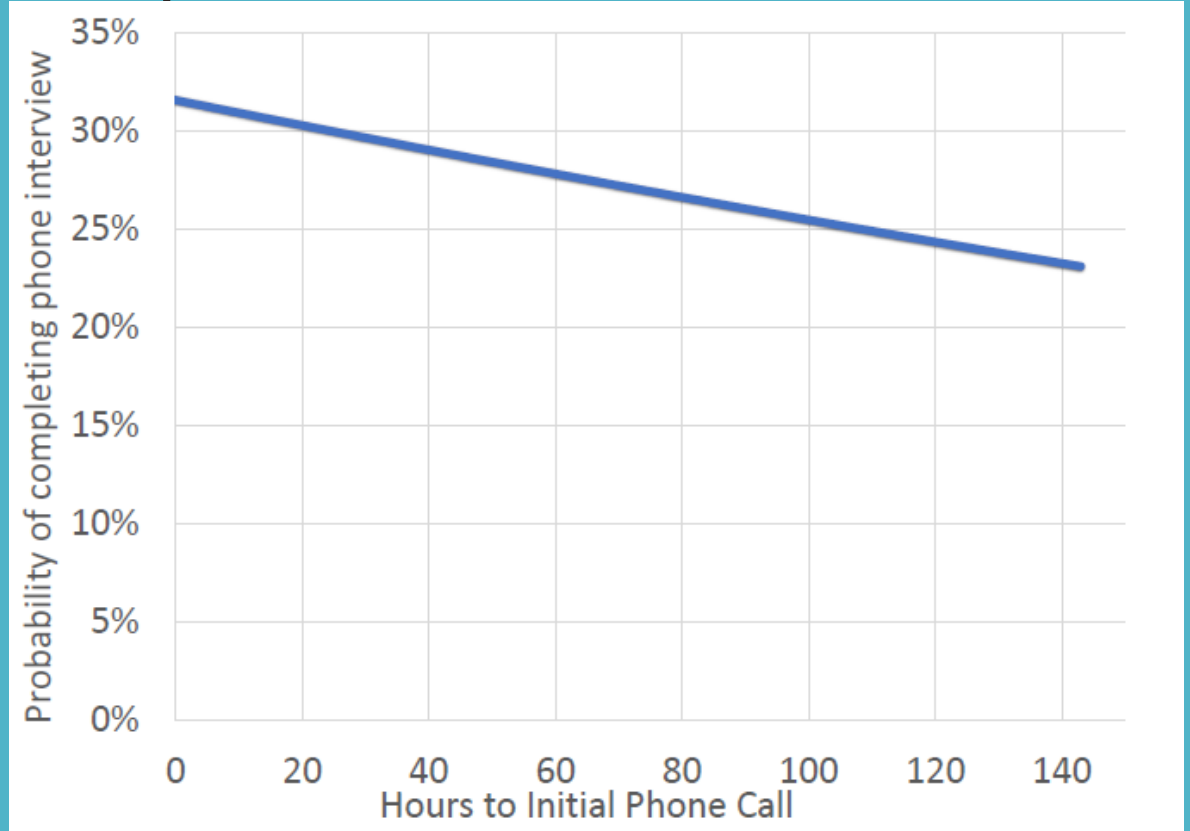


Figure 3. Modeled relationship between speed of first contact and probability of completing a phone screen from initial or follow-up call (n=8,038)

Engler, J., Thorpe, D., Evans, M., Fagundo, D., Starling, S., Koo, G., Zandi, H., Tucker, H., Domilici, D., 2021. Best Practices for Online Clinical Trial Participant Recruitment in Psychiatry: Speed of First Contact. CNS Summit poster presentation. November, 2020.

Best Practices: Speed to Scheduling

❖ Schedule screening visits within 48 hours of phone prescreens

Figure 3. Relationship between scheduling lag (number of days between phone interview and date of scheduled screening visit) and probability of attending screening visit (n=1,287)

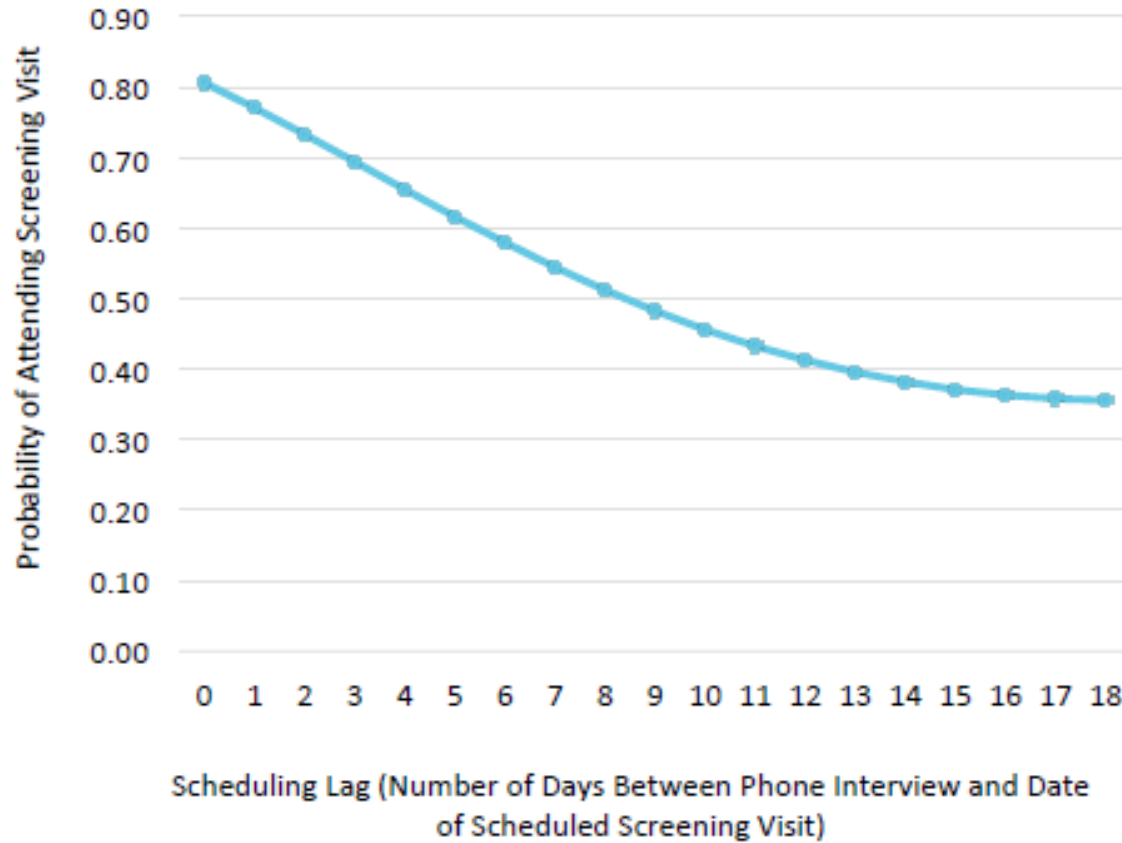
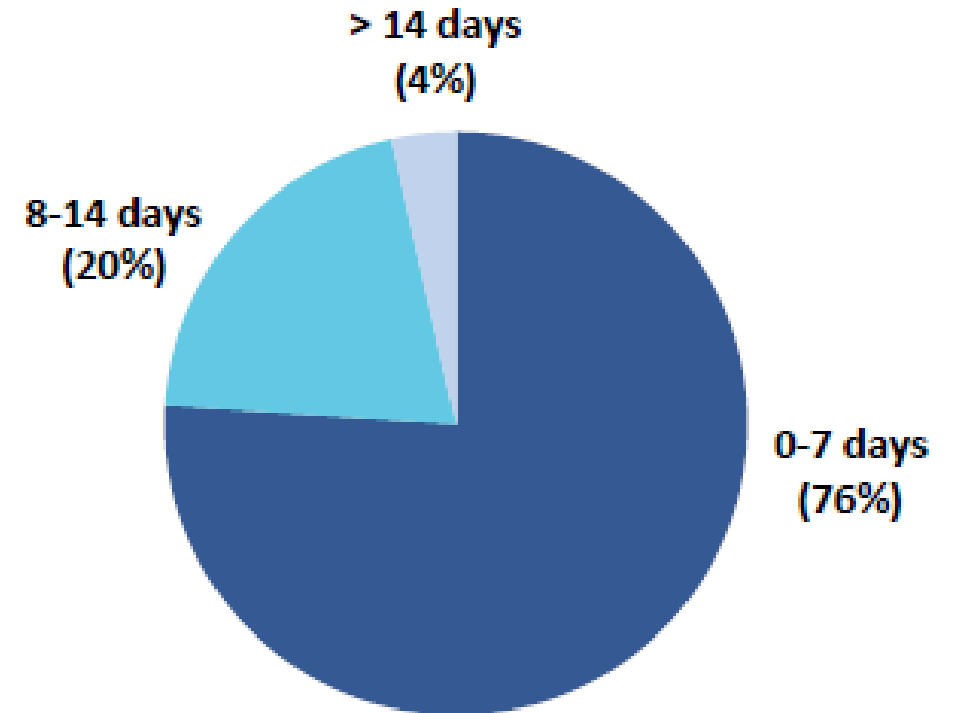


Figure 2. Scheduling lag for prospective MDD trial participants who were scheduled for in-person screening visits at Adams Clinical in 2019 (n=1,287)



Evans, M., Sauder, C., Thorpe, D., Engler, J., Domilici, D., 2020. Increasing Show Rates for MDD Clinical Trial Screening Visits: The Impact of Scheduling Speed on Screening Visit Attendance. ASCP virtual poster presentation. September 2020.

Takeaways

- ❖ Social media ads can help speed up & diversify trial recruitment
- ❖ There may be differences between those recruited via traditional means vs social media – both positive & negative
- ❖ It can be expensive and a drain on resources if sites (or sponsors) aren't doing it very well
 - *Best practices for CNS trial advertising/recruitment are still emerging*
- ❖ Not all sites can handle the lead influx from central campaigns with the timeliness to yield great results
 - *Just throwing a lot of money into a central campaign may not speed up enrollment as much as hoped*