



# Clinical trial recruitment template





## Recruitment preparation: Background research

# What are the benefits of joining the trial?

List a few benefits of joining your trial for patients. You'll eventually incorporate this language into advertising materials for your trial.

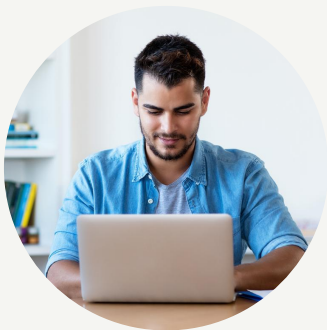


## Example text:

- Access to quality care
- Contribute to leading-edge research
- Potentially treats challenging symptom
- Travel compensation provided

# Patient population research

In this section, you'll enter information you've researched about your patient population.



## Example text:

### Demographics:

- Men develop diabetes more easily than women
- Age:
  - About 12.3 percent of all adults age 20 or older have type 2 diabetes
  - 25.9 percent adults 65 years or older have diabetes

### Symptoms:

- Increased thirst, hunger, weight loss or weight gain

### Existing treatments:

- Diet, exercise, antidiabetic medication, insulin
- Side effects of existing treatments or other limits:
  - Symptoms may still be poorly managed on current treatments

# Possible recruitment barriers

In this section, you'll fill in potential barriers to recruitment and how you may approach them.



## Example text:

- Limited site locations
- Distrust of clinical research in some patient communities
- Low-income patient population may be unable to take time off work, travel to sites

# Recruitment barrier mitigation strategies

In this section, list possible solutions to the recruitment barriers you listed on the previous slide.



## Example text:

- Work with local diabetes partners to reach targeted audiences
- Incorporate positive language and imagery into ad copy to mitigate distrust
- Note any compensation in promotional materials



# Recruitment preparation: Marketing your trial

# What channels will you use to advertise your trial?

List the channels you're considering using to share your trial opportunity, as well as details you'll use in targeting.

## Example text:

### Facebook

- Targeting details: Diabetes interests
- Potential reach: 100,000 people
- Projected cost per eligible patient: \$20
- Budget: \$5,000

### Craigslist post

- Targeting details: City pages where sites are located
- Potential reach: 100 impressions
- Projected cost per eligible patient: \$0
- Budget: \$0



# Example ad messaging

Begin to draft messaging for your trial based on the trial benefits you listed in the first slide.



## Example Facebook text:

Copy A:

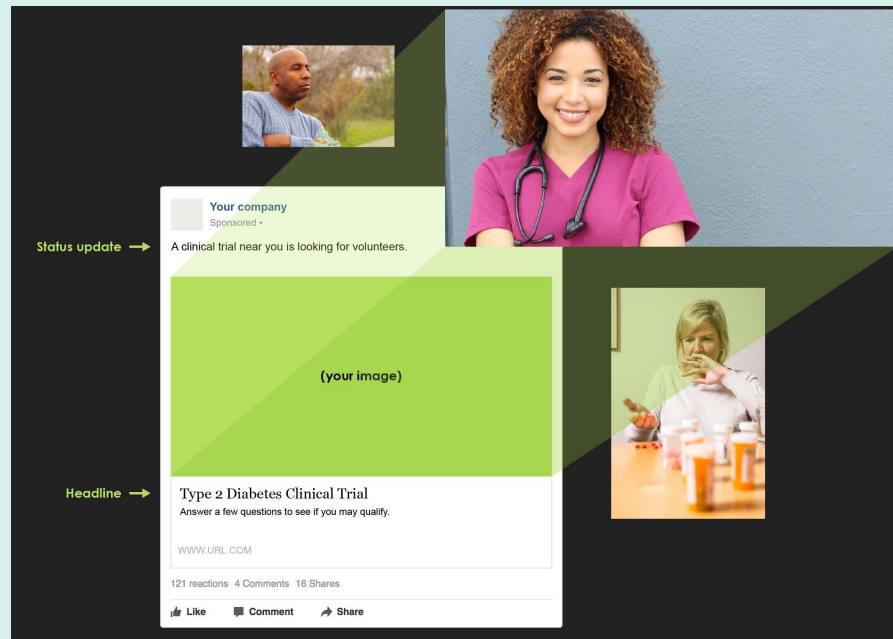
- Primary text: A clinical trial near you is looking for volunteers.
- Headline: Type 2 Diabetes Clinical Trial

Copy B:

- Primary text: Answer a few questions to see if you may qualify for a clinical trial.
- Headline: Type 2 Diabetes Clinical Trial

# Example imagery

Upload examples of images you may use to promote your trial. Consider images of patients, doctors, or other imagery that communicates something about your trial.



# Institutional Review Board (IRB) considerations

Note any special considerations you want to keep in mind based on your IRB.



## Example text:

- IRB traditionally conservative
- Don't emphasize compensation, though it can be noted
- Don't state or imply a definite favorable outcome
- Deadline is June 10 for submission




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