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 barriers 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
Need more help?
Set up a consultation with Antidote

hello@antidote.me