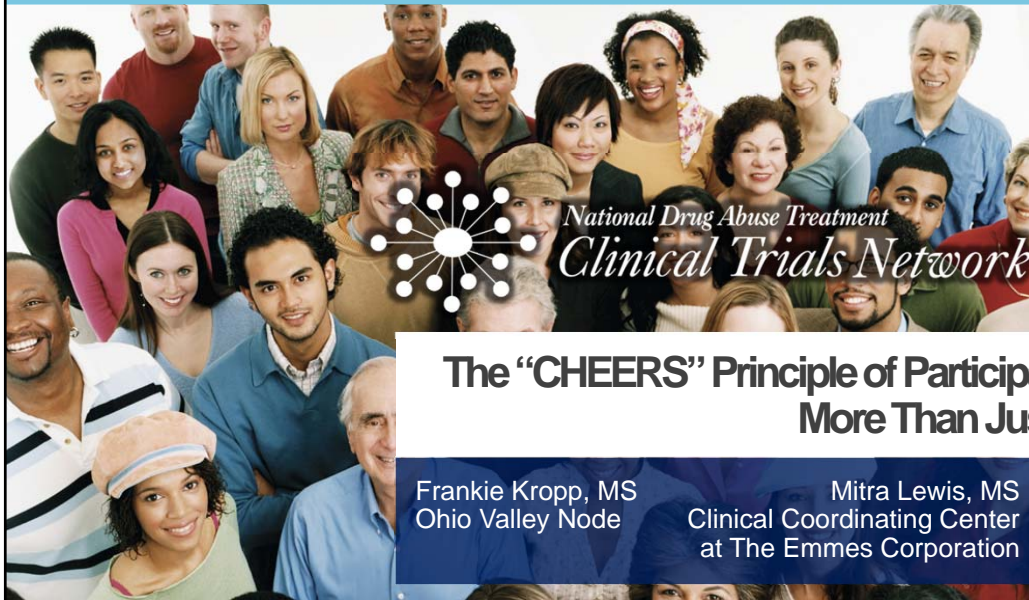


CTN WEB SEMINAR SERIES: A FORUM TO EXCHANGE RESEARCH KNOWLEDGE



The "CHEERS" Principle of Participant Retention: More Than Just Techniques

Frankie Kropp, MS
Ohio Valley Node

Mitra Lewis, MS
Clinical Coordinating Center
at The Emmes Corporation

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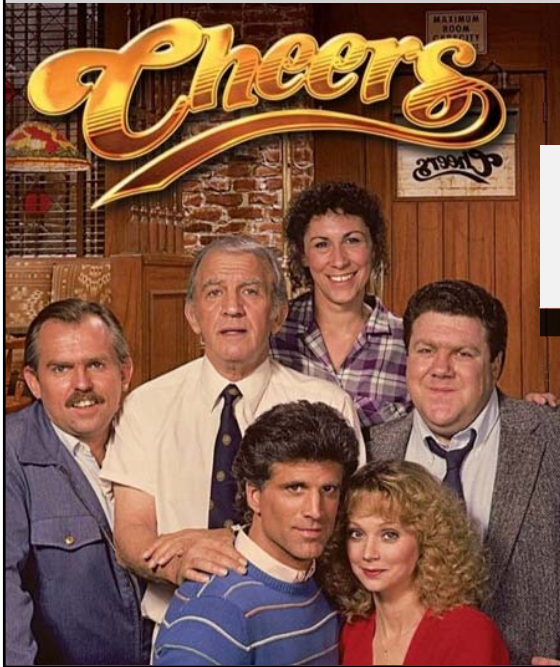
Acknowledgments

NIDA CTN
Recruitment and Retention Strategic
Planning Meeting
Emmes Corporate Headquarters
in Rockville, MD

July, 2017

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Discussion Overview

- What is the CHEERS Principle?
- What are barriers to retention of study participants?
- What strategies can help?



The "CHEERS" Principle

- More than just specific techniques
- Philosophy of managing and accommodating study participants

The “CHEERS” Principle

Customer Service

Help overcome barriers

Environment

Excellence

Relationship and Respect

Search



Customer Service

- Participants choose where to spend their time
- Make your study a priority for participants
- Requires excellent communication



Appointment Reminder

Your next appointment is scheduled for:

 _____ at _____

Date Time

Questions? Call _____ at _____

Customer Service

- Use appointment reminders
- Use language that participants understand; avoid jargon
- Be consistent and reliable
- Adhere to scheduled appointment times

- SUD population has a myriad of difficulties
 - Comorbid health, psychiatric, and social issues
 - Involvement in criminal justice system
- Be prepared ahead of time to assist



Help overcome barriers

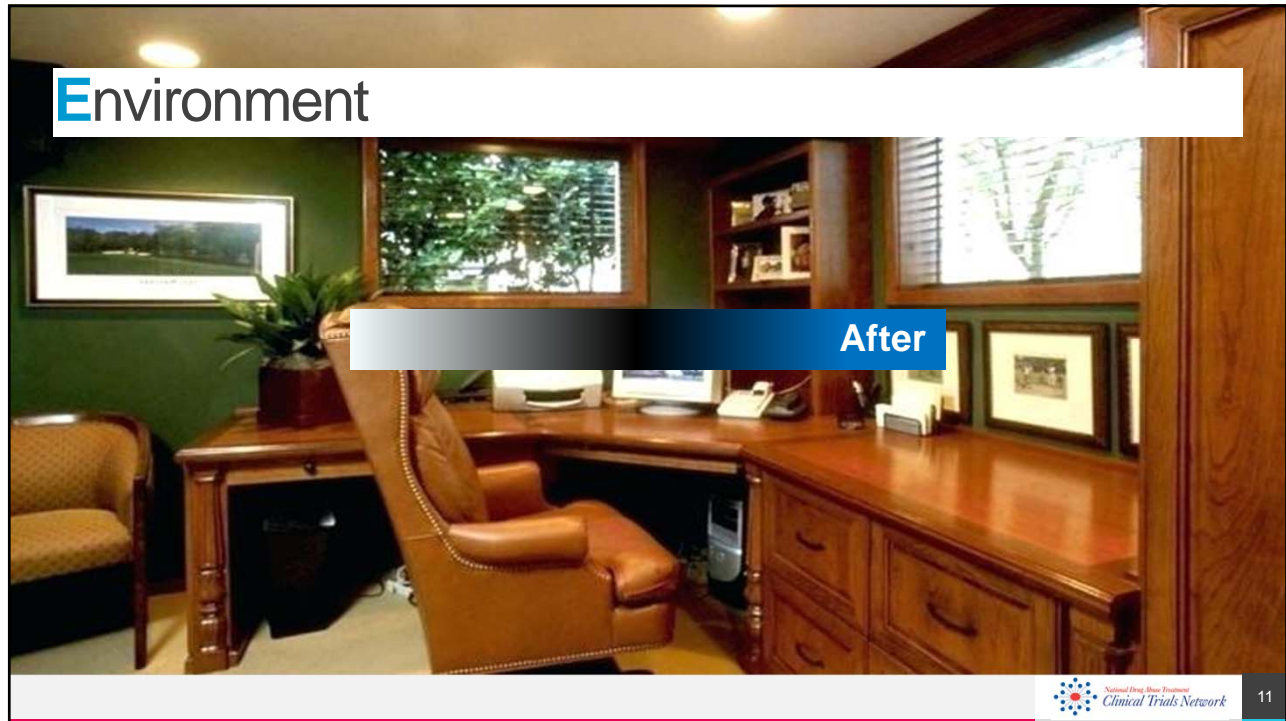


Help overcome barriers

- Assist with transportation
 - Tokens for public transportation, parking vouchers, car service/taxi
- Provide referrals to other services
 - Warm handoff if possible, more than just a phone number
- Make provisions for participants without child care
 - Child care or safe area for children to watch videos/read books
- Consider off-site visits
 - At participant's home, neutral community location, or local residential/inpatient facilities

Environment

Before



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- Ensure that the study area is comfortable and inviting
 - Provide refreshments for participants
- Ensure that the study area is easy to find
- Provide for convenient access to parking

Environment

National Drug Abuse Treatment
Clinical Trials Network

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- The participant should feel comfortable, safe, and well cared for by the study team
- Rehearse all study procedures using a “mock” participant
 - prior to study initiation/screening participants
 - periodically throughout study if lulls in recruitment occur



Excellence



Research is voluntary, the participant is helping the field!

Relationship and Respect

- Listen to the participants
- Be genuine
- Build ongoing communications into the study procedures
- Consider the participant's altruistic reasons for participating

Search

- Study participants disappear
 - Logistical barriers
 - Acute health problems
 - Relationship issues
 - Institutionalization
 - Study-related issues

- Be prepared to search



Search

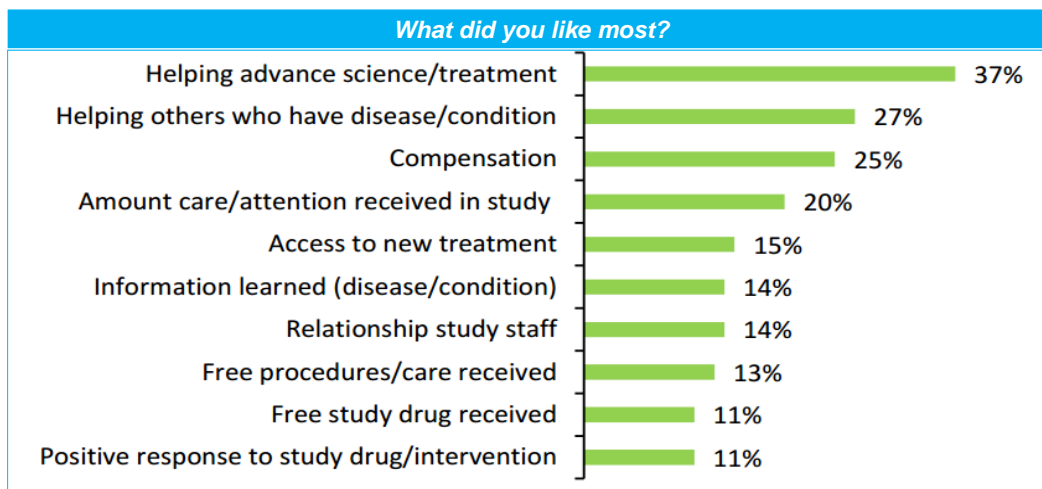
- Locator form
- Social media outreach
- Texting platforms
- Public website searches
- Outreach workers

- Supporting our trial participants is important
- Using the CHEERS philosophy and principles can help develop and guide that support
- Recognize and respect the underlying altruistic motivation of our study participants



Conclusions

Conclusions



Sample Size = 2,194, Base: Clinical trial participants

(The Center for Information and Study on Clinical Research Participation; 2017)

Reference(s)

Salazar, D; Farley, J; Jelstrom, E; Kropp, F; Matheson, T; Novo, P; & Weidemann, J. (2017). NIDA Clinical Trials Network (CTN) recruitment and retention strategic plan [Internal NIDA Whitepaper].

The Center for Information and Study on Clinical Research Participation. (2017). The participation experience [Graphic report from The Center for Information and Study on Clinical Research Participation]. Retrieved from <https://www.ciscrp.org/download/2017-perceptions-insights-study-the-participation-experience/?wpdmdl=8770>.

Contact us...

- **Frankie Kropp, MS, LICDC-CS**
Ohio Valley Node Coordinator
frankie.kropp@uc.edu
- **Mitra Lewis, MS**
Protocol Specialist
NDAT CTN Clinical Coordinating
Center at The Emmes Corp
mlewis@emmes.com





Thanks for your participation.