

# 2017 Recruitment & Retention Satisfaction Survey



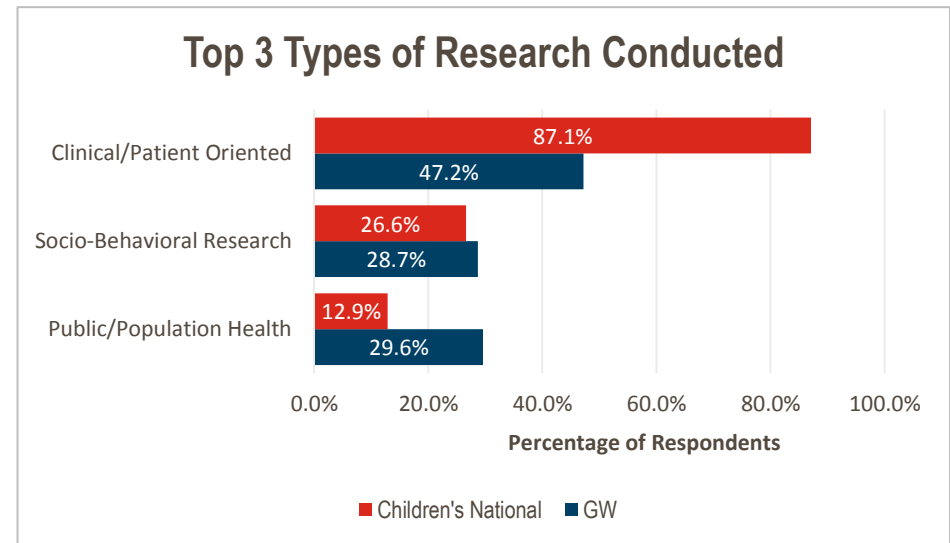
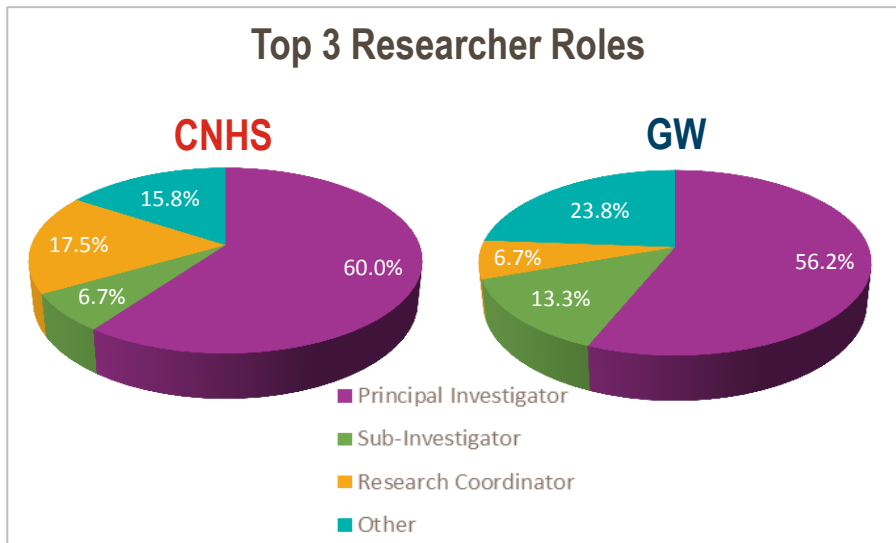
**Objective:** To determine LRIC activities using a data-driven approach by evaluating and assessing factors related to the recruitment and retention (R&R) experiences of researchers at both institutions

FACTOR	DESCRIPTION
<b>General R&amp;R experience</b>	Number of trials conducted, amount of funding allocated, recruitment success / difficulty, retention success/difficulty, reasons for success / difficulty
<b>Awareness / Satisfaction with previously utilized resources</b>	Various recruitment media (e.g., social media, recruitment services, provider referrals, EMR based tools, TV / radio)
<b>Awareness / Satisfaction with institutional resources</b>	Institutional resources and recruitment strategy (e.g. adequate resources, sufficient staff to support R&R, researcher education)
<b>Awareness / Satisfaction with CTSI-CN R&amp;R resources</b>	CTSI-CN recruitment resources (e.g., registry tools, CTSI-CN website, EMR-based tools)
<b>Importance of recruitment and retention resources</b>	Importance of various resources (e.g. ,funding, streamlined IRB approval, PR & Marketing support, informatics tools, community engagement, educational sessions)

# Respondents At-A-Glance



- Total N=254 (**Children's National (CNHS)** = 135; **GW** = 119)
  - 63% are CTSI-CN members



## Top 3 Department / School Affiliations

CNHS	GW
Center for Translational Science (18.7%)	School of Medicine and Health Studies (31.5%)
Center for Neuroscience Research (14.6%)	Milken Institute School of Public Health (23.1%)
Center for Genetic Medicine Research (8.9%)	Medical Faculty Associates (17.6%)

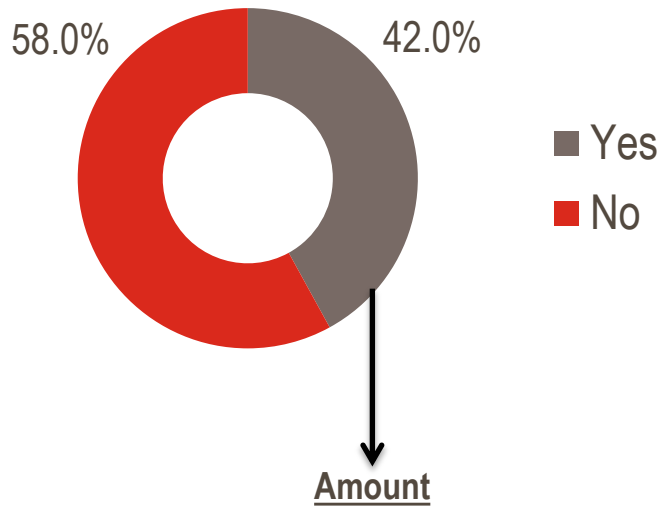
# General Recruitment and Retention Experience



- Studies conducted: 1-10 studies (48.1%), 11-20 studies (21.4%), 21-30 studies (11.3%)

## CNHS

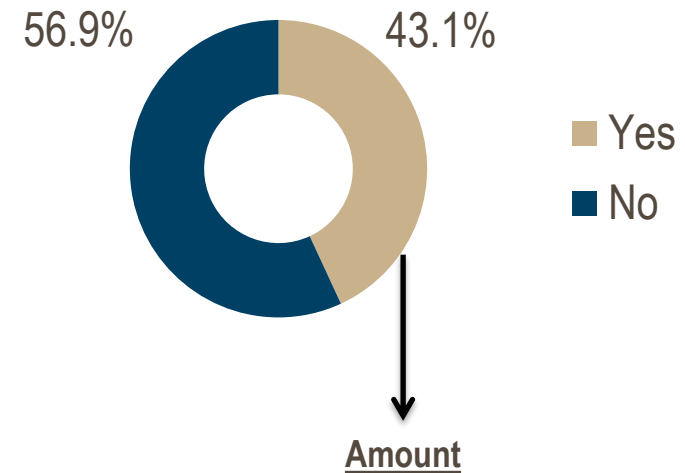
### Allocated Funding to R&R



- \$7,501 - \$10,000+ 25.0%
- \$2,501 - \$5,000 18.8%
- \$1,001 - \$2,500 28.1%

## GW

### Allocated Funding to R&R

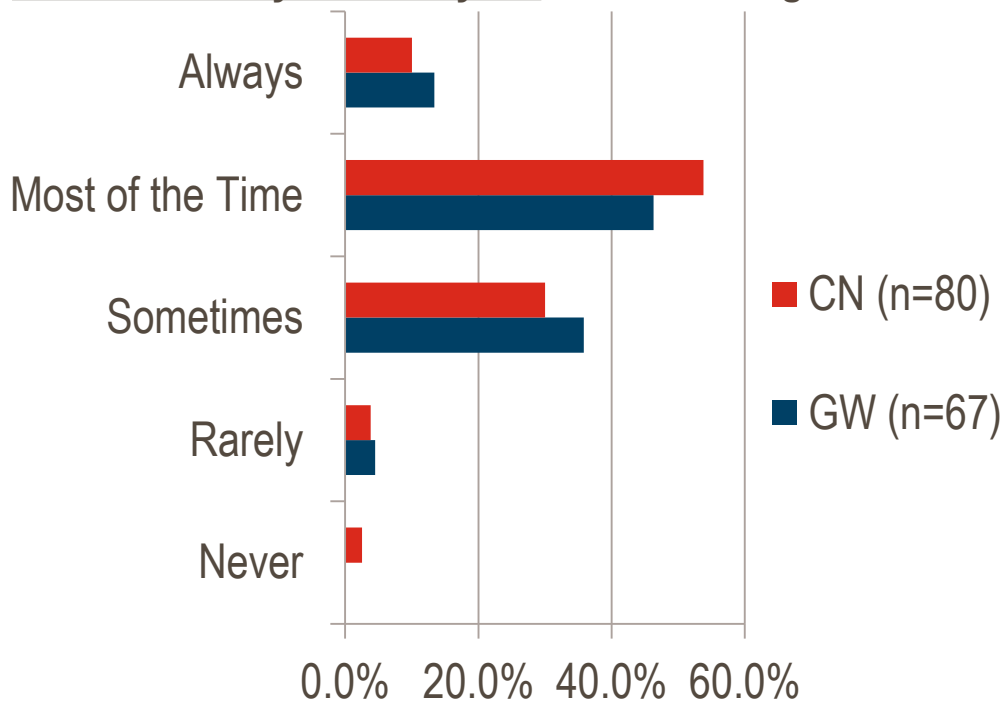


- \$7,501 - \$10,000+ 25.0%
- \$2,501 - \$5,000 16.7%
- \$501 - 1,000 16.7%

# General Recruitment and Retention Experience

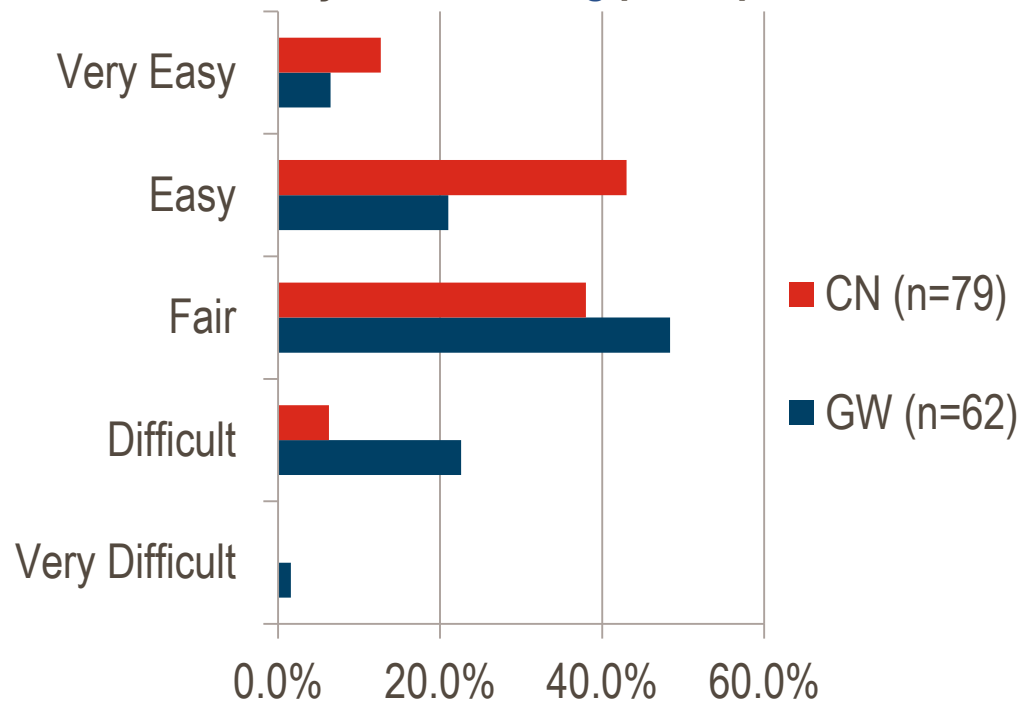


## How often do you meet your recruitment goals?



- About 60% of researchers meet their goals most of the time or always
- 40% do not

## Level of difficulty with retaining participants?



- More CNHS researchers (~55%) have an easy time with retention
- 27% of GW have an easy time

# Reason(s) you believe research participants do not wish to enroll in a research study



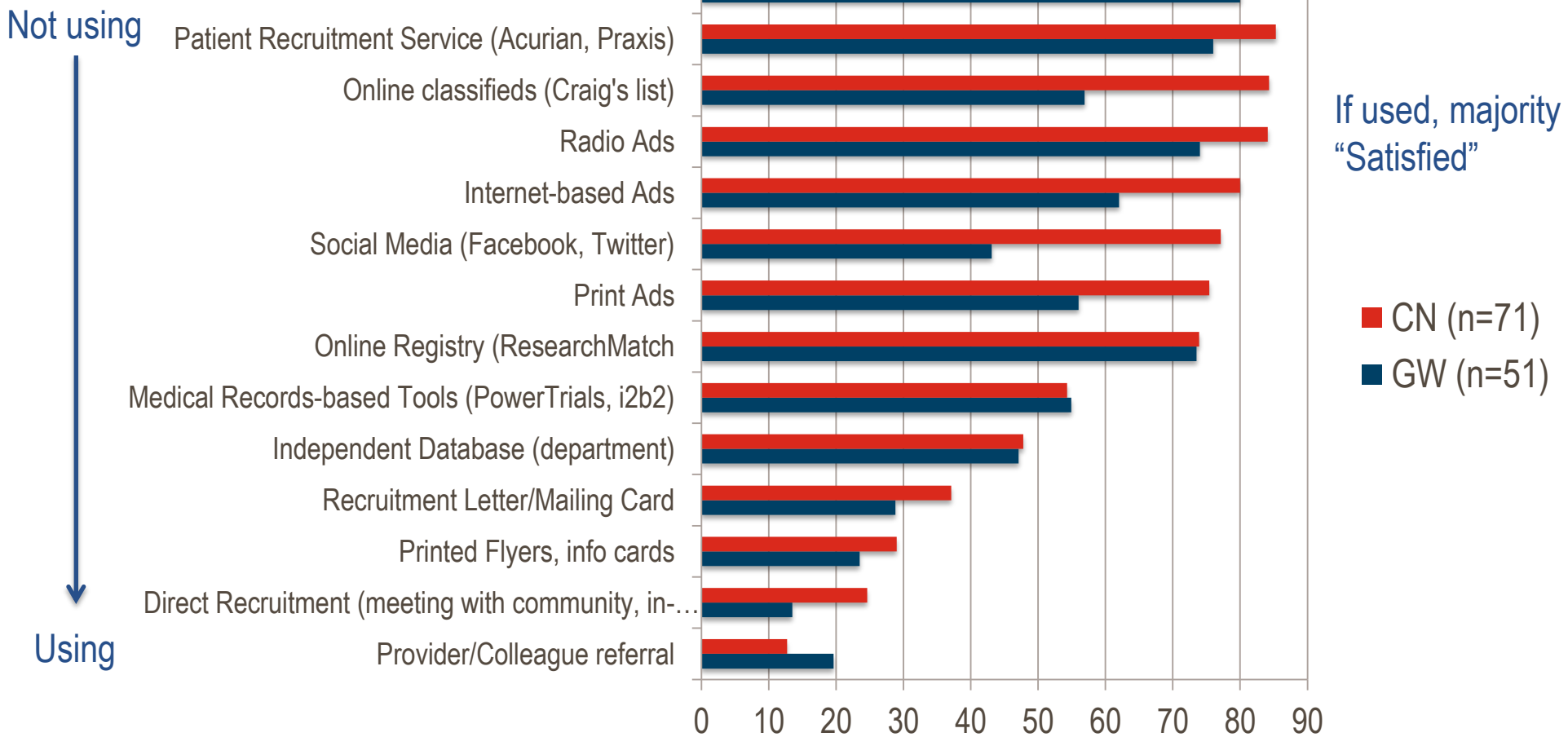
<u>CNHS</u> (%)	<u>GW</u> (%)	
47.5	41.5	Indirect Cost Related to Participation (e.g. time away from work, child care, travel expenses)
46.3	56.9	Lack of Awareness (about research in general)***
43.8	55.4	Distrust, Fear, or Suspicion***
38.8	29.2	Misconceptions About the Study (e.g. assumptions, negative press regarding the study treatment)
38.3	21.5	Location of Study Site (i.e., proximity)
32.5	32.3	Worry about potential adverse effects or negative consequences due to study participation
25	32.3	Lack of Access (i.e., do not know the study exists or how to access the study)
23.8	12.3	Other
16.5	26.2	Too Little Compensation
7.5	6.2	Personal Objections (e.g. faith-based objection)

\*\*\*Modifiable through community education

# Awareness / Satisfaction with Recruitment Methods



**% of Respondents that Have Never Used Before**



# Awareness / Satisfaction with Institutional Resources

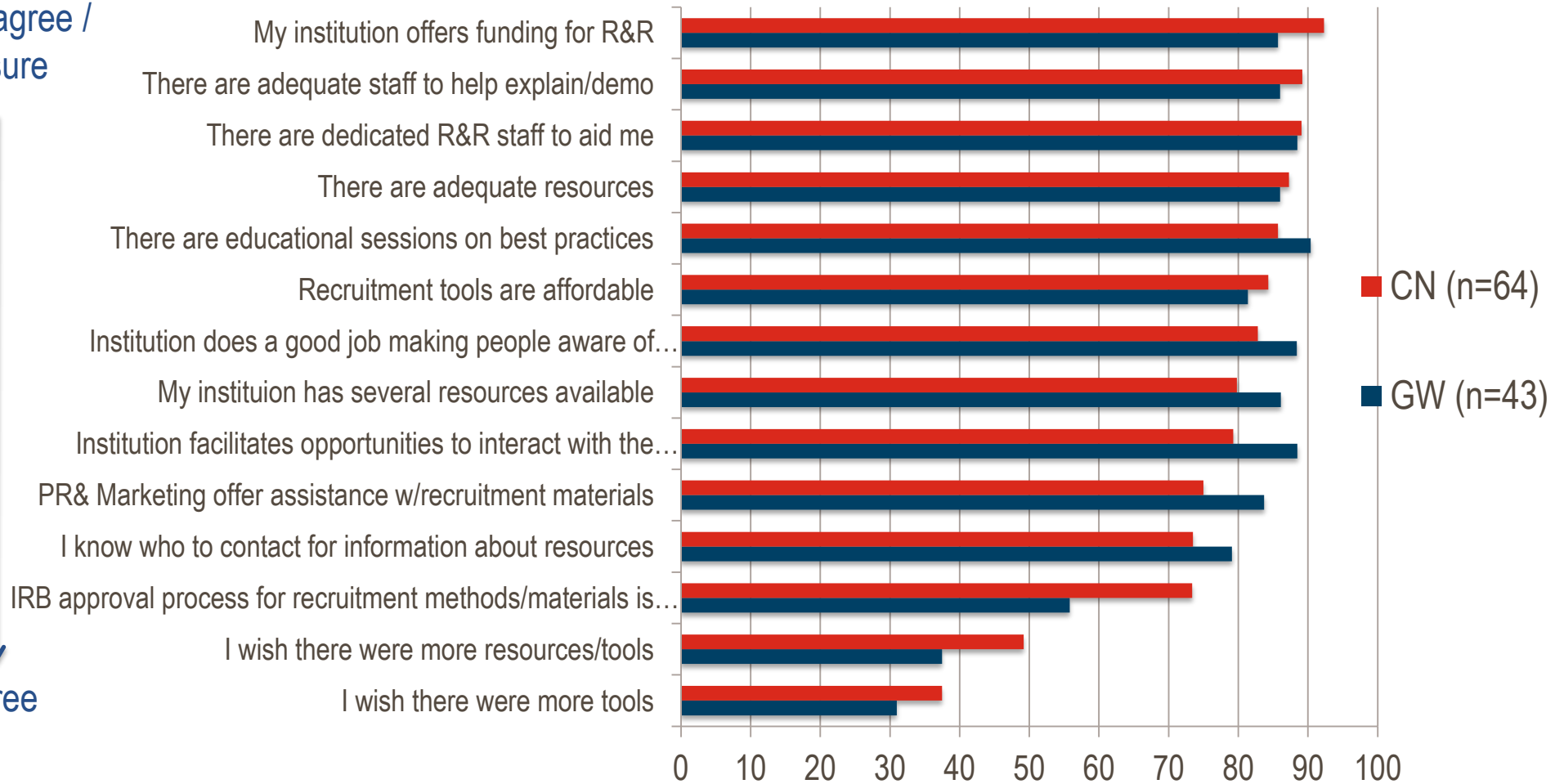


% of Respondents that “Strongly Disagree” / Are “Unsure”

Disagree /  
Unsure



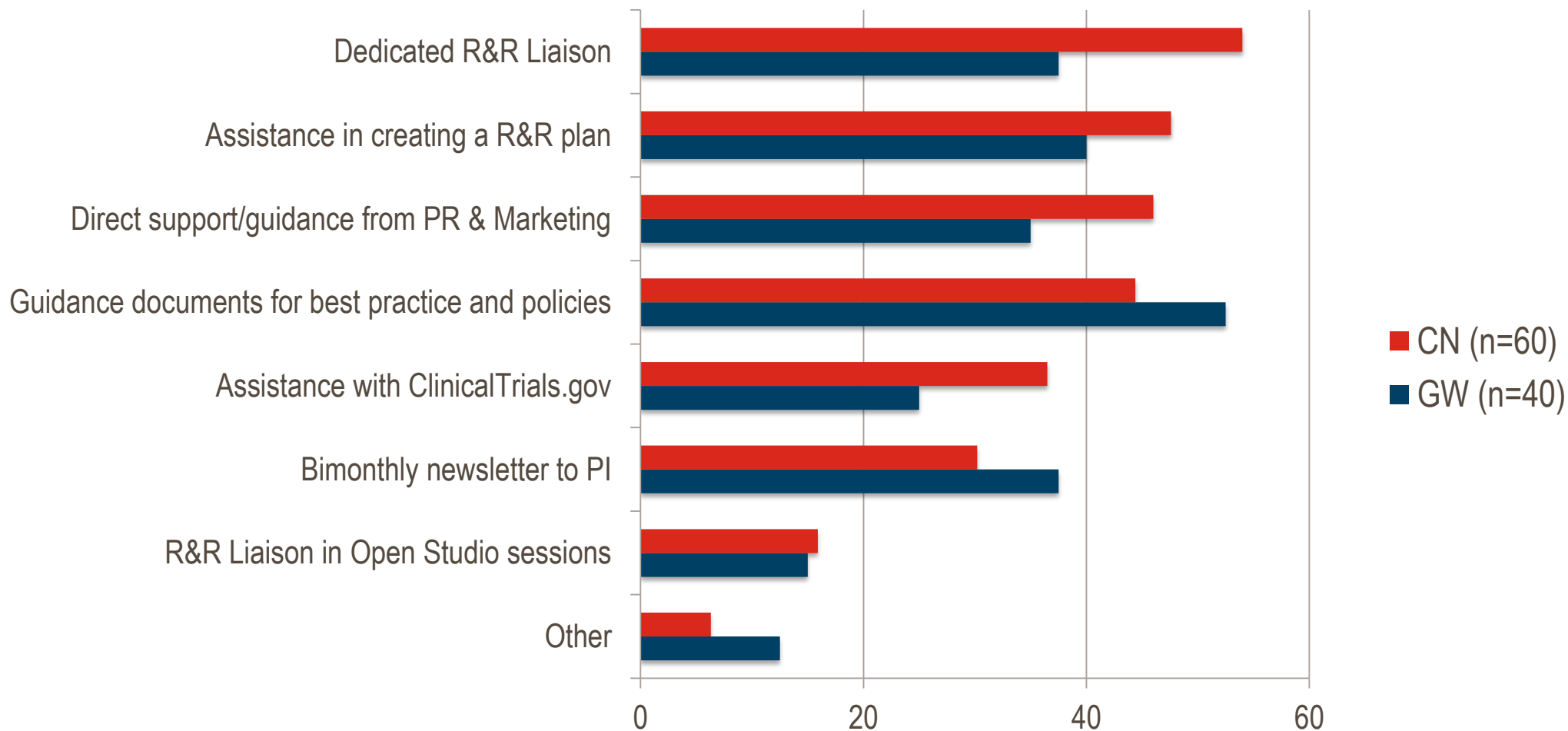
Agree



# Resources That Would Help With Recruitment: Desired Tools



% of Respondents that think the tool would be helpful

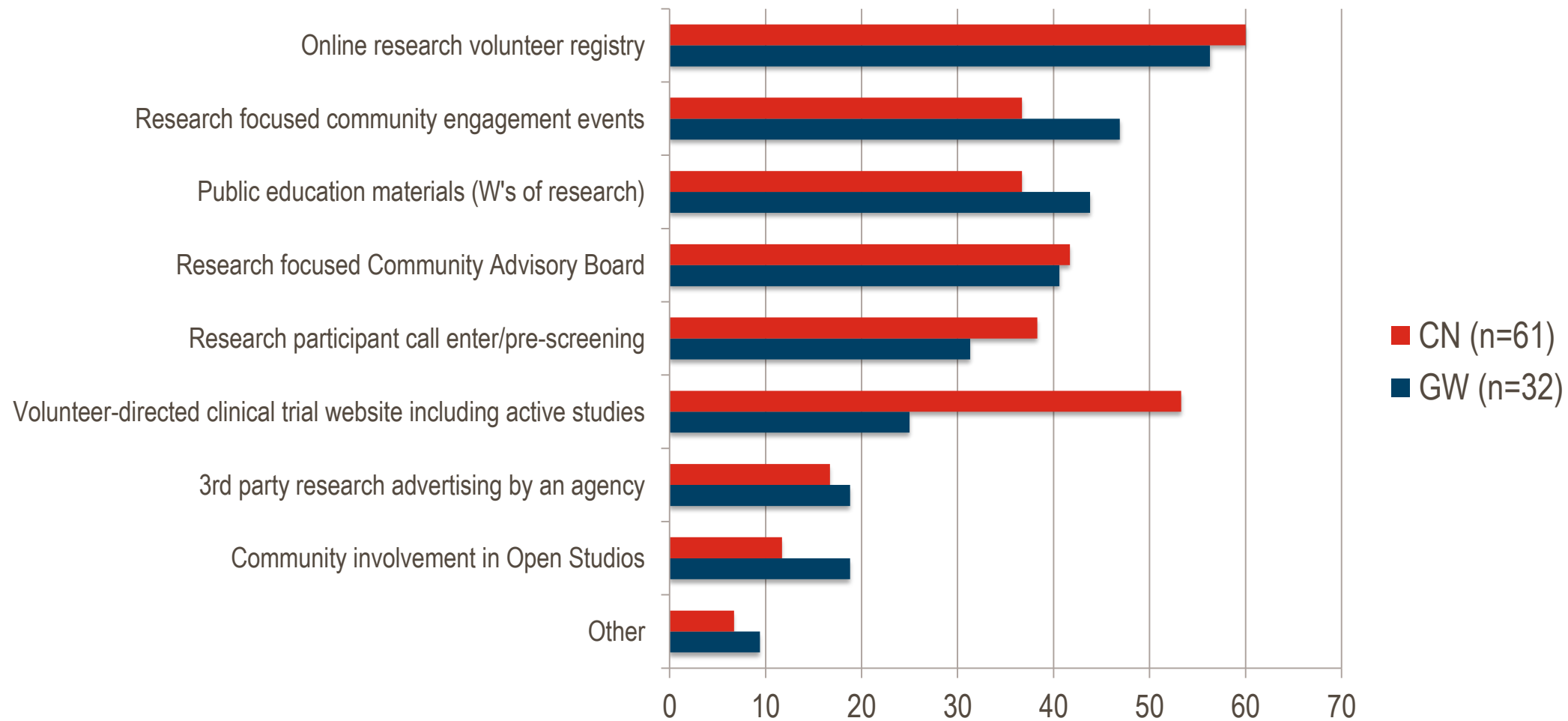




# Resources That Would Help Connect With Community



% of Respondents that think the resource would be helpful



# Conclusions



- While many researchers are meeting R&R goals, a sizable minority are not
  - *Successful PIs are a resource for establishing Best “local” Practices*
  - *Who are the PIs having trouble? Target for educational sessions*
- Many researchers think poor participation is due to lack of awareness / distrust
  - *Opportunity for LRIC and CE modules to collaborate to help all studies by increasing community knowledge and trust in CTSI-CN (CNHS, GW)*
- An important step to increasing utilization of tools is to increase **PI awareness** of tools
  - *PIs continue to rely on traditional recruitment tools (flyers / referrals not social media)*
  - *CTSI-CN Website is essential — will house training resources for PI on R&R best practices*
  - *Most PIs believe different tools will be helpful*