



UNC

THE NORTH CAROLINA
TRANSLATIONAL & CLINICAL
SCIENCES INSTITUTE

Join the Conquest! Meet the Researchers!

Starbucks Conference Room
UNC Hospitals
May 18, 2017

UNC Chapel Hill

Meet the Researchers!

3:00- 3:10	Carol Breland	Welcome/ Join the Conquest Overview
3:10-3:30	George Retsch-Bogart	Pediatric Research
3:30-4:00	Simon Khagi	Cancer Research
4:00-4:30	Jacquie Halladay	Patient-Centered Outcomes Research
4:30-5:00	Morgan Alexander	Brain and Behavior Research



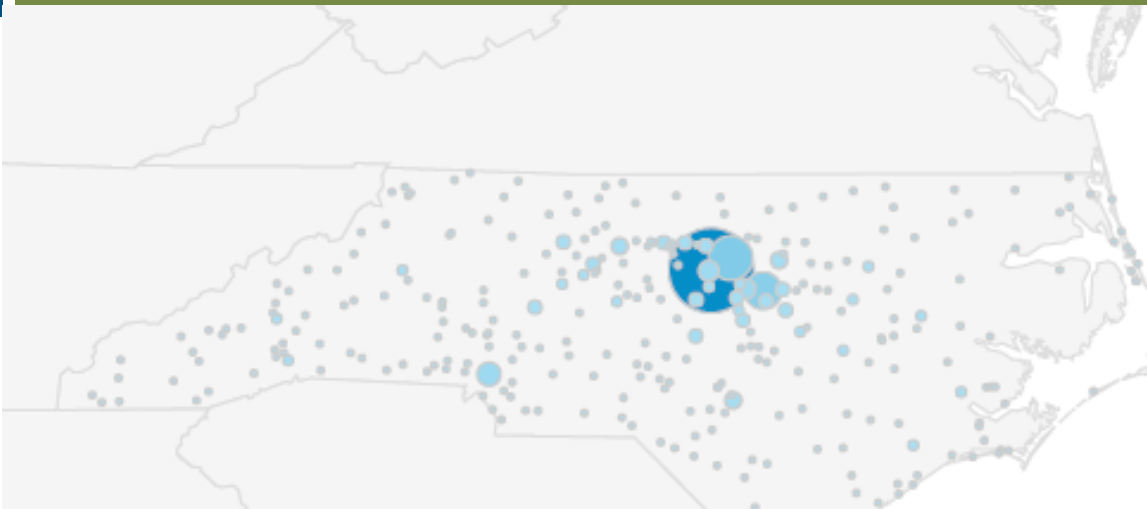
Join the Conquest Participation

- Members Joined since Sept. 2014: **8131**
- Total studies listed: **241**
- Number of unique researchers: **135**
- Types of studies listed:

Surveys/Registries	34
Lifestyle/Focus Groups	28
Drugs	92
Devices	20
Procedures	38
Medical Treatments	22
Phase 1 Drugs	7



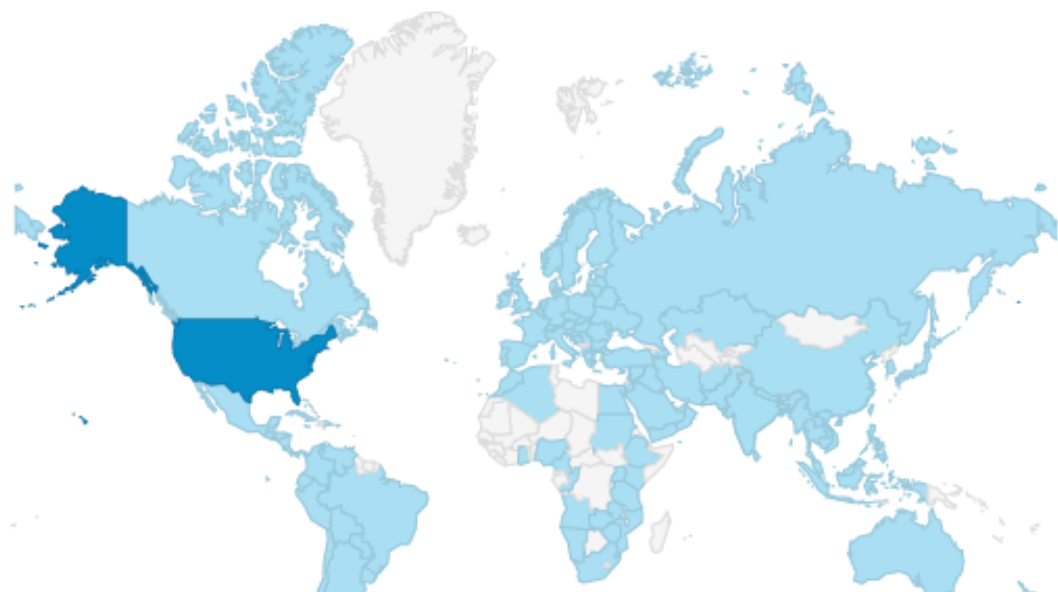
Join the Conquest Reach in NC



City	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	34,226 % of Total: 69.81% (49,026)	63.65% Avg for View: 69.10% (-7.89%)	21,786 % of Total: 64.31% (33,879)	0.29% Avg for View: 7.86% (-96.32%)	21.62 Avg for View: 17.68 (22.24%)	00:05:57 Avg for View: 00:04:50 (23.26%)
1. Chapel Hill	14,959 (43.71%)	51.28%	7,671 (35.21%)	0.19%	23.16	00:07:16
2. Durham	3,713 (10.85%)	65.66%	2,438 (11.19%)	0.32%	24.20	00:05:55
3. Raleigh	2,902 (8.48%)	75.98%	2,205 (10.12%)	0.38%	19.12	00:04:29
4. Charlotte	1,160 (3.39%)	65.95%	765 (3.51%)	0.34%	20.79	00:05:20
5. Carrboro	880 (2.57%)	56.25%	495 (2.27%)	0.23%	24.75	00:05:29

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Join the Conquest – World Reach



Country	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		49,026 % of Total: 100.00% (49,026)	69.36% Avg for View: 69.10% (0.36%)	34,002 % of Total: 100.36% (33,879)	7.86% Avg for View: 7.86% (0.00%)	17.68 Avg for View: 17.68 (0.00%)
1. United States	43,535 (88.80%)	66.53%	28,966 (85.19%)	3.24%	19.57	00:05:21

Member: Age/Gender/Join Rate

Gender	Ages	Day	Week
Female	< 25	0.76	5.31
	25 to 40 ★	1.57	11.01
	40 to 60	1.3	9.07
	> 60	0.47	3.29
	Subtotals	4.1	28.68
Male	< 25	0.31	2.15
	25 to 40 ★	0.51	3.56
	40 to 60	0.42	2.91
	> 60	0.24	1.66
	Subtotals	1.47	10.29
Unknown		2.16	15.14
	Totals	7.73	54.11



Keys to Success

- Brings information in an easy to read format to those not aware of research (55%)
- Easy sign up and communication methods
- Volunteer focused and driven
- Uses research design



What's Next? More of Everything!

Results from Member Survey 2016

What would you like to see more of?

