Participant Recruitment Boot Camp Day 2

CTRC Conference Room # 1045
Burnett-Womack Building
August 29-30, 2017
Overview

- Agenda Overview
- Housekeeping
- Presentations
- Evaluations/Sign-ups
Agenda – Day 2 Morning Session

August 30, 2017

10:00 Using CTRC Resources
10:30 Using My UNC Chart for Recruitment
11:00 Tips for Recruiting in Practices and Entities
11:30 Nutrition Services & RIC/TIN Trial Innovation Resources
12:00 Lunch and Networking
Using CTRC Resources

Janette Goins, Director of Nursing, CTRC
Using CTRC Resources

- Additional Resources and slides
- https://tracs.unc.edu/index.php/services/ctrcc
Using My UNC Chart for Recruitment

Ed Finerty & Stephanie Mascaro, UNC Healthcare
Using My UNC Chart for Recruitment

- Additional Resources:
  - Contact Ed Finerty
    - Edmund.Finerty@unchealth.unc.edu
  - or Stephanie Mascaro
    - Stephanie.Mascaro@unchealth.unc.edu
Tips for Recruiting in Practices and Entities
Tips for Recruiting in Practices and Entities

- Additional Resources:
- Contact Diane Powers
  - Diane.Powers@unchealthcare.unc.edu
- Or Diane Towle
  - Diane.Towle@unchealthcare.unc.edu
Nutrition Services
Trial Innovation Network Resources

Beth Macintosh, Nutrition Services, UNC Healthcare
Carol Breland, NC TraCS
Nutrition Services

- Additional Resources and information:
- Contact Beth Macintosh at
  - Beth.Macintosh@unchealthcare.unc.edu
Trial Innovation Network Resources

- More information, webinars and tools: https://trialinnovationnetwork.org/
- Recruitment webinars archive “The Art of Recruitment” shared by Vanderbilt University
  - https://trialinnovationnetwork.org/webinar-archive/?key-element=1680

- Register at: https://trialinnovationnetwork.org/elements/collaboration-webinars/
Lunch Break and Networking
Agenda - Day 2 – Afternoon Session

- August 30, 2017

1:00  Participant Compensation
1:30  Print Advertising - Flyers, Letters, Emails
2:00  Social Media Marketing
2:30  Recruitment Budgeting/Risk Management
3:00  Tour of CTRC
Participant Compensation

Christine Nelson, Office of Clinical Trials
Participant Compensation

Additional Resources

- IRB SOPs
- Recruitment Incentives SOP 26
- Informed Consent SOP 28
- Recruitment Advertising SOP 25 pg. 94
- Social Security number collection: SOP 24.6 pg. 97
- SS collection applies to all participants!
Participant Compensation

Additional Resources

- Imprest checking account set up:

- Cash Advances for Subject Payments through UNC Departments

- Coming soon! Bank of America Cards. Check the OCT website for more information
  - http://www.oct.unc.edu
Print Advertising - Flyers, Letters, Emails
Advertising Resources

- IRB SOPs 25
- [https://tracs.unc.edu/index.php/services/recruitment-services/tactics](https://tracs.unc.edu/index.php/services/recruitment-services/tactics)
- Flyer template: Use this customizable flyer template (in Microsoft Word) to make a flyer for your research study. | [download doc](#)
- UNC-Chapel Hill Mass E-mail is a tool for requesting and distributing official UNC-Chapel Hill messages through e-mail. Access this service using your UNC credentials. | [visit website](#)
Social Media Marketing

Kathleen Mottus, NC TraCS CARES
Social Media Advertising

- **Additional Training Resources:**
  - **Facebook Advertising**
    - [https://www.lynda.com/Facebook-training-tutorials/429-0.html](https://www.lynda.com/Facebook-training-tutorials/429-0.html)
  - **Twitter:**
    - [https://www.lynda.com/Facebook-tutorials/comparison-Facebook-Twitter/490093/504080-4.html](https://www.lynda.com/Facebook-tutorials/comparison-Facebook-Twitter/490093/504080-4.html)
    - Find hashtags, scientific conferences, twitter chats: [https://www.symplur.com](https://www.symplur.com).
  - Schedule tweets and FB posts:
    - [https://hootsuite.com](https://hootsuite.com)
Recruitment Budgeting/Risk Management

Carol Breland, Research Recruitment, Director
NC TraCS
Recruitment Budgeting/Risk Management Additional Resources

- Budgeting and Risk Management Checklist:
  - [https://tracs.unc.edu/index.php/services/recruitment-services/strategies](https://tracs.unc.edu/index.php/services/recruitment-services/strategies)

- Contact Carol Breland, NC TraCS Recruitment Services at:
  - carol_breland@med.unc.edu
CTRC Tour

Kathy Guerrero, Director of Nursing, CTRC
CTRC Tour

- Additional CTRC Services and Phone/Email Contacts:
  - https://tracs.unc.edu/docs/ctrc/CTRC_Outpatient_FAQs.pdf