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Participant Recruitment Boot Camp Day 2

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

NC TraCS Recruitment Services
UNC Chapel Hill

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





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Using CTRC Resources

Janette Goins, Director of Nursing, CTRC

Using CTRC Resources

- Additional Resources and slides
- <https://tracs.unc.edu/index.php/services/ctrc>





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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





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Tips for Recruiting in Practices and Entities

Diane Powers & Diane Towle, UNC Healthcare

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





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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>

- **Collaboration Webinar Coming up! Oct 2, 2017:**
- “Online Screener and Survey Participants- The Good, the Bad, and the Rogue”
- Register at:
- <https://trialinnovationnetwork.org/elements/collaboration-webinars/>





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Lunch Break and Networking

All

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





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Participant Compensation

Christine Nelson, Office of Clinical Trials

Participant Compensation

Additional Resources

- IRB SOPs
 - http://research.unc.edu/files/2012/11/CCM3_037329.pdf
 - 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:
 - <http://financepolicy.unc.edu/policy-procedure/306-imprest-checking-bank-accounts/306-1-establishing-an-imprest-checking-bank-account/>
- Cash Advances for Subject Payments through UNC Departments
 - <http://financepolicy.unc.edu/policy-procedure/307-cash-advance/>
- Coming soon! Bank of America Cards. Check the OCT website for more information
 - <http://www.oct.unc.edu>





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Print Advertising- Flyers, Letters, Emails

Carol Breland

Advertising Resources

- [IRB SOPs 25](#)
- <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](#)





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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>
- Twitter:
 - <https://www.lynda.com/Facebook-tutorials/comparison-Facebook-Twitter/490093/504080-4.html>.
 - Find hashtags, scientific conferences, twitter chats:
<https://www.symplur.com>.
 - Schedule tweets and FB posts:
 - <https://hootsuite.com>
 - <https://www.cnet.com/pictures/6-ways-to-schedule-your-tweets>.





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





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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](https://tracs.unc.edu/docs/ctrc/CTRC_Outpatient_FAQs.pdf)

