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University of California
San Francisco

Opportunities for collaboration and leveraging participant recruitment initiatives across UC Health

October 19, 2016 – UC BRAID Retreat

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UCSF

10/21/2016

What we'll cover today

Participant Recruitment Innovations and advances at UCSF in the last year

1. Use of social media for recruitment and TrialSpark pilot at UCSF

2. The UCSF-wide Trial Finder including tie-ins to UCSF Profiles (our researcher networking system)

3. Seminars and videos

4. Future opportunities for collaboration across UC

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# Why Use Social Media for Recruitment?

Recruitment Tactics

Recruitment Possibilities	Cost	Time for implementation*	Who are you reaching?
Craigslist	Free	+	General Public
Flyers (do it yourself)	$	+	General Public
UCSF Direct Patient Letters	$	+++	Diagnosis Specific
Clinic Recruitment	$	+	Diagnosis Specific
Social Media (Facebook, Twitter, Google ads)	$-$$	+	General Public/Some general demographic targets (age, region, race)
Health Fairs/Foundations	$-$$	++-+++	General Public or Condition Specific
UCSF Shuttle Ads	$-$$	+++	UCSF faculty, staff and patients
Flyers (Service Provider)	$$	++	General Public
Newspapers (County)	$$	+	General Public
Newspaper (Local/neighborhood)	$$	++	General Public
Mass Mailing Service	$$$	+++	General Public
Radio Ads	$$$	++	General Public

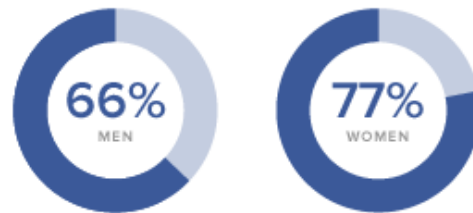+ About 1 week or less
++ About 2-4 weeks
+++ About 1-2 months

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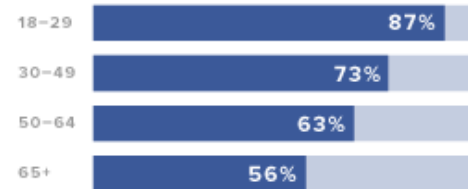Top Ways that People Report Finding out About Clinical Trials
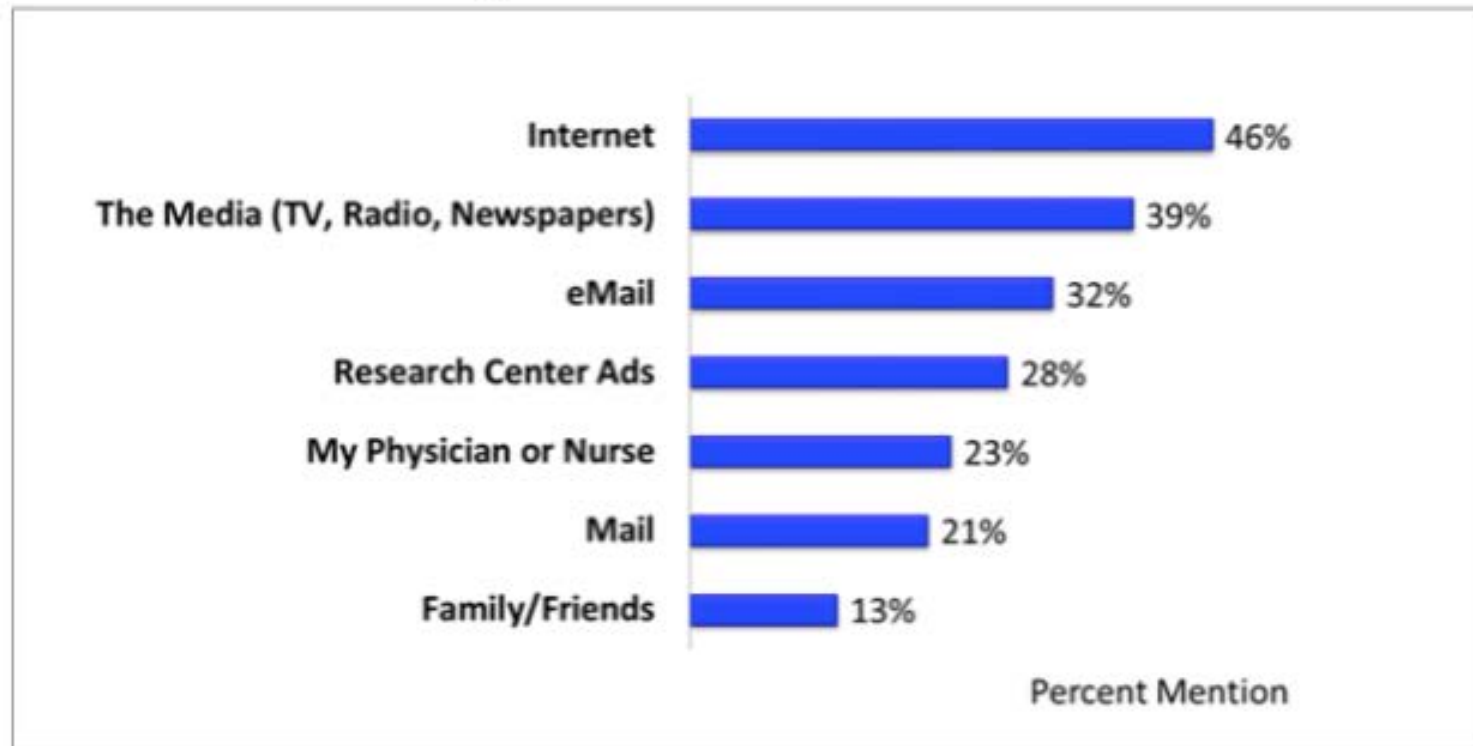
Facebook Usage Among Key Demographics
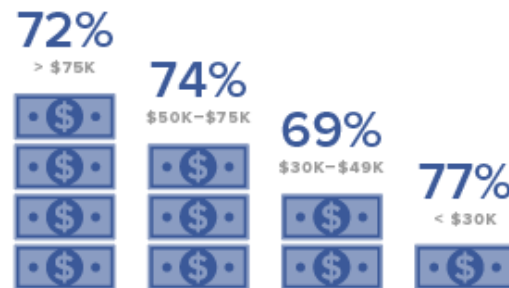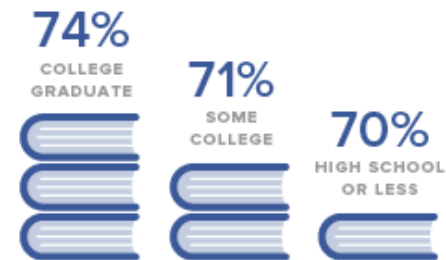
Participant Recruitment Metrics

The "Typical" Funnel

Average Industry Benchmark Data
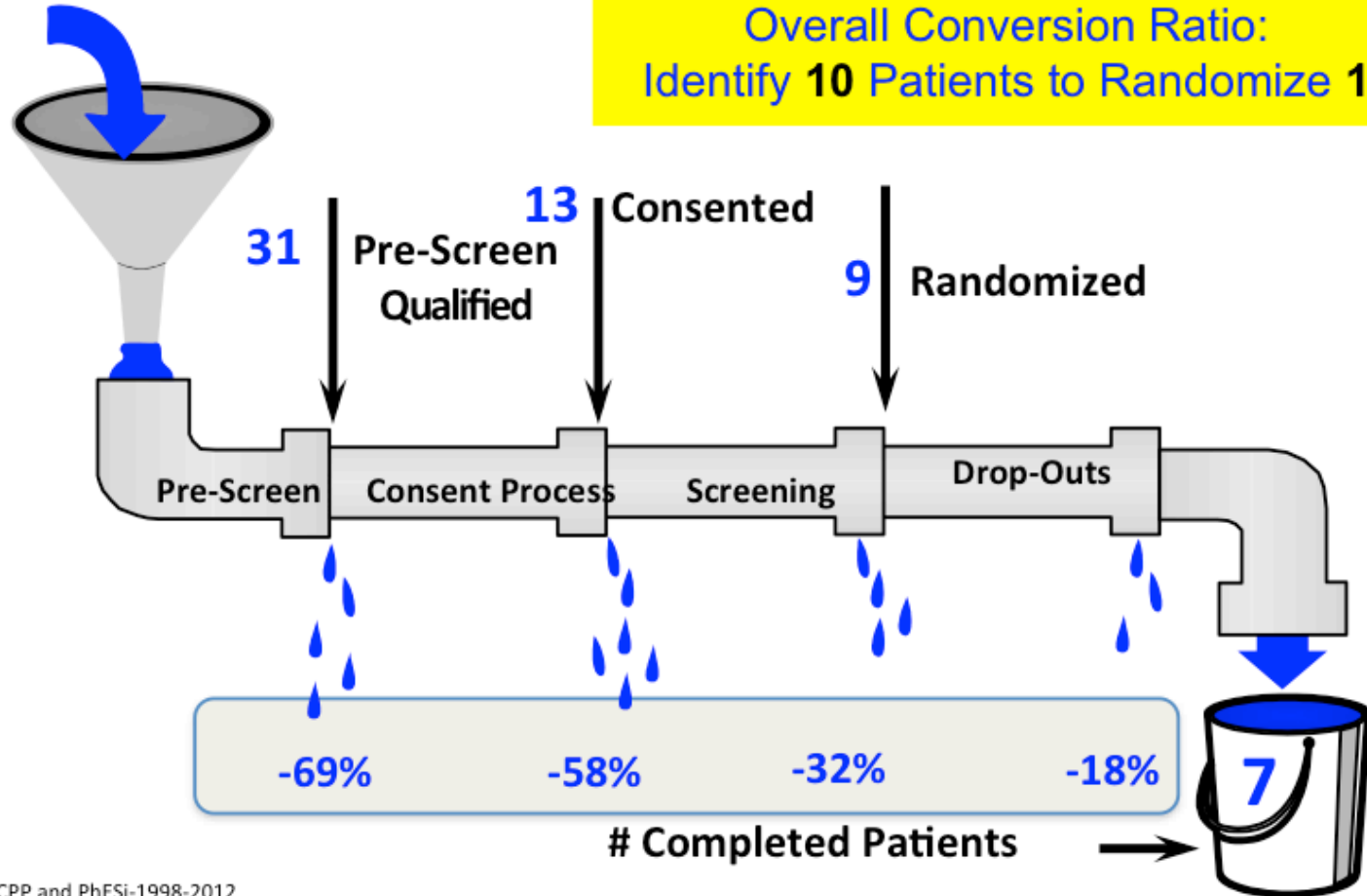
Online Recruitment Funnel

Views — Targeted

Clicks — Catchy, Appealing

Registra-tions — Simple

Screen Pass — Flexible

Enrollment — Convenient

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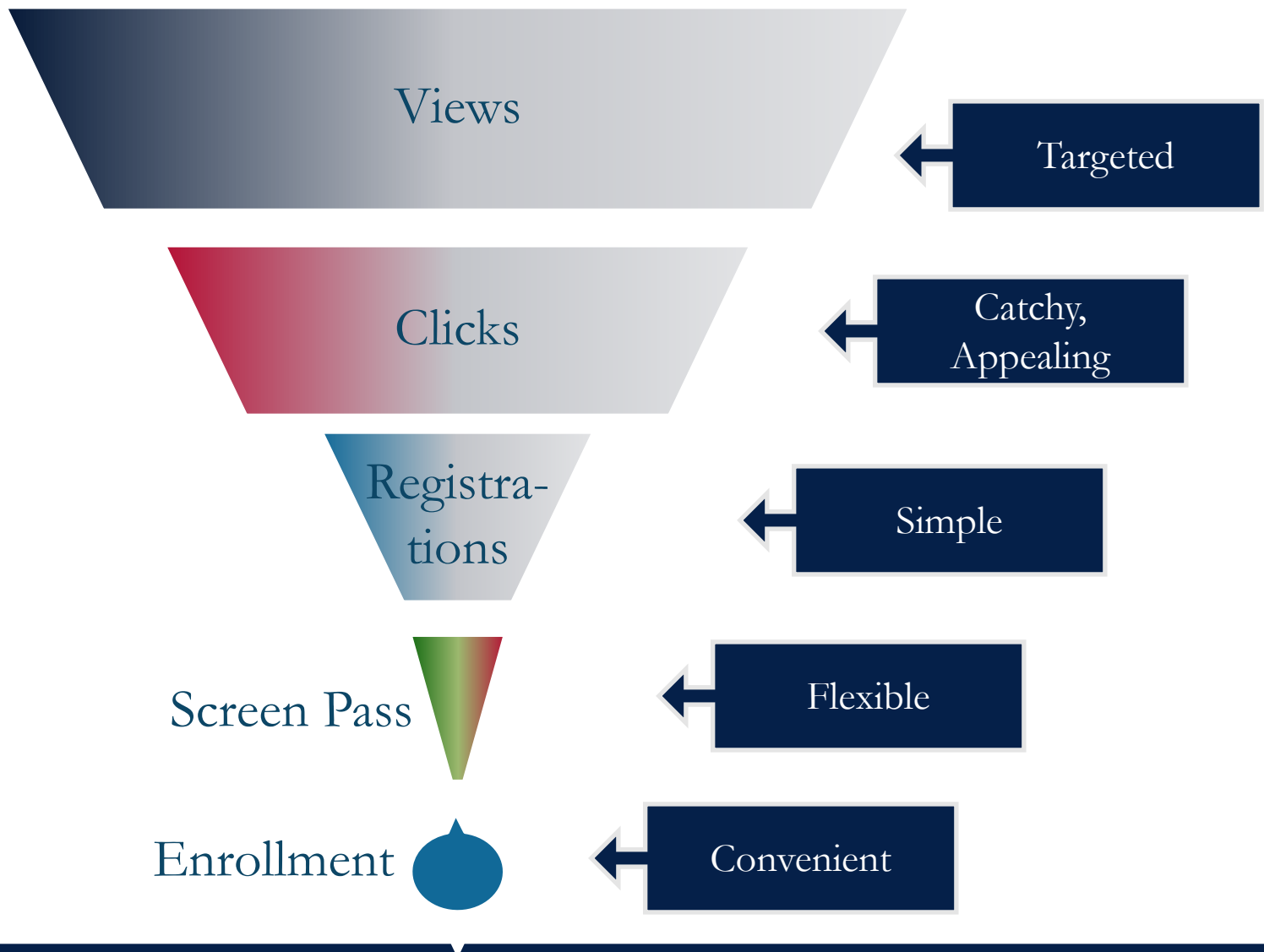
Measuring Impact of Recruitment
Accrual Index

% of Target Enrolled

$$= \frac{(\text{Evaluable Subjects Enrolled/Accrual Target})}{(\text{Days since recruitment start/30})/\text{Projected Time to Accrual(mos)}}$$

% of Time Elapse

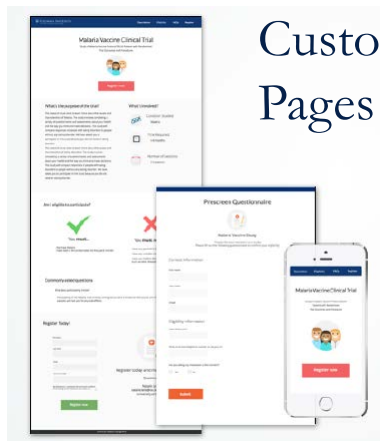How to interpret: $\dfrac{2/3 \text{ accrued}}{2/3 \text{ time elapsed}}$ =   1.0; on-time accrual

$\dfrac{1/4 \text{ accrued}}{1/2 \text{ time elapsed}}$ =   0.5; < 1.0 = behind

Corregano et. al. *Clin Transl Sci. 2015*

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CENTER FOR CLINICAL AND TRANSLATIONAL SCIENCE

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TrialSpark Pilot

TrialSpark Scope of Services

Custom-built Landing Pages

Participant Feedback and Engagement

Comprehensive Trial Analytics

Recruitment Management Platform

Social Media Advertising Campaigns
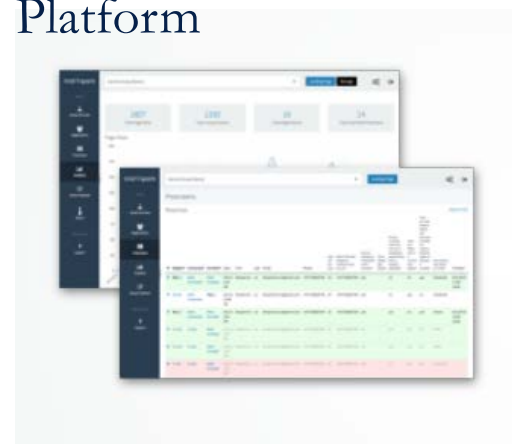
TrialSpark Pilot Awardees

naïve Projected Time to Accrual Completion

Study Name	Population	Target Enrolled	nPTAC	Currently Enrolled	Elapsed Time	Accrual Index
CURE	Women 21+ with UI	160	36 mo	58	17 mo	0.77 ⬇
TRIUMPH	Women 65+ with UI	50	12 mo	0	TBD	NA
mMoon	Migraineurs 12-17 yrs	38	19 mo	14	15 mo	0.50 ⬇
IUD	Women on Birth Control	15	12 mo	5	15 mo	0.20 ⬇

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Participant Recruitment & Quality

Cost, Views, Clicks, Conversions

Study	Elapsed Time	Spent	Views	Clicks	Registr-ations	Eligible	Enrolled
CURE	2.3 mo	$939	73,706	3,239 (2.0%)	135	24	3
TRIUMPH	3.5 mo	$1315	24,120	2,325 (3.5%)	113	21	6
mMoon	5.7 mo	$2123	70,477	4,636 (2.1%)	73	24	14
IUD	1.4 mo	$988	57,885	3,545 (3.5%)	540	16	10

2%-3.5% Response Rate

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Impact of TrialSpark Recruitment

Accrual Index Pre and Post Trial Spark

	Pre-TS Accrual Index	Post-TS Accrual Index	Both Strategies
CURE	0.77 🔻	0.29 🔻	1.06 🟢
TRIUMPH	NA	0.41 🔻	NA
mMoon	0.50 🔻	1.23 🟢	1.69 🟢
IUD	0.20 🔻	5.71 🟢	2.93 🟢

Affordability

Projected Online Budget to Reach Target Enrollment Using TrialSpark

Study	Cost per Enrolled		Targeted/ Projected Monthly Enrollment		Estimated Monthly Cost to Reach Target		Annual On-line Budget		Year 1 Costs including TrialSpark Start-up (one-time $3K) and Maintenance Services for 1 year
CURE	$157	x	4.5	=	$706.5	x 12 =	$8,478	+ $9K =	$17,478
TRIUMPH	$219		4.2		$920		$11,038		$20,038
mMoon	$152		2		$304		$3,648		$12.648
IUD	$197		1.25		$246		$2,955		$11,955

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Reaching Older Populations

CURE 18-65 and TRIUMPH 65+ Study Conversions by Age

Age	Registrations	Reach	Cost per Result (USD)	Amount Spent (USD)	P-value for Fisher test comparing conversion rate with 55-64 group
13-17	0	2	$0.00	$0.00	1.000
18-24	8	10475	$10.28	$82.25	0.002
25-34	16	19567	$10.87	$173.85	0.001
35-44	11	12099	$11.77	$129.44	0.003
45-54	9	7568	$10.75	$96.79	0.041
55-64	**16**	**5635**	**$5.44**	**$87.09**	**--**

Age	Registrations	Reach	Cost per Result (USD)	Amount Spent (USD)	
65+	**113**	**24,120**	**$11.64**	**$1,315.36**	

When do participants register?

Results vs. Time of Day (Impression Time Zone)
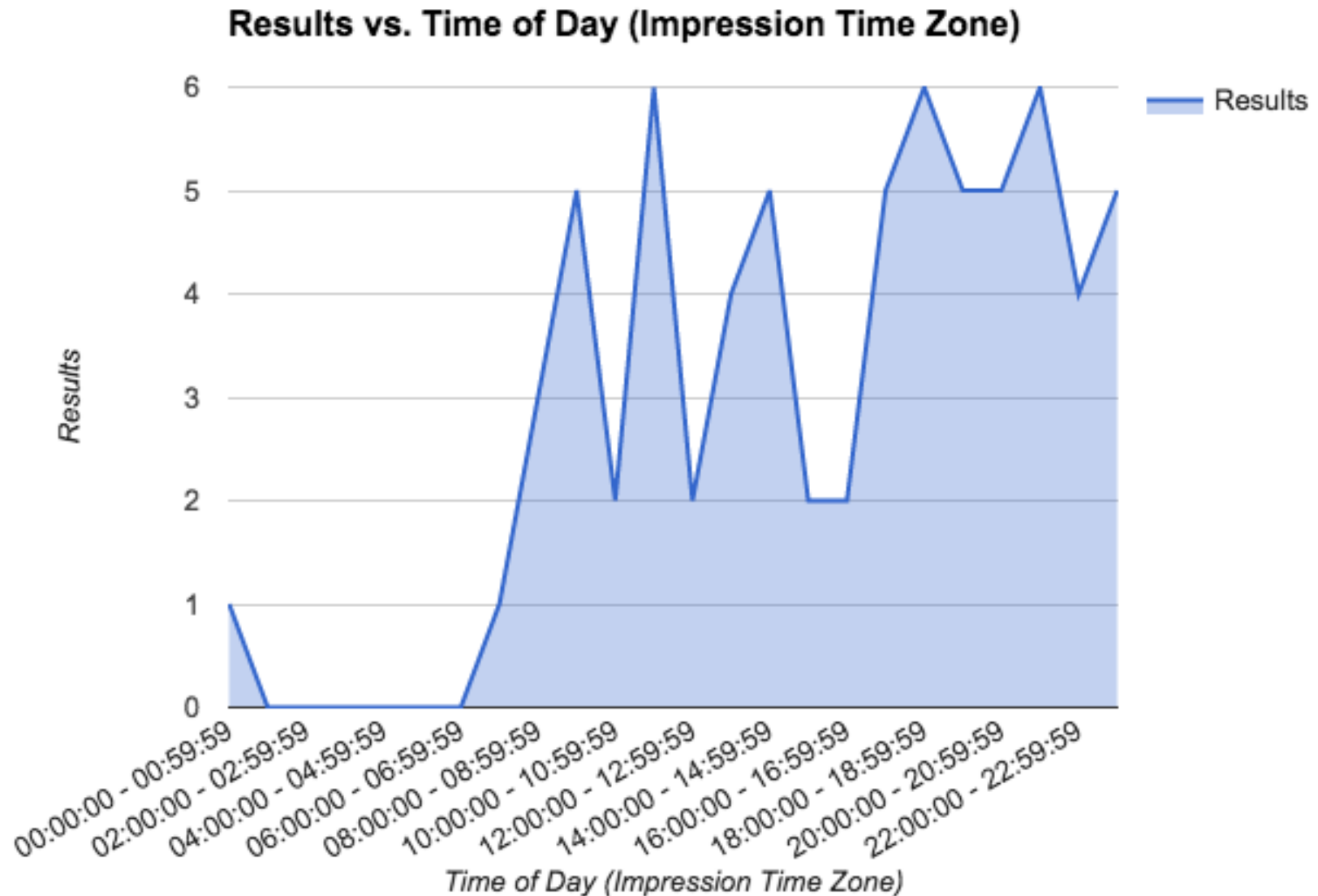
User Perception of Impact of TrialSpark Services on Recruitment

Overall Impact of TrialSpark on Recruitment

- Greatly exceeded goals
- Exceeded goals
- Reached goals

Impact of TrialSpark Recruitment Management System

- Much more effecxtive
- More effective

Impact of Targeted and Data-Driven Advertising Campaigns

100%

- Much more impact

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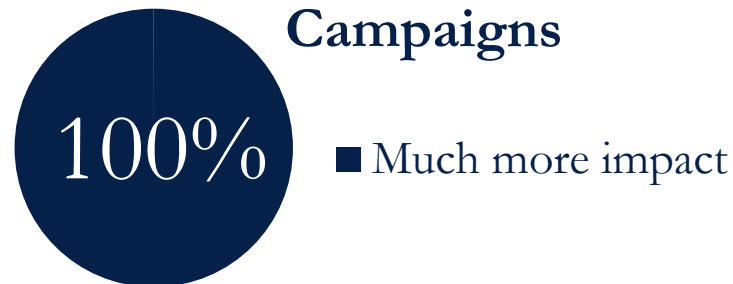
User Satisfaction

Overall, how satisfied are you with TrialSpark?

100%
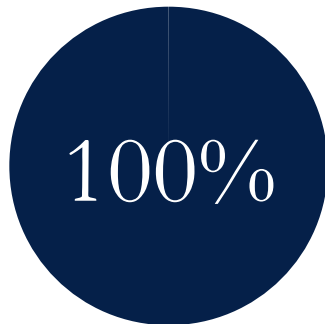
■ Very satisfied

..working with TrialSpark to build landing page?

100%
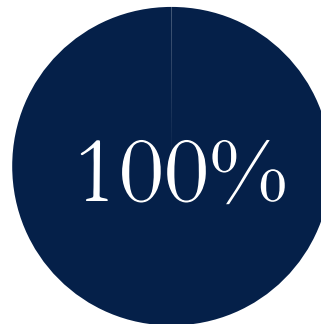
■ Very satisfied

Will you use TrialSpark again?
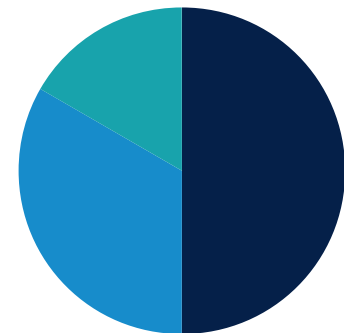
■ Definitely yes
■ Probably yes
■ Might or might not

…level of customization?

100%
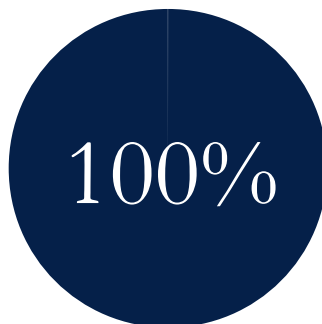
■ Very satisfied

…usability of data management system?

100%

■ Very satisfied

Service fee was stated as a potential barrier

Recommendations

Refer CS clients to TrialSpark who would be a good fit.

❑ Plan to recruit from the general public

❑ Annual recruitment budget of at least $15K

❑ Do not have staff resources to build a website, create Facebook ads and/or track success of these ads

Encourage TrialSpark to develop a "pilot" funding band. Studies would qualify if they have

❑ Limited funding (<$60,000)

❑ Sample size < 50

❑ plans to use the results to apply for a larger grant

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clinicaltrials.ucsf.edu and profiles.ucsf.edu

UCSF needed a better "condition-agnostic" trial finder

- No comprehensive nor easy way to see the entire landscape of clinical studies

- Studies are shown across multiple sites

- Hard for the public to find, assess, and engage

- Hard for researchers to find partners

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Three goals for the current UCSF project:

1. Create patient-friendly site of UCSF trials, focused on those that are open to enroll

2. Design for efficiency and re-use

3. Cross link with UCSF Profiles and UCSF Medical Center

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Current status

- Internal launch
- Quick Demo

Approach to the project

- Technical
  - Automate whenever possible
  - Re-usable code
- Social
  - Make friends and establish partnerships
  - Use multi-channel communications
- Financial
  - Obtain enterprise support

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Technical: a bit of detail on implementation

- Data – digesting, validating, smart usage

- User Interface – helping users find trials, take action

- Optimization for search - google rules the internet

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Technical: Data

- Reliance initially on clinicaltrials.gov data

- Validation and correction of data with outreach

- Logic applied for completeness

- Designed so that other centers, institutes, labs and departments can re-use the data

- Cross-linked with UCSF Profiles and trials listed on pages

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Technical: User Centered Design

- Sophisticated search features

- Clear actions

- Targeted ancillary links

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Social: Partnerships

Worked across enterprise to garner support, input, expertise

Social: Communications

Promote trial finder to the community with a Communications Strategy that includes:

- Partners

- Researchers and research community at UCSF

- Public

Financial: Enterprise support

- Presented the project early on to enterprise-wide IT Governance Committee

- Proposed a 50/50 cost share and got it!

- Exposure helped garner support across the institution resulting in great partnerships

What's next?

- Public launch of Trial Finder soon

- Many ideas to extend functionality and data
  - Integrate with TrialSpark?
  - Use data from EMR to recommend studies
  - Translation including from scientific to lay English
  - Machine learning for categorization, synonyms, etc.
  - And more…

- Awarded NIH Network Capacity Admin Supplement to extend model across UC Health campuses

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A few more initiatives

- Joint IRB/CTSI Seminar: New Approaches for Participant Recruitment: What's Hot (and What's Not)

  - Heavy interest from CRC and faculty

  - ~100 attendees

  - Recorded!   Watch it here: http://tinyurl.com/UCSF-PR-seminar2016

- Short educational videos to allow deeper dive on certain topics

  - Mistakes to avoid in recruitment

  - Principles of communications

  - How to recruit ethically

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Longer term plans

Plan to submit a proposal for NIH Collaborative Innovation Award (CIA) in early 2017 focused on Participant Recruitment

- Led by Vanessa Jacoby MD, Director of Participant Recruitment Program at UCSF CTSI

- In collaboration with UCs and CTSAs

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Opportunities to collaborate now and later?

Lots!! Join a breakout session and/or get in touch

(and we will be in touch!)

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