



# Clinical Trial Subject Recruitment: Research Immersion Experience

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## INTRODUCTION

- Effective patient recruitment is an essential part of a successful clinical trial
- It continues to be a major challenge in clinical trials with 19% of trials being terminated due to poor recruitment and another one-third needing to extend recruitment time<sup>1</sup>
- Recruitment is time sensitive and can take up to 30% of development timelines<sup>2</sup>
- Untimely recruitment may lead to increased resource use and costs, and delay the availability of potentially beneficial treatments to the public<sup>3</sup>
- **Aim:** To report the experience of a new research study team in participant recruitment, as part of a clinical research immersion program during the conduction of a clinical trial

## METHODS

- Principal investigator trained team members in research participant recruitment
- Recruitment efforts were reported weekly, tracked, and discussed in meetings
- In person recruitment on University campus where clinical trial took place
- Fliers were created and designed by team members with information about the study, contact details and a cash prize incentive
- Social media was used as a recruitment medium via facebook, facebook group pages, instagram, KSL classifieds, University landing webpage
- Tabling event during community service and University wide events
- Fliers were posted and handed out to local medical spas, religious gatherings, restaurants, neighboring universities, and suburbs

## ACKNOWLEDGMENT

Roseman University College of Dental Medicine Clinical Outcomes Research and Education

## REFERENCES

1. Campbell et al. 2007. *Health Technology Assessment*, 11(48)
2. Chaudhari et al. 2020. *Perspect Clin Res*. 2020 Apr-Jun;11(2):64-69
3. Thoma et al. 2010. *Can J Surg*. 2010 Jun;53(3):205-10

## RESULTS

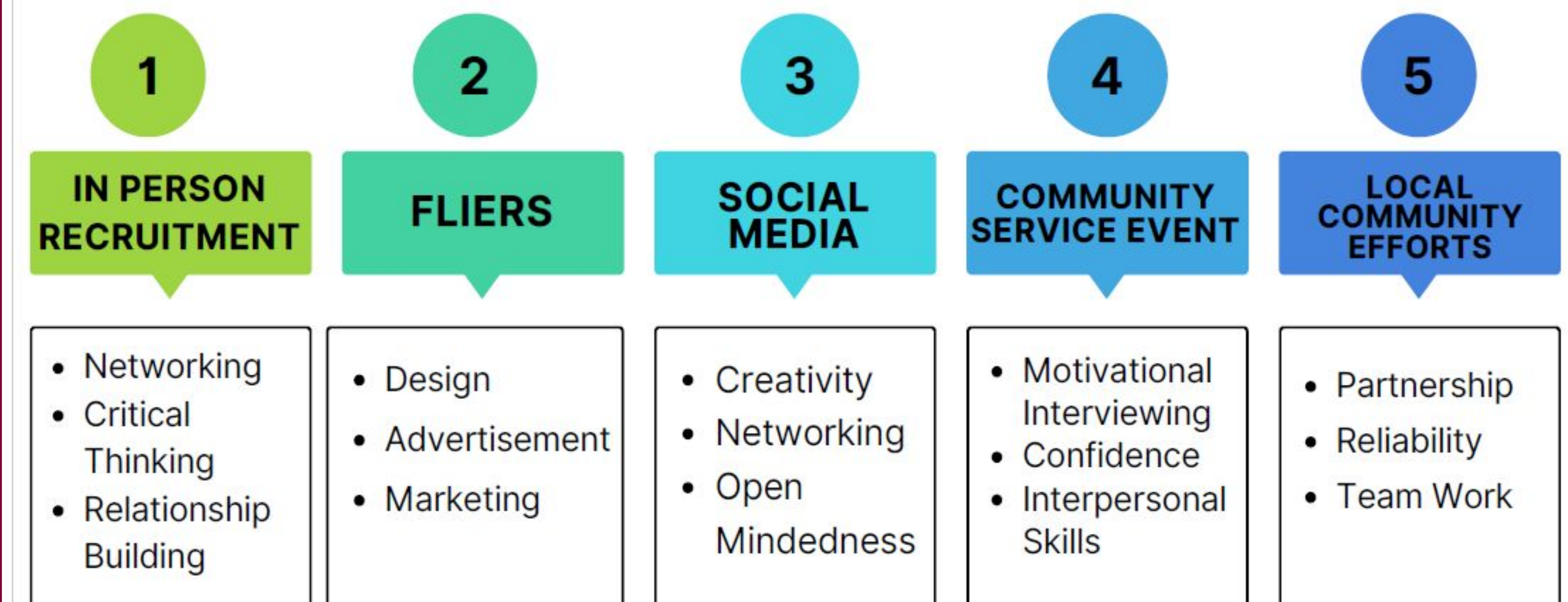


Figure 1. Skills gained from recruitment experience of study team study members

- All team members gained meaningful experience in participant recruitment
- Additional experience was gained in: networking, creative design, advertisement, marketing, relationship building, confidence, critical thinking, time management, teamwork (Fig.1)
- In person recruitment in the school's dental clinic was the most effective
- Most participants were dental students from the same College

## CONCLUSIONS

- ❖ The research experience gained by each team member immersed in a clinical trial, in addition to learning and performing subject recruitment, was a rich supplement to their clinical knowledge and education, enabling actionable evidence-based dentistry in a practice setting
- ❖ Successful research participant recruitment comprises the elements of proper communication, motivation, and solid infrastructure of the research team