

# Engaging the Potential Participant: How Does e-Recruitment Compare with Traditional Methods in ADAPTABLE?

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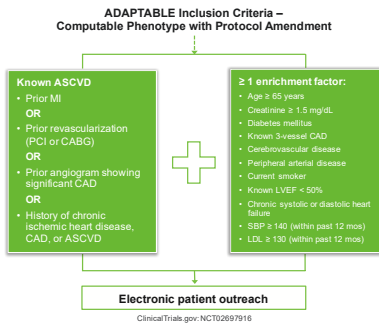


## Project Aims

- Describe how use of an electronic computable phenotype can be used to query electronic health record (EHR) data to facilitate widespread identification of large numbers of potentially eligible patients.
- Showcase a multi-modal, multi-touch approach to optimize patient recruitment.
- Demonstrate how the PCORnet infrastructure creates a collaborative, open environment to share knowledge and optimize trial execution.
- Evaluate if the initial method of contact can predict recruitment and retention metrics.

## Methods

- Broad identification of eligible patients through implementation of the electronic computable phenotype
  - Addition of enrichment factors more suitable for EHR data searches were added to the computable phenotype
- Optimize recruitment
  - Patient partner review of recruitment materials and strategies
  - Multi-modal, multi-touch approach
  - Rolling wave outreach
- Monitor enrollment and retention regularly
  - Adjust recruitment approaches as necessary



## DISCLOSURES

No disclosures to report.

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## ACKNOWLEDGEMENTS

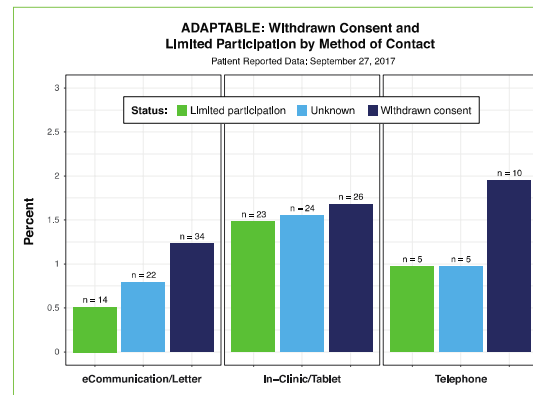
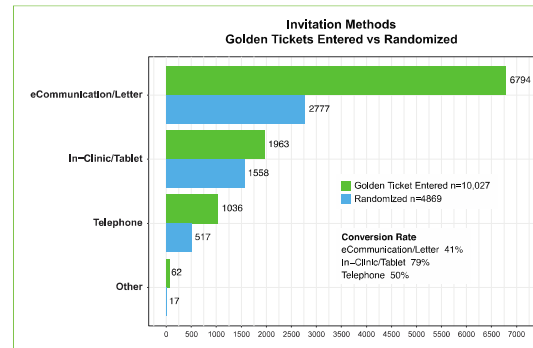
Work presented is on behalf of the ADAPTABLE patient partners, investigators, and collaborators.

## CONTACT INFORMATION

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## Results

- Widespread screening of EHRs and hybrid recruitment approaches can result in enrollment of a larger number of patients with fewer sites in a shorter amount of time than typically seen with a traditional randomized clinical trial.
- Integrating the patient voice in local recruitment efforts helps to optimize the message and enrollment.
- PCORnet provides a valuable infrastructure to collaborate and share best practices.



## Progress

- 9 Clinical Data Research Networks, 2 Health Care Research Networks, and 1 Patient Powered Research Network participating
- Large numbers of patients need to be approached to achieve enrollment goals. Enrollment conversion rates differ by method of approach
- Deep collaborations between informaticians, patients, clinicians, researchers, and health system leaders are necessary to optimize implementation of the computable phenotype & recruitment approaches.
- Self-enrollment & randomization is performed by most patients. For patients who do not have Internet access, enrollment is facilitated with a research team member.
- Multi-modal & multi-touch recruitment approaches are required for successful requirement.
- Local patient engagement is critical to customize recruitment materials.
- Clinician engagement and buy-in is required – eligible patients want to know their clinician endorses the study.
- Early retention metrics suggest the method of approach may be important for patient retention, which will be a key area of focus going forward.

## ADAPTABLE Enrollment

CDRN	First Site Activated	# Sites Recruiting	Total Approached	Total Enrolled	Enrollment/Month
MidSouth	4/18/2016	3	23,207	1,904	112
PaTH	7/18/2016	5	26,174	804	61.8
GPC	7/18/2016	9	30,803	682	52.5
NYC	11/1/2016	4	5,988	384	38.4
OneFlorida	11/1/2016	3	5,020	298	29.8
REACHnet	4/18/2016	3	11,407	375	22.1
CAPriCORN	8/30/2016	5	10,779	304	25.3
pScanner	11/7/2016	1	5,229	89	8.9