



# Report from the OHSU Research Trenches:

A mixed-methods approach to understand how recruitment methods, culture and collaboration affects research study accrual.

---

DATE: JUNE 12, 2020 PRESENTED BY: MEREDITH ZAUFNIK, MPA

OREGON CLINICAL & TRANSLATIONAL  
RESEARCH INSTITUTE

# Outline

- Research Aim
- Study Population/Methods
- Results/Main Themes Identified
- Future Analysis/Next Steps



# Study Aim

To understand the perceived effectiveness of research recruitment methods at OHSU, to establish best practices and measure outcomes longitudinally.



# Study Population/Methods

A mixed-methods study with 3 main data sources:

- **Survey of the research community:**  
Completed by 144 OHSU investigators, and research staff, asked about utilization and value of specific recruitment tools and methods.
- **Accrual data from clinical trials:**  
Obtained from eCRIS, the clinical trial management system, and analyzed using parameters from the NIH CTSA “Accrual Metric”. The metric was calculated for the 442 clinical trials enrolling at OHSU during 2017.
- **Targeted interviews with research teams:**  
Conducted with 24 OHSU research staff members identified by the survey and over or under-enrolled accrual data, and inquired about recruitment facilitators and barriers.



# Results/Main Themes

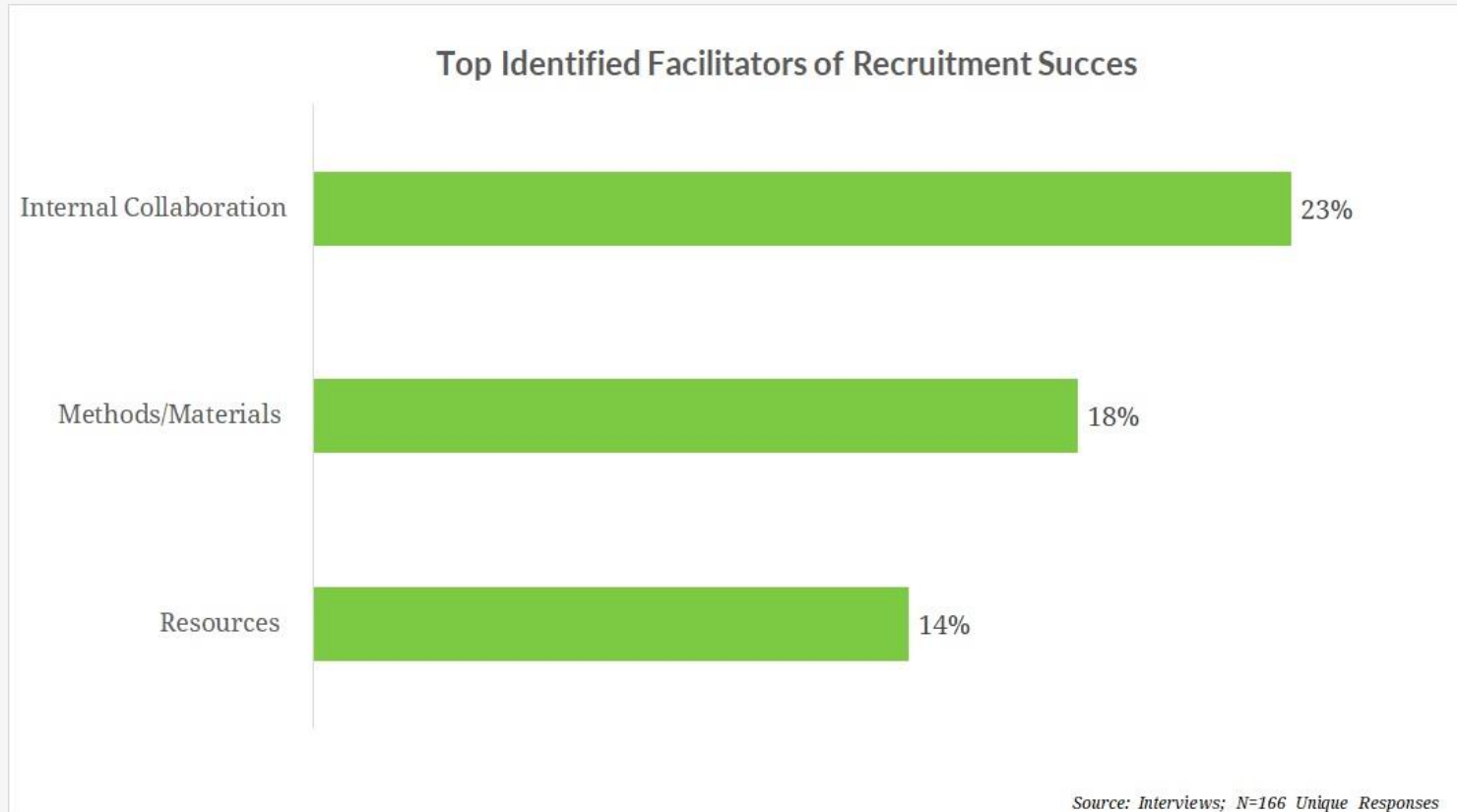
#1 – Direct patient contact a facilitator of recruitment.

Patient Contact a Key to Recruitment Success	
Survey Question	Top Response
What methods have you used for recruitment planning?	Direct recruitment in OHSU clinic
What methods have you used to recruit participants into a study?	Direct recruitment in OHSU clinic
Of the recruitment methods you have used, which method do you use most often?	Healthcare setting
What was the most valuable method to recruitment success?	OHSU clinics

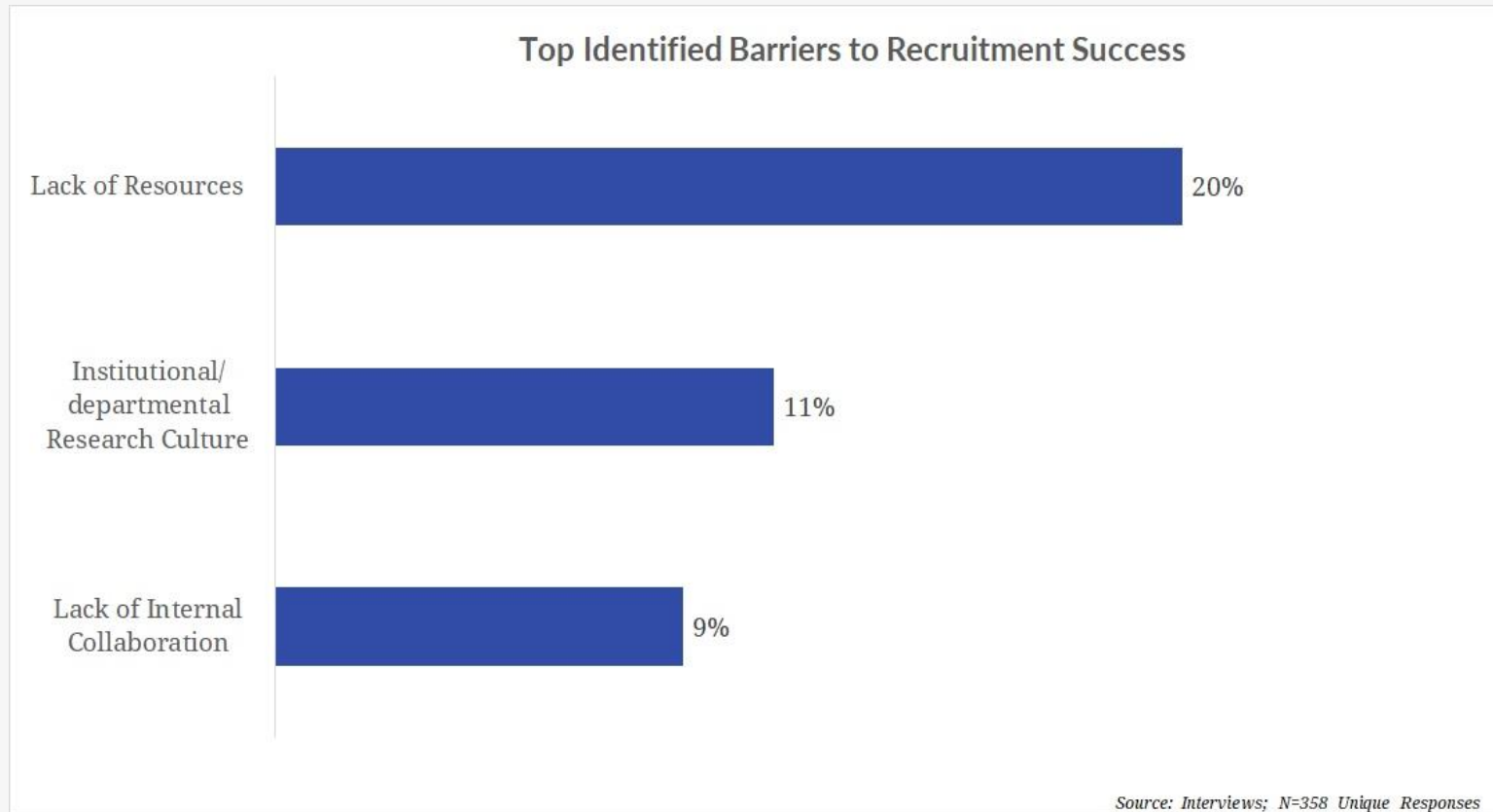
Source: Survey; N = 144



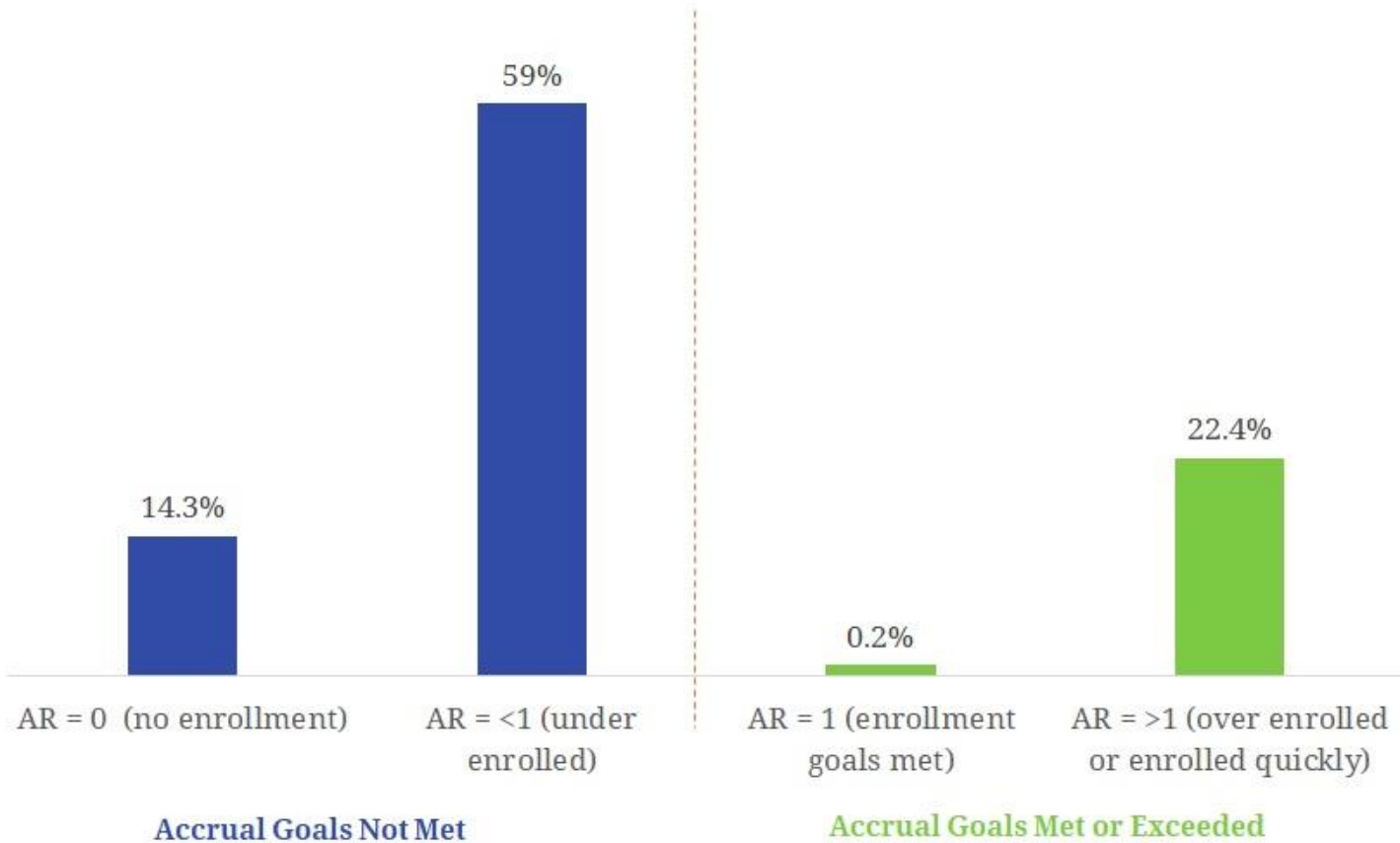
## #2 – Collaborative culture a key to recruitment success.



### #3 – Resources the greatest need and key barrier to recruitment.



## 2017 Accrual Outcomes at OHSU



Source: Accrual Metric data set; N=442



OREGON CLINICAL  
& TRANSLATIONAL  
Research Institute



# Future Analysis

Our study approach allowed for a uniquely targeted analysis of accrual facilitators and barriers.

Additional investigation will focus on the impact of funding sources and departmental factors on research recruitment at OHSU.

# Next Steps

- Share results with OHSU leadership
- Create system that allows ongoing recruitment input from OHSU research teams
- Develop and disseminate recruitment best practices



# Special Thank You

- PI/Mentor: David Ellison, MD
- Collaborators:
  - Kitt Swartz, MPH
  - Adrienne Zell, PhD
  - Cynthia Morris, PhD

# Questions



# Future Questions & Actions

Please feel free to email [octrirecruitment@ohsu.edu](mailto:octrirecruitment@ohsu.edu) for any future questions on this study, general questions on research recruitment and retention, and stay tuned for our next steps on this study, which includes a survey to capture ongoing recruitment input from the OHSU research community.



Thank You