

# Recruitment Materials & Methods

List of recruitment materials and methods that can be used for research studies. List is not exhaustive and is meant to give teams an idea of what recruitment options are available. What methods and materials work best can vary per study. For a tailored recruitment strategy for a specific study, please email OCTRI Recruitment for a complimentary recruitment consult at [octrirecruitment@ohsu.edu](mailto:octrirecruitment@ohsu.edu).

Estimated Costs: Costs displayed below are estimated costs and subject to change. Additionally, the total cost for a chosen material and method can include additional cost factors, such as staff time, data pull, printing costs, postage, etc. Make sure to include all cost factors when budgeting for a study.

Key: \$ = No to Low Cost; \$\$ = Medium Cost; \$\$\$ = Higher Cost

Printed or Electronic Materials	Description	Links and Additional Information (as applicable)	Estimated Costs
Flyers	Printed material for hanging or distributing. Can also be saved and shared electronically.	OHSU Templates: <a href="https://o2.ohsu.edu/communications/templates">https://o2.ohsu.edu/communications/templates</a>	\$
Brochures	Printed material, typically in tri-fold form, for distributing.	OHSU Printing & Distribution: <a href="https://o2.ohsu.edu/communications/printing-and-distribution">https://o2.ohsu.edu/communications/printing-and-distribution</a>	\$
Palm Cards	Printed material, typically the size of a postcard, for distributing.		\$
Informational Letters or Emails	Letters or emails sent to a pre-determined group of potential participants informing them of the study.	OHSU IRB Policies & Forms: <a href="https://www.ohsu.edu/research-integrity/irb-policies-and-forms">https://www.ohsu.edu/research-integrity/irb-policies-and-forms</a>	\$
Online/Digital Methods	Description	Links and Additional Information (as applicable)	Estimated Costs
Email Campaigns	Emails sent to a pre-determined group of potential participants informing them of the study		\$
Websites and online posting (e.g. Craigslist)	Posting of study information, typically in advertisement format, on a public website.		\$
OneStudyTeam for Sites	Patient enrollment management platform.	<a href="https://www.onestudyteam.com/for-sites">https://www.onestudyteam.com/for-sites</a>	\$
StudyPages	Participant recruitment and engagement platform connecting interested participants with study sites. <i>*This platform is currently being used on an enterprise level for OHSU trial listings.</i>	<a href="https://studypages.com/">https://studypages.com/</a>	\$\$

Research&Me	Platform for study posting, recruitment support, participant management, and team collaboration.	<a href="https://www.researchandme.com/">https://www.researchandme.com/</a>	\$-\$
Search Engine Marketing (e.g. Google AdWords)	Promotion of study websites by increasing their visibility in search engine results through the use of keywords and paid advertisements		\$\$-\$\$\$
Social Media (e.g. Facebook, Instagram, LinkedIn)	Study advertisements posted on social media sites to a specific user page or through paid advertisements to a broader audience	<a href="https://o2.ohsu.edu/communications/social-media">https://o2.ohsu.edu/communications/social-media</a>	\$-\$
Paid Advertisements	Description	Links and Additional Information (as applicable)	Estimated Costs
Television	Video advertisement/commercial spot on television station.		\$\$\$
Radio	Audio advertisement/commercial spot on traditional or digital radio station.		\$\$-\$\$\$
Newspaper/Magazine	Advertisement within print or digital newspaper or magazine.		\$\$-\$\$\$
Public Transportation	Printed ad located on or within public transportation vehicle or stop location.		\$\$-\$\$\$
Billboard	Print or digital advertisement for public billboards.		\$\$\$
Online Registries	Description	Links and Additional Information (as applicable)	Estimated Costs
ResearchMatch	Online registry connecting interested participants and relevant research studies.	<a href="https://www.researchmatch.org/">https://www.researchmatch.org/</a>	\$
ClinicalTrials.gov	Database of privately and publicly funded clinical studies.	<a href="https://clinicaltrials.gov/">https://clinicaltrials.gov/</a>	\$
StudyKIK	Online registry connecting participants with research studies, utilizing patient communities and social media.	<a href="https://studykik.com/">https://studykik.com/</a>	\$\$\$
Antidote	Clinical trial matching platform utilizing partner outreach, screening tools and referral management.	<a href="https://www.antidote.me/">https://www.antidote.me/</a>	\$\$\$
Fox Trial Finder	Online registry for Parkinson's disease clinical trials that match registrants to trials.	<a href="https://www.michaeljfox.org/trial-finder">https://www.michaeljfox.org/trial-finder</a>	\$
EmergingMed	Online cancer registry connecting interested participants and relevant research studies. Database informed by ct.gov, trial sponsors, and sites.	<a href="https://app.emergingmed.com/emed/home">https://app.emergingmed.com/emed/home</a>	\$\$-\$\$\$
OHSU Repositories and EHR	Description	Links and Additional Information (as applicable)	Estimated Costs
Cohort Discovery (Counts and Identifiable Dataset)	Web-based tool that allows investigators to discover patient cohort counts and obtain identifiable datasets.	<a href="https://www.ohsu.edu/octri/powering-innovation-and-translational-science-octri-informatics">https://www.ohsu.edu/octri/powering-innovation-and-translational-science-octri-informatics</a>	\$-\$

Research Data Warehouse (RDW)	A repository of Epic data that can be utilized to identify potential participants, assess feasibility, and obtain retrospective data on current study participants.	<a href="https://www.ohsu.edu/octri/powering-innovation-and-translational-science-octri-informatics">https://www.ohsu.edu/octri/powering-innovation-and-translational-science-octri-informatics</a>	\$\$
Best Practice Advisories	Identify potential participants that meet your specific criteria through advisory alerts on patient encounters that match criteria.	<a href="https://ohsuitg.sharepoint.com/sites/OHSUEpic/SitePages/Epic-Research/Research-Home.aspx">https://ohsuitg.sharepoint.com/sites/OHSUEpic/SitePages/Epic-Research/Research-Home.aspx</a>	\$\$
MyChart Messages	Recruitment invitation sent to a pre-determined group of people through their MyChart account.	<a href="https://ohsuitg.sharepoint.com/sites/OHSUEpic/SitePages/Epic-Research/Research-Home.aspx">https://ohsuitg.sharepoint.com/sites/OHSUEpic/SitePages/Epic-Research/Research-Home.aspx</a>	\$\$
Research Volunteer Registry & Biorepository (RVR)	A registry of healthy volunteers at OHSU who are interested in and have consented to be contacted about research studies.	<a href="https://www.ohsu.edu/octri/clinical-and-translational-research-center">https://www.ohsu.edu/octri/clinical-and-translational-research-center</a>	\$
Other Pre-Existing Repositories	Repository of individuals who consented to be contacted in the future about research studies, often managed by departments or centers.		\$
Healthcare-Based Methods	Description	Links and Additional Information (as applicable)	Estimated Costs
Primary Investigator's Patient Population	The patient population seen by the investigator or their clinic.		\$
Clinic Space	Flyers or other ads and materials located in investigator's or collaborator's clinic space.		\$
Physician Referrals	Use of physicians located within same healthcare system or the community who can identify and refer from their patient population.		\$
Trunkey Center Trauma Research	Research support services in the OHSU Division of Trauma who help identify and recruit potential participants.	<a href="https://www.ohsu.edu/school-of-medicine/surgery/donald-d-trunkey-center-civilian-and-combat-casualty-care">https://www.ohsu.edu/school-of-medicine/surgery/donald-d-trunkey-center-civilian-and-combat-casualty-care</a>	\$-\$
CRISP	Research support services in the OHSU ED including, but not limited to, screening, case finding, and patient enrollment.	<a href="https://www.ohsu.edu/school-of-medicine/emergency/clinical-research-investigative-studies-program-crisp">https://www.ohsu.edu/school-of-medicine/emergency/clinical-research-investigative-studies-program-crisp</a>	\$-\$
Department Specific Websites	Advertisement or listing on department website about research opportunities.		\$
O2 Promo Ads	Paid ads on the OHSU O2 home page to promote a research study.	<a href="https://o2.ohsu.edu/communications/o2-home-page-promo">https://o2.ohsu.edu/communications/o2-home-page-promo</a>	\$
Community-Based Methods	Description	Links and Additional Information (as applicable)	Estimated Costs
Disease Specific Associations, Support, and Advocacy Groups	Connecting and advertising on website, through email campaign, ad in their newsletter, attending or tabling an upcoming event, etc.		\$

Information table (i.e. "tabling") at an outreach event (e.g. health fair, community event, expo)	Study staff engaging with and distributing study information to potential participants in the community		\$
Advocacy Group (e.g. AARP or NAMI)	Advertisement on website, through email campaign, or information table at an event for advocacy group		\$
Flyers in Public Places (e.g. gym, coffee shop, community center, school)	Printed material for hanging or distributing in key locations where potential participants are most likely to be		\$
Community Newsletter	Printed advertisement or short article/listing about the study within newsletter		\$

## APPROVALS

All recruitment materials and methods are required to be reviewed and approved by the study's IRB of record, including the [OHSU IRB](#), prior to use. Some materials and methods may have additional policies or requirements, such as through [OHSU Communications](#) or [Off Campus Authorization](#). It is the responsibility of the investigator and study team to be aware of and adhere to all policies, requirements, and approvals when planning for and implementing recruitment methods and materials.

For more information, additional resources, or to request a recruitment consultation, please visit the OCTRI Recruitment [webpage](#) or email [octrirecruitment@ohsu.edu](mailto:octrirecruitment@ohsu.edu).