

EFFECTIVE RECRUITMENT

What is Recruitment?

1. Recruitment is the art of communication and meeting a targeted audience need.
2. Recruitment is a number game.

Effective Recruitment begins with:

1. Understanding targeted audience
2. Meeting targeted audience need
3. Product Knowledge
 - Organization
 - Inclusion/Exclusion criteria
 - Project Procedures
4. Site selection
5. Bridging the gap between patient need and access

Elements of Successful Recruitment:

- Research – targeted audience and organizations
- Marketing – your product
- Marketing Medium – Outreach at CHCs, community based organization, support groups, Posting flyers, Health fairs, Physicians, staff, and patients' referrals, education.
- Persistence & Visibility
- Follow Up Strategies – Letters, Phone call
- Record Keeping of fruitful catchments areas/sites
- Measuring the Tangibles

Patient Retention:

1. Patient satisfaction
2. Benefit
3. Incentive
4. Case Management –goes beyond the clinical aspect

RECRUITMENT STRATEGIES

<p align="center">Recruitment at CHCs/Community Based Organizations:</p> <ol style="list-style-type: none"> 1. Identify Organization 2. Identify contact person (i.e HIV Director, SW etc... 3. Contact site's contact and introduce yourself, CDN, and project. 4. Send Provider Recruitment Packet 5. Within 3 – 5 days follow up with a call. 6. Ascertain the tangibles (i.e Next steps- start date, work out appropriate recruitment strategy With site. <p align="center">URGENCY STATEMENT</p>	<p align="center">Patients Registry:</p> <ol style="list-style-type: none"> 1. Meet with CHC 'staff and present project. 2. Work closely with participating CHC ' staffs and develop registry of potentially eligible patients based on eligibility criteria. 3. CHC' staff to make initial call to patients. 4. Recruitment Coordinators to follow up. <p align="center">URGENCY STATEMENT</p>	<p align="center">Patient Calls CDN:</p> <ol style="list-style-type: none"> 1. Introduce yourself 2. Introduce the project briefly 3. Tell patient that you will need: <ul style="list-style-type: none"> - Pre screen and physician letter To be completed and mailed/faxed back to you prior to 1st appointment. 4. Obtain caller's mailing address and phone #. 5. Assigned temporary ID # to Pre –screen and physician letter and mail to pt. 6. Within 3 – 5 days follow up with a call, ensure pt-received forms and ask when will the forms be completed. <p align="center">URGENCY STATEMENT</p>
<p align="center">Presentation – Provider:</p> <ol style="list-style-type: none"> 1. Identify Organization 2. Identify contact person (i.e HIV Director, SW etc... 1. Contact site's contact and introduce yourself, CDN, and project. 2. Send Provider Recruitment Packet 3. Within 3 – 5 days follow up with a call. 4. Schedule presentation date 5. Presentation <p>Use Provider Packet Format.</p>	<p align="center">Presentation – Patients:</p> <ol style="list-style-type: none"> 1. Identify Organization 2. Identify contact person (i.e HIV Director, SW etc... 3. .Contact site's contact and introduce yourself, CDN, and project. 4. Send Provider Recruitment Packet 5. Within 3 – 5 days follow up with a call. 6. Schedule presentation date 7. Presentation <p>Use Patient Packet Format</p>	<p align="center">Referrals, Referral, Referrals!!!!</p> <ol style="list-style-type: none"> 1. Satisfied patients and providers Will refer others. 2. Follow up with a thank you call or letter.
<p align="center">URGENCY STATEMENT</p>	<p align="center">URGENCY STATEMENT</p>	<p align="center">URGENCY STATEMENT</p>

URGENCY STATEMENT

Please send your completed forms ASAP, there are only a few slots left to participate in this project.

PROTOCOL FOR COMPLETING RECRUITMENT FORMS & MAINTAINING FILES

Assigning Temporary Patient ID:

Prior to mailing pre –screen form and physician letter, complete form headings as follow:

Pre-Screen :

Recruitment Coordinator: Please write your code (Wendy-01, Gael –02, Luz-03)
Next to date of birth – Write temporarily patient ID. (Temporarily pt ID include your initial, followed by 001 etc) For example, Wendy would use WC001. The temporarily ID must be placed on the physician letter and in your notebook.

Prescreen and Physician letter Returns.

1. Date the pre-screen based on the date received.
2. Site Code – Assigned a site code based on site where patient will be channeled.
3. At consent bring 1 folder per patient with pre screen and physician letter, once patient is consented assigned SMART/II Id # and place consent in the folder as well.
4. At consent assigned SMART/EST II participant #s. Once the SMART/EST II participant # is assigned, it must be written on Consent, case # slot on pre screen form as follow (site #-smart/est II participant #- randomization #), and and physician letter and all subsequent patient form.
5. Place all the patient forms in appropriate folder and bring back to CDN on your next stop to the office.

ABSOLUTELY NO PROJECT FORMS SHOULD BE LEFT AT THE CHCs.

6. File all project form for the week during your office day.