

Effective Strategies to Improve Clinician Participation

- Develop trusting relationship with clinician (office visits)
- Foster positive attitude of clinicians towards research
- Stimulate intellectual curiosity
- Minimize workload: create one-step referral process

Sources: Raynor HA. Int J Pediatr Obes. (2008); Mainous AG. J Natl Med Assoc. (2008); Graffy J. Fam Pract. (2009); Source: Watson JM. BMC Med Res Methodol. (2006)

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Effective Strategies to Improve Participation (continued)

- Ask a clinically relevant and timely research question
- · Have a respected investigator and dedicated trial manager
- Make the clinician proud to be part of the research team
- Educate clinician on research and potential patient benefits
- Emphasize trial safety and relevance
- Emphasize trial is in-line with existing clinical practice
- · Emphasize needs of patients being well served
- Provide direct access to PI via cell phone at all times
- Foster consultation and open communication
 Sources: Raynor HA. Int J Pediatr Obes. (2008); Mainous AG. J Natl Med Assoc. (2008); Graffy J. Fam
 Pract. (2009); Campbell MK. Health Technol Assess. (2007); Raftery J. Trials. (2009)



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Investigator and Clinician: Build Relationships and Trust

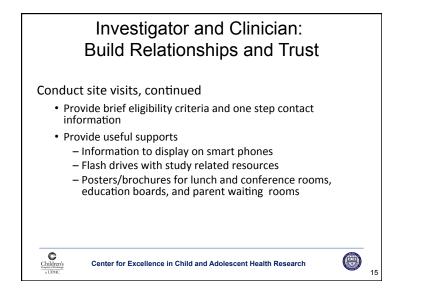
Conduct site visits

- Target "high yield" clinicians
- Provide education on diagnosis and related research
 - Review relevant publications and recommendations
 - Stimulate intellectual curiosity
- Emphasize clinical relevance and timeliness of research
- Stress trial safety and potential benefits to study participants, including needs of participants well-served
- Emphasize Investigator availability for research and nonresearch clinical questions

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Investigator and Clinician: Build Relationships and Trust

Conduct site visits, continued

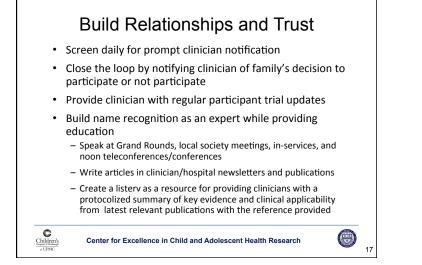
- Engage, obtain buy-in from office managers, nurses, medical assistants and all involved
 - Incorporate the medical home within the research home
 - Create a team-of-care environment
 - By definition, a team is a group of people working together to accomplish a common goal
 - Every person who interacts with the family of the eligible child is a part of the research team
 - Schedulers, registration, medical trainees, clinical and diagnostic providers, administrative staff and coordinators, and division chairs
 - · An effective team can achieve incredible results

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Investigator and Clinician

Foster clinicians' sense of pride and contribution

- Send "thank you" notes to participating clinicians
- Use listserv to provide interim updates and project publications using the protocolized summary previously detailed

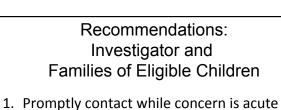
Minimize clinician workload. Provide:

- Single phone number to reach PI, 24/7
- One step process for referrals
- · A "concierge service" to assist in scheduling research- and non-research related imaging or other appointments
- 1-2 points for clinician use to introduce research to family

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- 2. Incorporate culture
- 3. Be respectful and accommodating
- 4. Go above and beyond research

Investigator and Families of Eligible Children

- 1. Promptly contact family while concern is acute
 - Have initial discussion within 1-2 days of diagnosis
 - · Lead introduction with reference to trusted clinician with whom PI has already spoken
 - Place follow-up call for decision within 1 to 2 days
 - Encourage questions
 - Provide 24/7 access to PI
 - · Refer to study-specific comprehensive websites, videos, and/or brochures

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Investigator and Families of Eligible Children

2. Incorporate culture

- Train investigators in cultural competence and health • disparities
- Have a multilingual PI and team ٠
- Partner with families and/or community members to develop protocol, materials
- Provide materials in family's primary language ٠
- Involve relevant decision makers: Invite family-identified ٠ others to be a part of the discussion (e.g., other parent, grand-parent, family advisor, clan leader, spiritual guide)

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Investigator and Families of Eligible Children

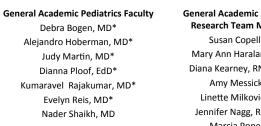
- 3. Be respectful and accommodating
 - Avoid contacting families on holidays or on their days of worship (Saturdays, Sundays)
 - Do not call a family more than 2-3 times ٠
 - Provide meal tickets and reimbursement for ٠ transportation and parking
 - ٠ Offer flexible enrollment hours
 - Ensure little to no wait times for research appointments ٠

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Investigator and Families of Eligible Children

- 4. Go above and beyond research
 - Provide "concierge services":
 - assist in scheduling diagnostic tests
 - coordinate subspecialist or well care visits with research appointments
 - Meet parents at non-study tests that are diagnosis related and standard of care; contact families immediately with test results
 - Offer options of home visits and office and hospital locations

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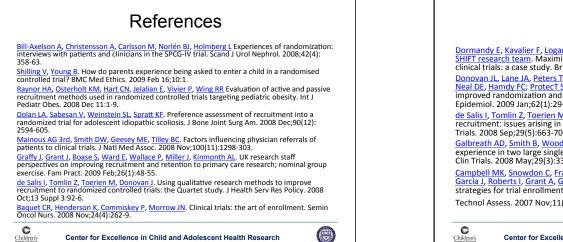
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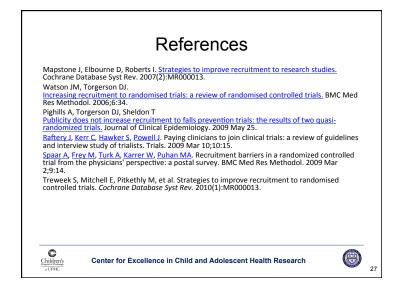
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