EFFECTIVE STRATEGIES TO RECRUIT AND RETAIN YOUR STUDY PARTICIPANTS.

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Recruitment and retention of research participants is at the heart of research. The research project can have excellent medical merit but, without data generated from participants, no clear benefit can be proven. We identify challenges to recruiting and retaining research participants and offer strategies to address these challenges.

- PI/physician recommendations
- Laboratory queries for specific test result(s)
- Staff education— inpatient unit and office
- Retrospective EMR reports/searches
- Real-time ER monitoring
- Pre-admission testing schedule
- Hospital admissions report
- Sponsor-supplied media placement
- Poster with inclusion criteria/contact info
- Pharmacy queries for specific drug(s)
- Ancillary services monitoring (e.g., radiology, lab)
- Engagement of other research personnel

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**CONCLUSION**

Research subjects are special people who participate in research voluntarily—often despite a degree of risk—donating their bodies and their time to improve healthcare for everyone. They deserve extra consideration to welcome and retain them as valuable members of the research team.

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