

## Recruitment Strategies

Use all permissible resources at your site for screening as allowed by study, FDA, and HIPAA regulations and ICH guidelines.

- 1) Consider reviewing the following:
  - Review daily pathology reports – identify Stage 0-III colon cancer patients
  - Develop tickler file to know when to follow-up on potential patients
  - Go to Tumor Registrar and ask for Stage 0-III colon cancers from 1 yr ago
  - Review ER/Hospital admissions
  - Review physician census/unit census
  - Review surgery schedules
  - Review clinic schedules
  - Review outpatient colonoscopy schedules
  - Search GI doctors' patient files
  - Review office schedules for medical oncologists and gastroenterologists
  
- 2) Attend Meetings:
  - Tumor conferences
  - Multidisciplinary clinics
  - Oncology research conferences
  - Gastrointestinal tumor board
  - Other tumor boards
  
- 3) Strategies to recruit through networking:
  - Consult with your MDs for trial buy-in
  - Send clinical trial information to area physicians
  - List trial information on hospital or Cancer Center website
  - Send physician-to-physician referral letters
  - Send e-mail blasts to MDs
  - Present oncology research updates in system and in community
  - Network with others at facility Lunch & Learn to introduce trial and personnel to others in facility or community
  - Seek support of a local advocacy group
  
- 4) Strategies to recruit through the patient:
  - Tap into community volunteerism, and network with others who work with cancer patients
  - Place commercials, newspaper articles, ads
  - Give community talks about colon cancer and this study
  
- 5) Documentation
  - Keep a record of reasons patients refuse to participate

- Attempt to obtain more information from refusals if the reason given is 'not interested'
- Review refusals and share them with the entire study team to see if you can modify script, materials, or strategies
- Share refusal information with the PACES administrative team at [S0820resources@swog.org](mailto:S0820resources@swog.org)
- Share successful strategies with the PACES administrative team at [S0820resources@swog.org](mailto:S0820resources@swog.org) so the information can be shared with other sites
- Keep a binder of potential patients. Note time to follow-up.

A dedicated research team is essential!