

**Clinical Research Development and Operations Center
Participant Recruitment and Marketing Unit
Advertising Tracking Metrics**

This is for all CRDOC-developed advertising needs, but mainly pertains to recruitment flyers. This process uses an online request submission form called the "Human Subjects Recruitment Request Form" (see "Human Subject Form" under Related Links). The process is outlined below.

1. The investigator/researcher completes the online request form, which is submitted to CRDOC and Public Relations (PR).
2. CRDOC assigns a tracking number to the flyer, such as "REHAB-001_flyer" (this is located on the bottom right hand corner of the flyer), which comprises a shorthand name for the department plus the number of flyers that have been created for the department. This number also informs the ORI that the flyer has gone through the PR approval process.
3. The flyer is designed with information from the online submission form, in accordance with the regulations and guidelines of the FDA (if applicable) and the UK IRB.
4. The flyer is returned to the investigator/researcher for review and approval.
5. After the investigator/researcher approves the flyer, it is sent to PR.
6. PR reviews the flyer and stamps it with an electronic signature.
7. CRDOC makes the requested changes and replaces the signature stamp with a revised stamp.
8. The flyer is returned to the investigator/researcher by email.
9. The investigator/researcher submits all advertising to IRB for approval.
10. In order to receive flyer circulation, promotion and placement services from CRDOC, the investigator/-researcher must provide a final IRB approval letter to CRDOC. NOTE: If the flyer requires modification, the revised version will again require IRB review and approval.
 - a. In an effort to keep old versions out of circulation, original flyers requiring modification will be overwritten but will retain the original tracking number (such as REHAB-001_flyer), unless a request is made to retain the original flyer in addition to the modified version.
 - b. If new flyers are made and old ones are kept for the same study, new flyers will be labeled sequentially—i.e., REHAB-001a_flyer, REHAB-001b_flyer, etc.
11. Upon IRB approval, the investigator/researcher must fax the IRB approval letter to CRDOC at (859) 257-1563.
12. Recruitment flyers will be placed on the Web in two places: the CRDOC Current Studies Web page and the CenterWatch website. CenterWatch is a national organization that posts clinical research studies and UK Medical Center demographics on its website. See Related Links for links to these flyer display locations.
13. Recruitment flyers will be placed on one of four wall mounts located at:
 - a. UK Medical Center, across from the Security Office and around the corner from the entrance information desk.
 - b. Kentucky Clinic, across from Starbucks.
 - c. Kentucky Clinic, across from the Pharmacy and near the entrance information desk.
 - d. Kentucky Clinic, in CRDOC Outpatient rooms.

14. It is the responsibility of the investigator/researcher to notify CRDOC in writing when recruitment is completed and advertising needs to be removed from wall mounts, websites and all other displays. CRDOC is not responsible for removing flyers placed in locations by the investigator or research staff.
15. Recruitment Flyers Tracking System. CRDOC maintains a flyer placement tracking system that includes the following information pertaining to each flyer:
 - a. IRB approval letter.
 - b. Flyer instructions (some departments do not want flyers on the website, they have a preferred location, the study is on hold, etc.).
16. A location number (#77, for example) is added to the tracking number: REHAB-001_flyer #77 (currently only 77 slots exist for recruitment flyers). This number has an assigned location on one of the four wall mounts.
17. A count is kept of the number of flyers added (weekly, monthly, etc.), depending on how often the flyer is pulled from the wall mount.
18. Upon request, we will provide metrics on how often a slot is refilled. In addition, we will work with you to develop strategies and contingency plans to boost recruitment efforts.
19. NOTE: Keep metrics on the effectiveness of your advertising efforts. At the initial contact, inquire as to where the person heard about the study and record the information (e.g., include it on a phone screening form). This will help with future recruitment needs and creates a better understanding of your study population's media habits.