An Evaluation of a Multimedia Marketing Campaign for Recruiting African American Patients in Philadelphia

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PURPOSE
• The investigators of the Primary Open-Angle African American Glaucoma Genetics (POAAGG) study conducted a multimedia health campaign in order to spread glaucoma awareness and recruit African American patients to the POAAGG study.
• The purpose of this study was to evaluate the efficacy of the various methods employed by this campaign.

INTRODUCTION
• Historically, African Americans have experienced barriers and bias within healthcare and research, which has led to poor health outcomes as well as a lingering distrust of the medical and research communities.1
• Increased public awareness and community outreach provides patients with access to health care, education, and clinical research opportunities.1

METHODS
• The following messaging approaches were used:
  o WURD Radio (African American talk radio): commercials, physician interviews, event tables
  o Other: study postcards, outreach flyers, Facebook outreach, study website, community outreach events
• Investigators used the TrialX iConnect recruitment software to track the source of phone calls from each method.
  o Callers who qualified for the POAAGG study were scheduled for appointments at the Scheie Eye Institute, where they received free exams with glaucoma specialists and the opportunity to participate in the POAAGG study.

RESULTS
Total Inquiries and Recruitment
• The POAAGG study received 154 unique inquiries, with 72 patients qualifying for the study.
• A total of 60 patients were enrolled in the POAAGG study
  o 40 patients were enrolled during an in-house screening.
  o 20 patients were enrolled during community outreach events.

Yield of Messaging Approaches

CONCLUSION
• Specifically, advertising commercials through a locally known resource (WURD Radio) was the most successful strategy for recruiting African American patients to the POAAGG study.
• When recruiting under-represented communities to research studies, it is important to be mindful of past inequities, to ensure patient comfort by involving trusted community liaisons, and to provide patients with individualized care.

REFERENCES

Monthly Yield for Unique Inquiries

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