The Pitt+Me® Research Recruitment Program: A strategic platform for sharing research studies and engaging potential participants

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PITT+ME BY THE NUMBERS

Participants
- All-time: 253,934
- Enrolled: 235,916
- Female: 143,112
- Children: 65,953

Studies
- All-time: 1,230 from 612 unique investigators
- Active: 373

Referrals to Studies
- All-time: 172,673
- Eligible: 60%

As of 3/2/2020
GENDER-AGE DISTRIBUTION
PATIENT RECRUITMENT METHODS

UPMC

- Outpatient offices
  - Registrars
  - Self-registration kiosks
- MyUPMC (Epic MyChart)
COMMUNITY RECRUITMENT METHODS

• Pitt+Me Website
• Outreach Events
• Pitt+Me Call Center Joins
PITT+ME RESEARCH RECRUITMENT PROGRAM

- Mobile-friendly website
- Plain language
- Advertising
- Social media
- News
- Prescreening
- Communications
- Newsletter

Pitt+Me Registry
DESIGN THINKING: PERSONAS

- Start with end user
- Build prototypes
- Identify barriers & motivations
- Create solutions
PITT+ME ONLINE STUDY ADS

- Graphics
- Plain language study descriptions
  - Condition, eligibility, procedures, compensation, visits, location, biography
- Social media posts
- “I’m Interested”
Thank you for your interest in the PROMOTE Study study! To determine whether you may be able to participate in this study, please answer the questions below.

Are you the parent of a child between 7-17 years old who has a diagnosis of multiple sclerosis or a related disorder?
Dear Mr./Ms. LAST NAME

On DATE, you enrolled in the Pitt+Me Research Registry. At this time, either you, or someone you know, may be eligible to participate in the following research studies. If you are interested in learning more about these studies, or other research opportunities for which you may be eligible, please contact the Research Participant Registry Office at 1.888.438.8230, or at pittpme@pitt.edu. You can also search for other research opportunities for which you may be eligible at www.pittpme.cme.org.

Stress and DNA integrity Study: PRO15070190
Healthy women ages 18+ who have been tested for BRCA1/BRCA2 gene mutation (breast/ovarian cancer risk genes) are needed for a study to help researchers understand the effects of stress on DNA integrity. Participants must not use tobacco. Study involves 2 in-person visits where participants will complete questionnaires, and provide samples of urine, blood, and saliva. Compensation provided.

Brain Imaging Study – Healthy Volunteers: PRO16020366B
Are you between the ages of 18-45 and have NO history of depression, mania, anxiety disorders, eating disorders, substance abuse, or any other psychiatric disorder? You may be able to participate in a research study that focuses on functional brain imaging during brain stimulation, in healthy volunteers. Study involves interviews, questionnaires and 2 MRI scans. Compensation provided.

WiseSDA Study: PRO15960158C
Do you have a teen or young adult who is experiencing symptoms of depression or anxiety now, or has in the past? If so, you may be able to participate in a research study to help design an educational website for parents who have been through similar experiences. This study is done entirely online.

Diabetes Testing in Pregnancy: PRO14070556
Are you early in your pregnancy? Do you plan to deliver your baby at Magee-Womens Hospital of UPMC? If so, you may be able to participate in a research study. Compensation provided.

Mood and Personality Research Study: PRO12080286B
Have you been diagnosed with (or tested for) borderline personality disorder (BPD), and are aged 18-45? You may be able to take part in a research study to help learn more about brain function in people with BPD. This study involves interviews and an MRI scan. Participants will be compensated.

Here's a study that might be of interest to you or to someone you know.
See below to learn more.

Diabetes Testing in Pregnancy

Are you early in your pregnancy? Do you plan to deliver your baby at Magee-Womens Hospital of UPMC? If so, you may be able to participate in a research study. Compensation provided.
Thank you for helping us celebrate the 10-year anniversary of Pitt+Me!

This month’s email highlights our Top 10 most popular Pitt+Me children’s health studies.

Thank you to the parents of the more than 50,000 children ages birth to 17 who have signed up to learn more about children’s health research through the Pitt+Me Registry. Over the years, children participating in research studies have helped University of Pittsburgh researchers find new and innovative ways to identify, prevent, and treat physical and mental health challenges.

Because October is Children’s Health Month, we are sharing the top 10 most popular Pitt+Me research studies for children who have a diagnosed health condition or who are at a higher risk for developing a disease or disorder due to their family history. You can also check out the Pitt+Me Healthy Child page to read about study opportunities for children without health conditions.

**TOP TEN Pitt+Me CHILDREN’S HEALTH STUDIES**

1. ICARE Study – Children with a Parent or Grandparent Diagnosed with Cancer
2. SOVA Study for Adolescents with Depression and/or Anxiety
3. RAP Study: Risk Assessment for Psychosis for At-Risk Teens
4. The Microbiome, Stress, and Reward Study – Children with a History of Depression
5. TrialNET Pathway to Prevention – Children with a Family History of Type 1 Diabetes
6. EASE Study: Managing Emotions for Teens with Autism Spectrum Disorder
7. Brain Development in Newborns with Congenital Heart Disease
8. Acute Sinusitis Study
10. BREATHE-SMART Research Study – Children with a Family History of Bipolar Disorder
Vitamin D May Improve Health Outcomes in Children

February 19th, 2020

Children who are overweight or obese are more likely to have low vitamin D levels, a deficiency that can be associated with markers of poor cardiovascular and metabolic health. However, results from a recent study conducted by UPMC Children’s Hospital of Pittsburgh, published in The American Journal of Clinical Nutrition, showed improvements in blood pressure, insulin sensitivity, and blood glucose levels in overweight and obese vitamin D-deficient children who took supplemental vitamin D...

Hormone Therapy Linked to Cardiovascular Risk

February 5th, 2020

Menopause can come with many challenging symptoms, including night sweats, hot flashes, sleep disruption, mood changes, and weight gain. Hormone replacement therapy (HRT) is often used to help manage these symptoms, but a study by researchers and the University of Pittsburgh’s School of Public Health published in the Journal of the American Heart Association suggests a link between some forms of HRT and accumulation of heart fat, which is a risk for cardiovascular disease. As part of the...
See study info (website, news, email, social media) and click link for more information.

Navigate to the study page on the Pitt+Me website.

Click the I’M INTERESTED Button.

Pitt+Me participant screens through office call center, OR participant completes online screening.

Contact information for potentially eligible participants appears in study team portal.
SOCIAL MEDIA

1,300 fans and 1,400 followers on Facebook

928 followers on Twitter
SOCIAL MEDIA

Pitt Plus Me
December 9, 2019

Are you the parent of a child aged 0-17? You may be able to take part in a research study to help better understand parents’ opinions about global warming. Participation involves completing a 5-minute survey online. Learn more: http://bit.ly/2LEe0y0

Pitt Plus Me
August 13, 2019

Dr. Norval Wolmark has taken on a new role with the University of Pittsburgh and UPMC Hillman Cancer Center to conduct clinical trials in cancer research. He cites capabilities in precision medicine and genomic research as a motivator for returning to Pitt.

PITT-AGAZETTE.COM

Renowned breast cancer surgeon joins Pitt faculty, will direct clinical trials

Pitt Plus Me
February 7 at 2:12 PM

It's National Wear Red Day and our team is showing off their red in support of women's heart health. Are you rocking your red today? Share your pictures in the comments! #WearRedDay #GoRedForWomen
MARKETING AND COMMUNICATIONS

• University publications
• Promo items
• Digital displays
• Print materials
Pitt+Me Day: A SALK-a-bration of Research!
PARK(ING) DAY
Endocrinology Research and Clinical Trials

Research and clinical trials are currently being conducted through the University of Pittsburgh Division of Endocrinology and Metabolism in a number of areas, including:

- Arterial smooth muscle in health and disease
- Insulin resistance
- Obesity
- Pancreatic beta cell function, survival, and regeneration
- Thyroid cancer molecular diagnosis and management
- Type 1 and type 2 diabetes

Additional Resources

The Center for Metabolism and Mitochondrial Medicine (C3M) facilitates ongoing and new research that addresses the role of metabolism and mitochondria in physiology and their contribution to disease pathology. Learn more about the research at C3M.

Pitt+Me Clinical Trials

The Pitt+Me initiative is a program of the University of Pittsburgh's Clinical and Translational Science Institute (CTSI) that engages researchers, patients, and volunteers from the greater Pittsburgh community in an effort to advance science and improve health for future generations.

We encourage you to join the more than 100,000 participants in the Pitt+Me Registry who have signed up to receive our newsletter and hear more about research opportunities that may be of interest.

Learn more about research studies and clinical trials that are related to endocrinology.
Participate in Research

People like you make the difference!

By participating in a research project, you play a part in helping physicians and researchers develop better ways to diagnose and treat people with mental illness. As a research participant, you learn about the causes of specific mental health problems and what can be done to manage these conditions.

We invite you to use the search tool below to look for studies underway in the Department of Psychiatry. To explore other opportunities, visit the Pitt+Me website to learn about other studies taking place at the University of Pittsburgh.
MULTIMEDIA CAMPAIGN

Pittsburgh is a national leader in health research. Help us lead. Join a Study.
pittplusme.org

Help future generations by being part of health research. Join today!
pittplusme.org

Join us in the fight against Asthma. Join today!
pittplusme.org
FUTURE PLANS

• Multimedia campaign
• Investigator reports
• Website updates
  o Study categories
  o Search feature
  o Printable study page ads
• Campus posters
• Social media study campaigns
• Pitt+Me Day 2020
STUDY MATCH ALGORITHM

• Proprietary algorithm generates study matches for participants, weighted by:
  o Demographics (age, race, gender)
  o Health preferences
  o Electronic medical record (EMR) data

• Letters/emails with study matches are sent to participants on a regular basis

• Screening office uses weighted matches during phone screening to make referrals to study teams

Average number of study matches per participant = 30
HEALTH PREFERENCES

Sharing your interests will let us notify you when relevant studies become available. Check boxes for all studies you are interested in hearing about.

Check all areas of research.

- Healthy Volunteer
- Blood/Lymphatic System
- Bones, Joints, and Muscles
- Brain and Nervous System
- Cancer
  - Breast Cancer
  - Cervical Cancer
  - Colorectal Cancer
  - Leukemia
  - Liver Cancer
  - Lung Cancer
  - Lymphoma
  - Melanoma
  - Ovarian Cancer
  - Thyroid Cancer
  - Other Cancers
- Child Health
- Digestive System
- Ear, Nose, and Throat
- Heart and Circulation
- Immune System/Infections
- Injuries/Injury Prevention
- Kidney and Urinary System
- Lungs and Breathing
- Mental Health and Behavior
- Mouth and Teeth
- Physical Disability
- Precision Medicine Initiative (PMI)/PA CARES
- Reproductive and Sexual Health
- Skin, Hair, and Nails
- Sleep Disorders
- Wellness and Lifestyle

53 high level adult & pediatric research areas
257 detailed health/disease-specific categories
ELECTRONIC MEDICAL RECORD DATA

- Possible because of partnership with UPMC, our university-affiliated medical center
- Can access outpatient data from Epic (medical record system)
- Studies are tagged with inclusion/exclusion diagnosis codes (ICD-9 or ICD-10) and compared to participant EMR data
  - Inclusion - must have this diagnosis to participate
  - Exclusion - can't participate if have this diagnosis

189,050 UPMC patients (80% of all Pitt+Me® participants) have consented to the use of EMR data for study matches

(as of 2/21/2020)
i2b2 Data Warehouse – Data Elements

**PATIENT**
- Patient Number
- City/State/Zip
- Birth Date
- Death Date
- Vital Status
- Race
- Ethnicity
- Sex

**LAB RESULT**
- Patient
- Encounter
- LOINC (Lab) Code
- Result Location
- Specimen Date
- Result Qualitative
- Result Numerical
- Result Modifier (=, <, >, etc.)
- Result Unit
- Result Range

**MEDICATION**
- Patient
- Encounter
- RxNorm Code
- Ordering Date
- Ordering Mode (Ambulatory)
- Medication ID
- Name
- Strength
- Form
- Route

**ENCOUNTER MAPPING**
- Encounter ID
- Encounter ID Source
- Project ID
- Encounter Number
- Patient ID
- Patient ID Source

**PATIENT MAPPING**
- Patient ID (De-Identified ID)
- Patient ID Source
- Patient Number
- Project ID
TECHNOLOGY PLATFORM

• User interface layer
  o Public facing website (www.PittPlusMe.org)
  o Web based application for study teams and admins

• Application layer
  o ASP.NET MVC application using C#.NET
  o Custom services for mailing, data import, etc.

• Database layer
  o SQL Server back-end for Pitt+Me data
  o Integration with i2b2 platform for EMR data
MARKETING SOFTWARE

Pitt+Me® integration with marketing vendor to send emails allows:

• Collection of useful delivery metrics, e.g.
  o # emails delivered
  o # emails bounced, dropped, reported as spam

• Tracking valuable recipient actions, e.g.
  o If email was opened
  o If links were clicked (e.g. “Learn More”)
Registry Timeline

May: Registry planning begins
August 12: First patient-participant
April: Pediatric recruitment
August: Pitt+Me launch
10 year Registry Anniversary
Expected Summer: 250,000th participant


One page consent form
November: First community participant
August: HealthTrack (MyUPMC)
February: Study Portal launch
September: UPMC Kiosk recruitment
March: 200,000th participant
STUDY TEAM ENGAGEMENT

- Free service
- Study Portal access
- Targeted mailings

- Consultations
- Letters of support
- Cohort discovery
**IRB COLLABORATION**

- Leadership
- Guidance
- Online application system integration

### Recruitment Methods

#### 1. Describe who will be recruiting individuals for participation for this study:

- [ ] Directly approaching potential subjects (in-person)
- [ ] Email/Listserv/Electronic Mailing List
- [ ] Flyers/Posters or Brochures
- [ ] Letters sent to potential participants
- [ ] Newspaper/Magazine advertisements
- [ ] Pitt+Me
- [ ] Radio/Television/Video announcements
- [ ] Telephone scripts
- [ ] Website/Social Media
- [ ] Registries
- [ ] Other
UPMC COLLABORATION

- Leadership
- Outpatient office administration
- Epic integration
- OSPARS
CALL CENTER

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- Q2 2017: 1170
- Q3 2017: 3628
- Q4 2017: 3028
- Q1 2018: 3241
- Q2 2018: 6072
- Q3 2018: 6016
- Q4 2018: 4954
- Q1 2019: 6720
- Q2 2019: 7204
- Q3 2019: 7621
- Q4 2019: 8228
BEST PRACTICES

- FTEs
- Information technology
- Study team engagement
- Email communications
- Participant recruitment
- CTSI-wide promotion
- Constant evolution
THANK YOU!

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