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RECRUITMENT/RETENTION CORE TEAM:

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http://www.msm.edu/crc/recruitment_core.htm



Recruitment/ Retention Core

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✦ **The Recruitment and Retention Core** has been in operation since late fall of 2001 to promote patient recruitment through community education, and media communication strategies, whether in malls, offices, and/or community affairs.

- ✦ The Community Coordinator schedules all activities to promote the center and educate the community on research. The Coordinator consults with the Research Subject Advocate on Data and Safety monitoring interventions.
- ✦ The Interviewer pre-screens all potential participants through community events, collaborating with primary care and specialty clinic sites, including CPN© sites.
- ✦ The centerpiece of the Recruitment and Retention Core is the Community Advisory Board (CAB), initiated in January 2002. This group of enthusiastic community leaders became champions of clinical research participation following a “train the trainer” strategy in which they participated in an educational workshop on clinical research at the Morehouse School of Medicine, Clinical Research Center. With the inception of this group and the tenacity of the recruitment core, enrollment of participants has increased significantly. The advisory board consists of clergy, retired health professionals, senior citizens, media representatives and others.

✦ **Mission**

- ✦ The recruitment core will assist with educating the community on clinical trials, providing information on health disparities issues, and increasing the number of participants enrolled in clinical research trials at Morehouse School of Medicine.
- ✦ It will introduce and enhance the awareness of human subjects rights with regards to participation in clinical trials, through community outreach.



✦ **Sources for Recruitment**

- ✦ The community is the Center's primary source for recruitment in accordance to its genre. The communities consist of all races, religions, organizations (profit and non-profit), ages, and advocates. Many of the Center's trials have gender, age and



medical diagnoses specific as inclusion and exclusion criteria. The Center's strategies are to maintain a visual and verbal awareness of their work. The achievement of this strategy is successfully performed via word of mouth, mass media, community organizations memberships, and the implementation of a Community Advisory Board.

✦ **Usage and Benefits**

- ✦ This core provides all Morehouse clinical researchers with reliable and comprehensive strategies for successful recruitment for their individual protocols, allowing them to optimize all avenues and resources. Various departments here on campus have greatly benefited from the efforts of the core in meeting their target enrollment. Another great benefit is the ability of the investigators to gain access to the 3-PAR database that is in progress containing community members that have agreed to participate in MSM trials.