

Most effective recruitment methods for a large, national, public health trial

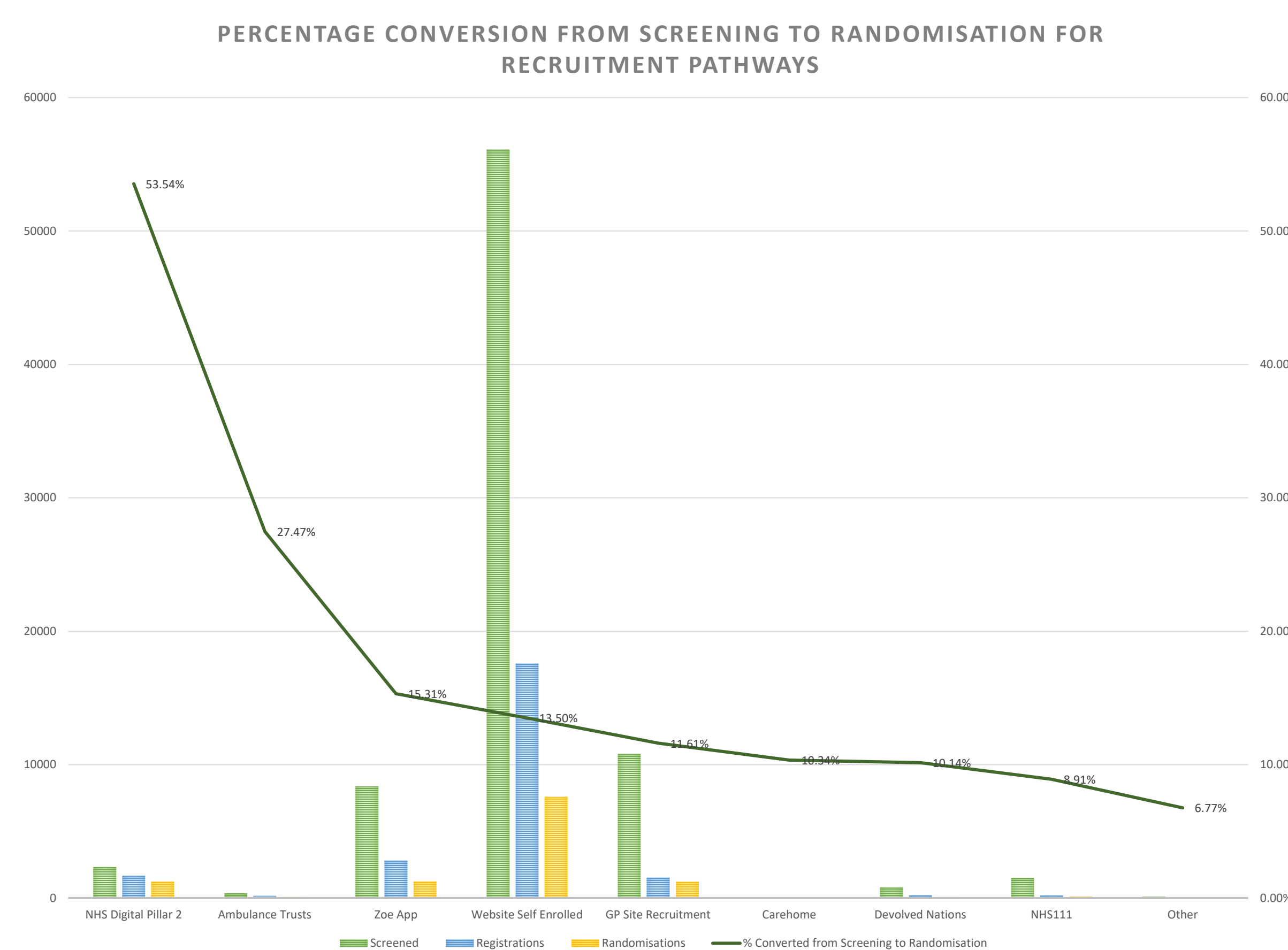
Evaluation of recruitment pathways in trials conducted in primary care: example from a large national priority adaptive platform trial for COVID-19 (PRINCIPLE)

Introduction

- Research shows as few as 31% of trials recruit to target
- PRINCIPLE was a national urgent public health adaptive platform trial that required rapid recruitment from people testing positive with SARS-CoV-2
- PRINCIPLE provided a unique opportunity to evaluate nine different recruitment pathways.

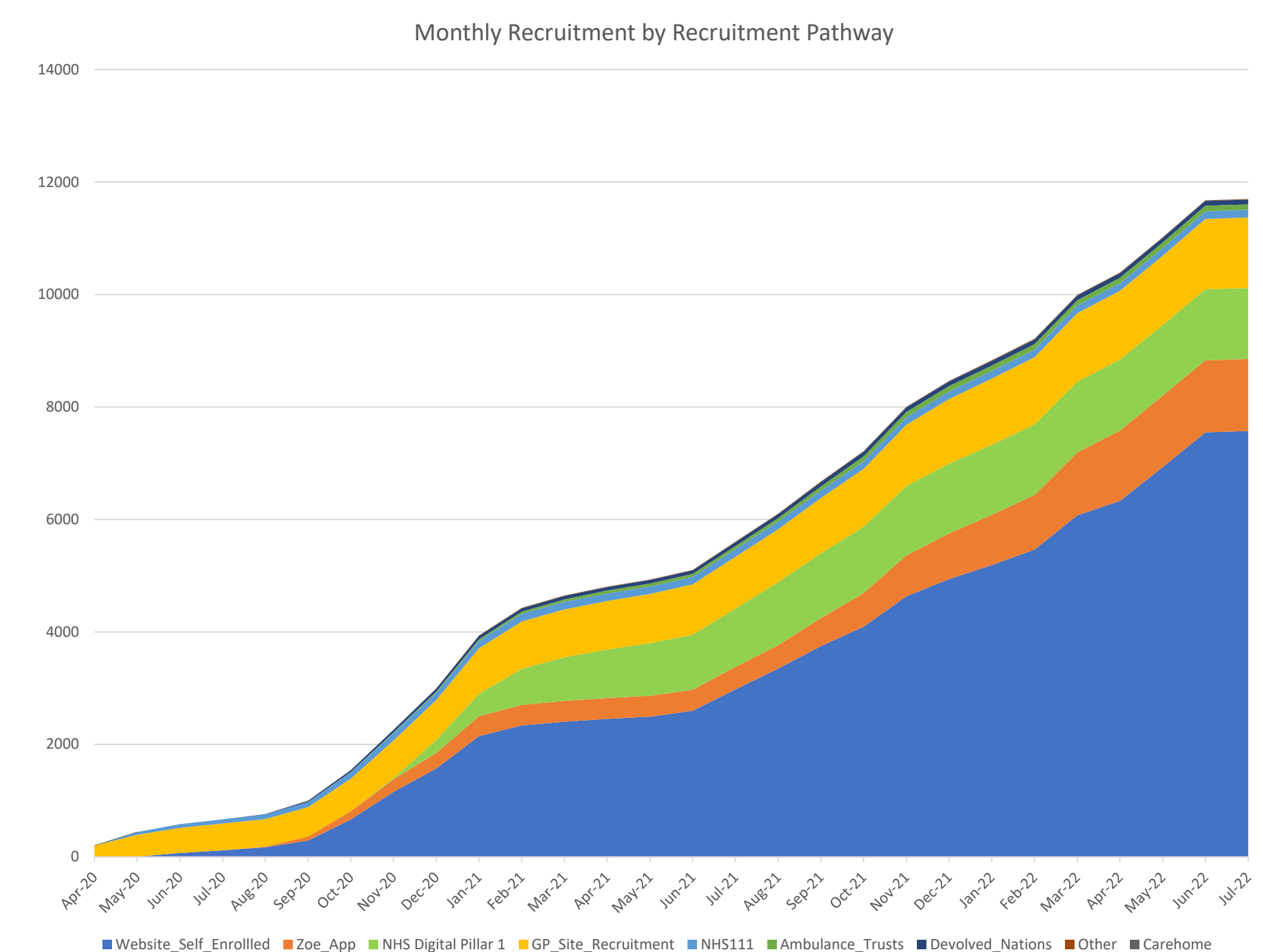
Methods

The trial attempted a wide range of recruitment methods a summary including their relative effectiveness are listed in the table below:



RESULTS

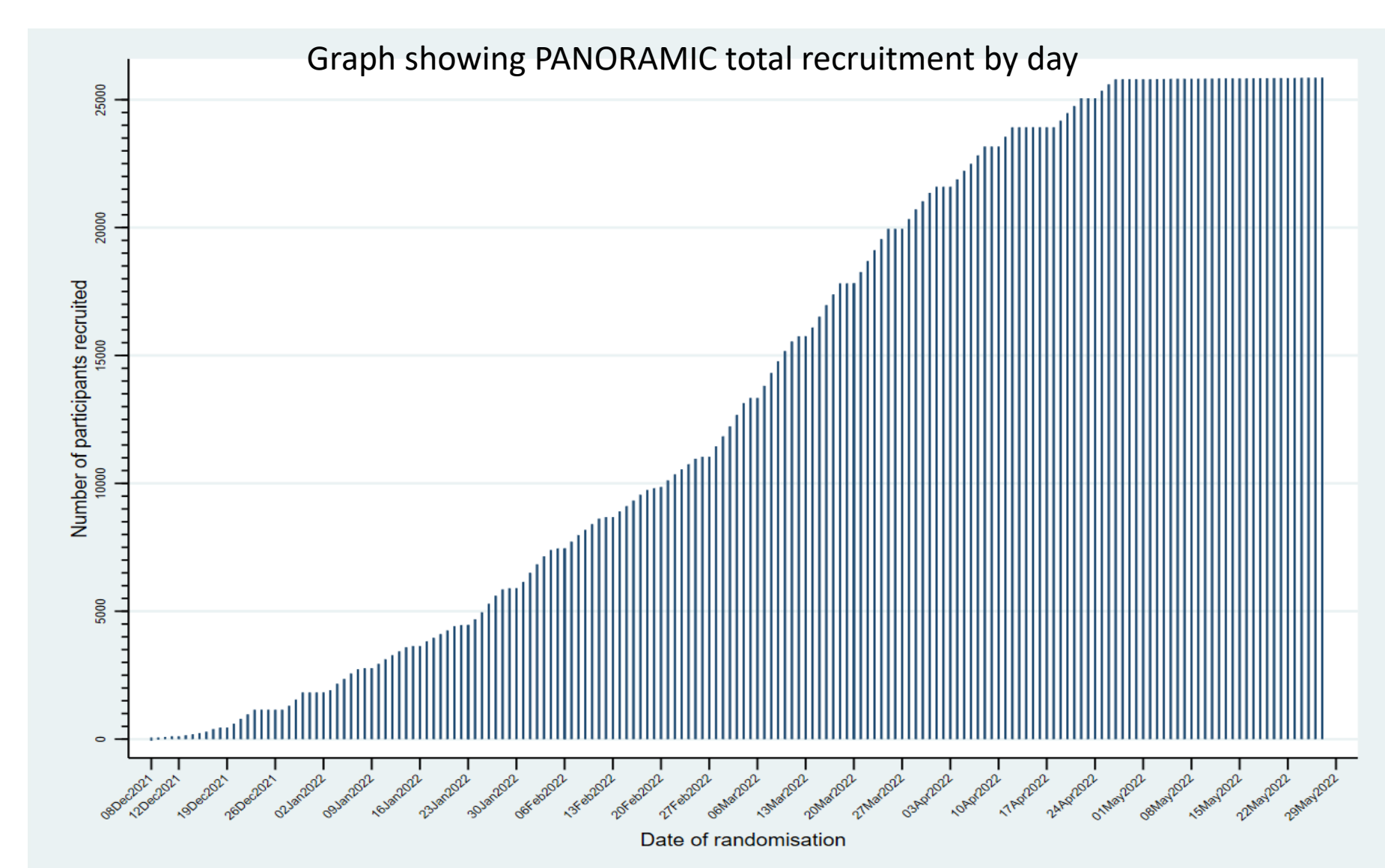
- Most participants came via self-enrolment on the website with 7573 randomisations.
- However, the most effective conversion rate was via NHS Digital Pillar 2; with 1262 randomised from 2357 screened for a conversion rate of 53.54%
- This is in comparison to a conversion rate of 13.50% for self enrolment.
- The least effective of the main routes was participants referred from NHS111 at 8.91%



Impact

Lessons from PRINCIPLE were utilised to help design a more automated, public facing, recruitment method for PANORAMIC a large-scale, national priority trial.

Applying the most successful recruitment strategies with drug delivery and IT systems enabled the rapid recruitment of over 25500 participants in 5 months between December 2021 and May 2022



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