



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

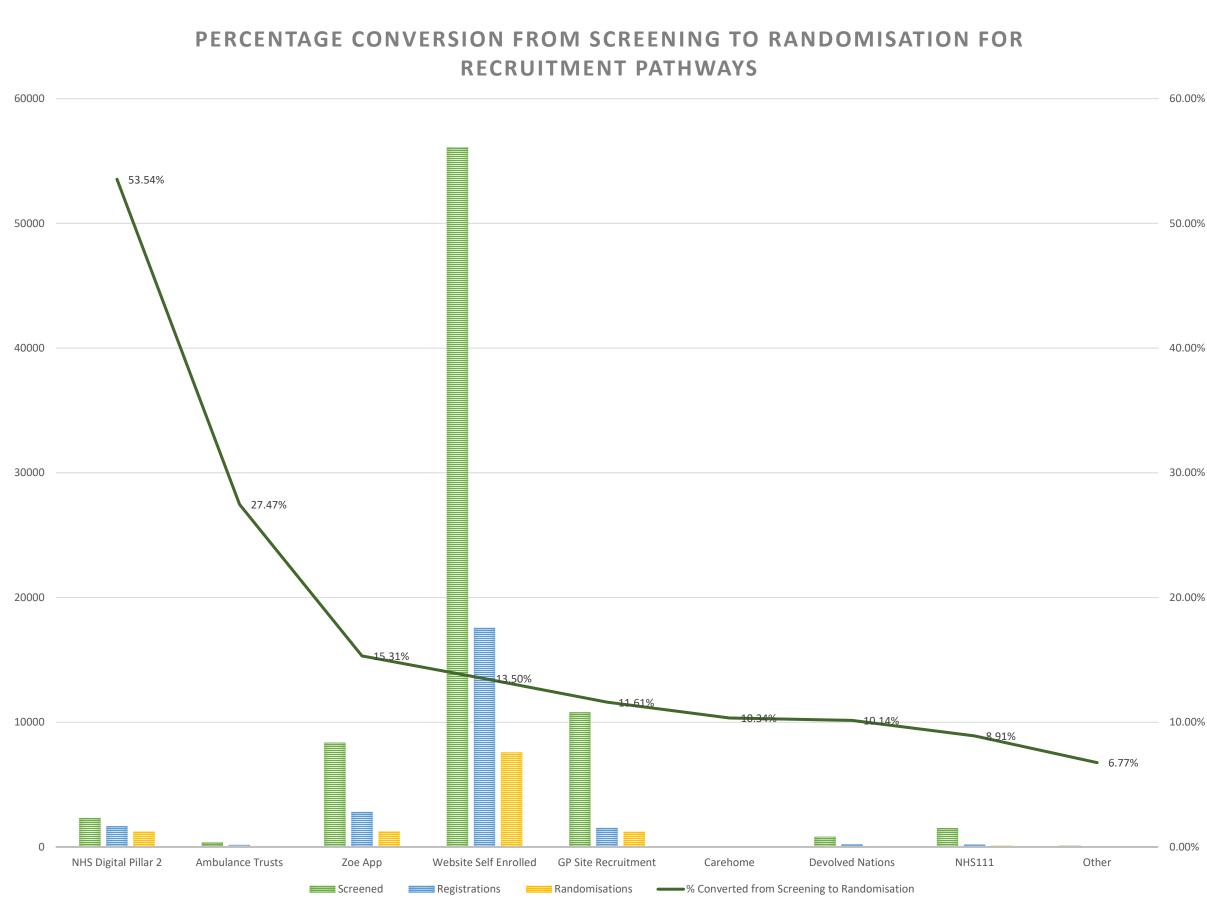
Methods

- 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
- PRINICIPLE provided a unique opportunity to evaluate nine different recruitment pathways.



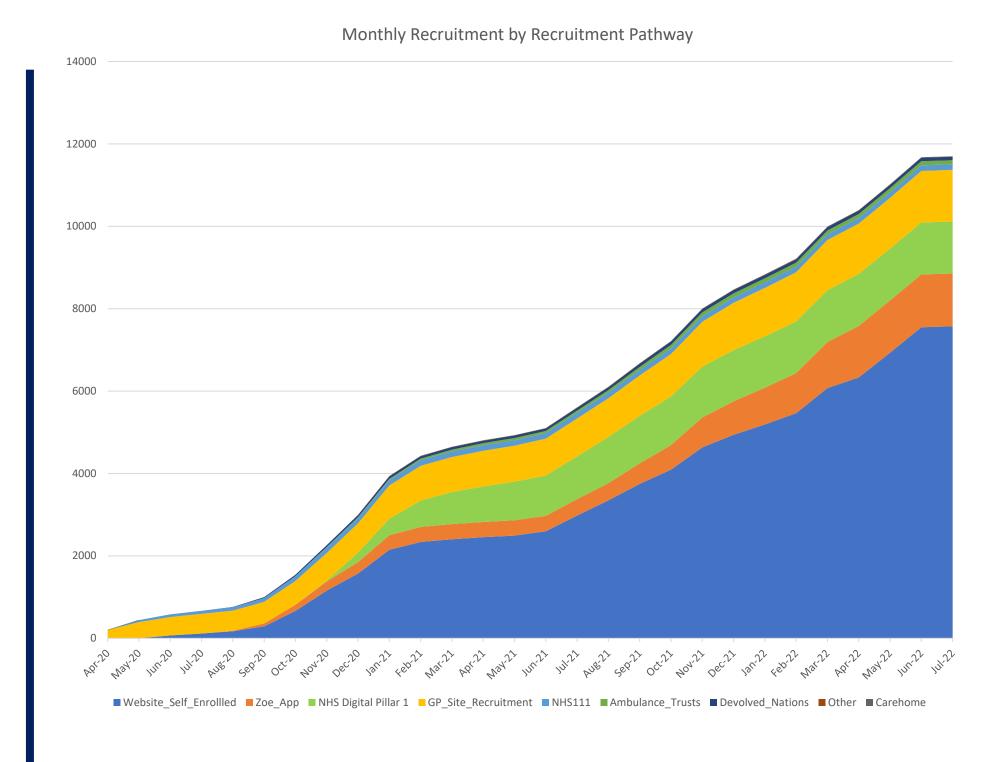
The trial attempted a wide range of recruitment methods a summary including their relative effectiveness are listed in the table below:

Recruitment				% Converted to	
	Screened	Registrations	Randomisations		Summary of Pathway
Website Self Enrolled	56106	17556	7573	13.50%	Participant self enrolled via trial website
GP Site Recruitment	10805	1554	1254	11.61%	Participant enrolled by GP Site
Zoe App	8365	2822	1281	15.31%	Participant directed to trial from Zoe App
NHS Digital Pillar 2	2357	1676	1262	53.54%	Participant contacted by trial team from list of positive results provided by NHS Digital
NHS111	1516	201	135	8.91%	Participant referred from NHS111 service
Devolved Nations	828	208	84	10.14%	Participant enrolled via Devolved Nations process
Ambulance Trusts	364	176	100	27.47%	Participant enrolled via Ambulance trust
Other	133	12	9	6.77%	Variety of smaller enrolment methods
Carehome	29	3	3	10.34%	Participant enrolled via Carehome process



RESULTS

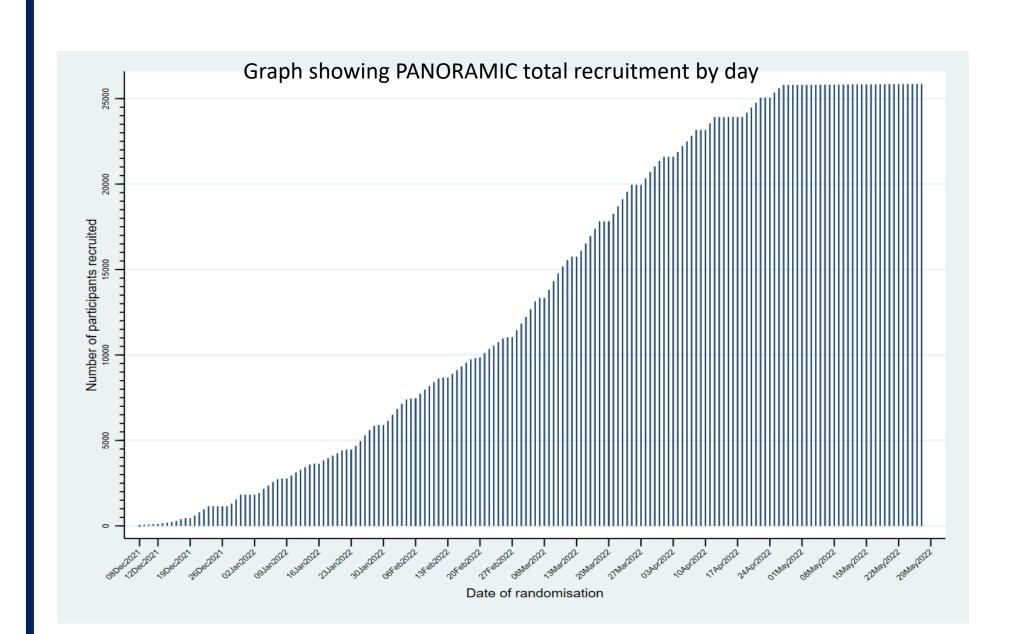
- Most participants came via self-enrolment on the website with 7573 randomisations.
- However, the most effective conversion rate was via NHS Digital Pillar 2; with 1262 randomised from 2357 screened for a conversion rate of 53.54%
- This is in comparison to a conversion rate of 13.50% for self enrolment.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