

Guide to Recruitment/ Retention Webinars



Parkinson's Disease
Education Consortium

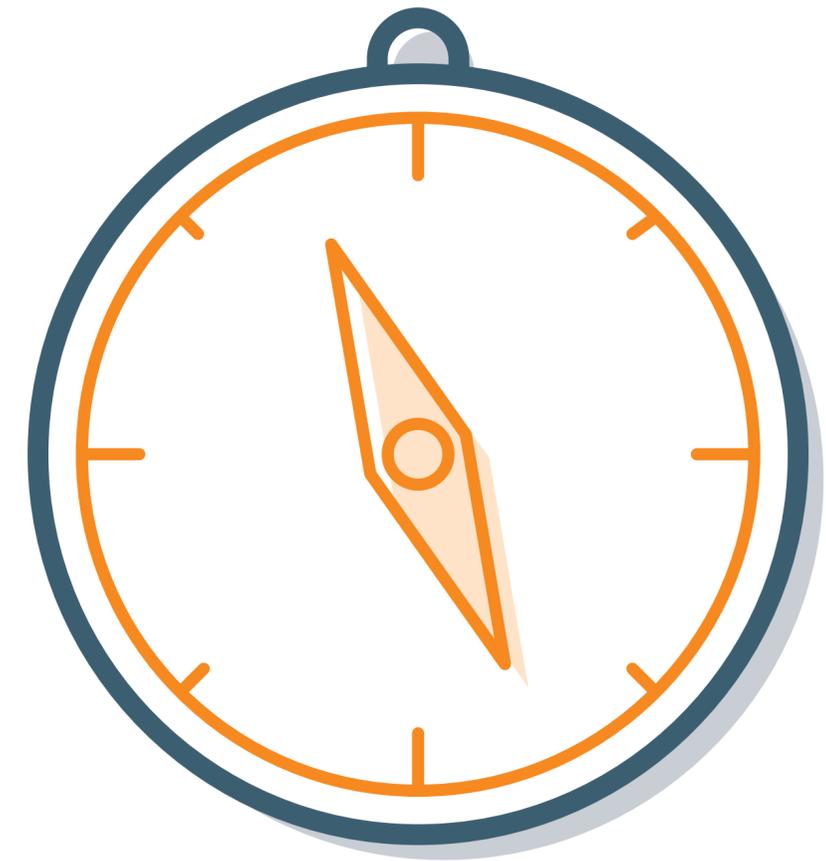


THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

Guide Purpose

- ▶ Offer recommendations on how to develop webinars for potential or active study participants and their support networks.
- ▶ Provide step-by-step directions on how to plan, organize and implement successful webinars.

Tips on developing, executing and promoting study webinars are provided in the following slides.



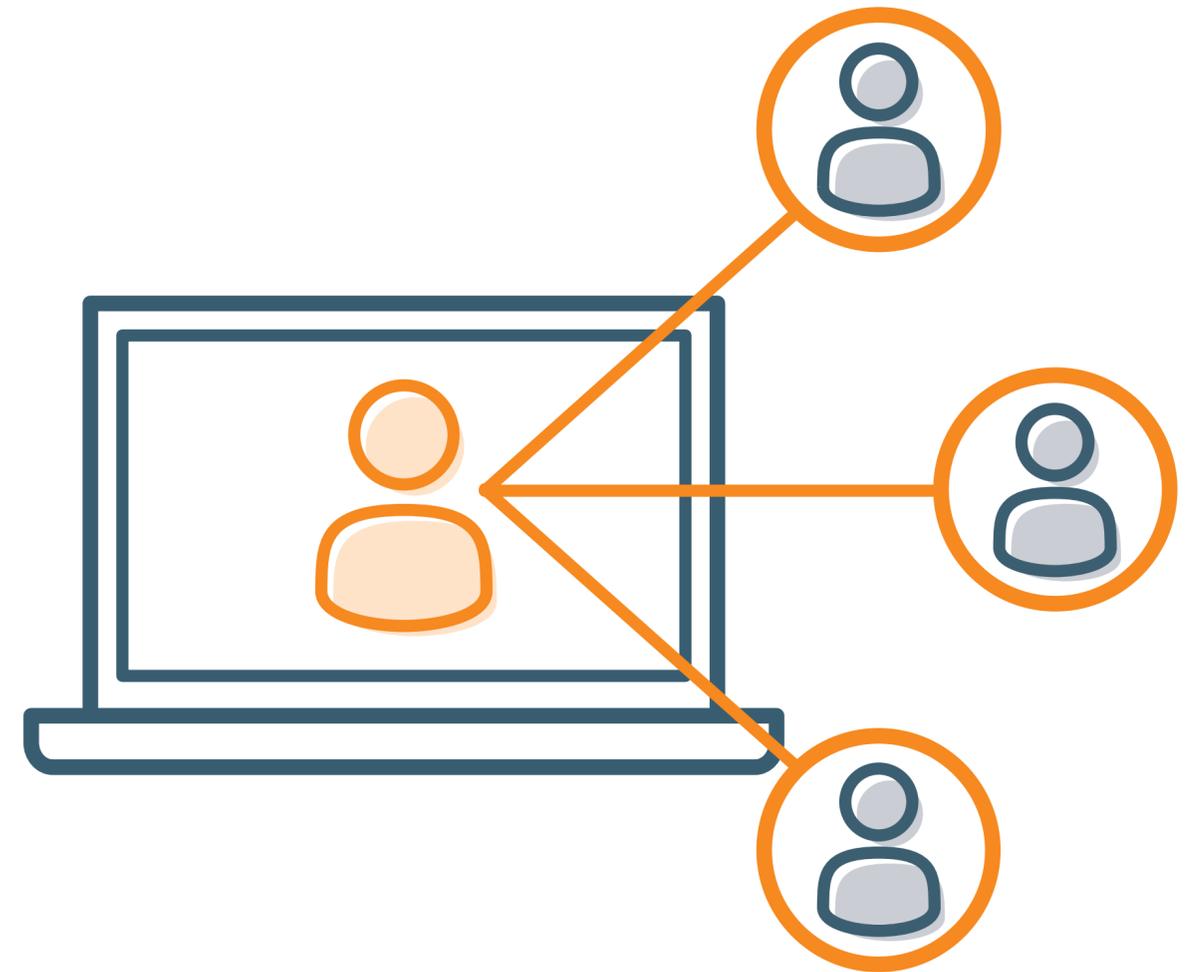
How to Use Study Webinars

Recruitment Webinar

Generate awareness of study among potential participants or referring clinicians.

Retention Webinar

Provide study participants with updates on study progress and express appreciation for their continued commitment.



Webinar Planning

- ▶ Begin planning a webinar at least 10 weeks in advance of chosen date.
- ▶ Consult with your ethical review board on materials that require approval and the logistics of protecting study participant privacy.
- ▶ Allocate time for at least one rehearsal to troubleshoot any technical issues.



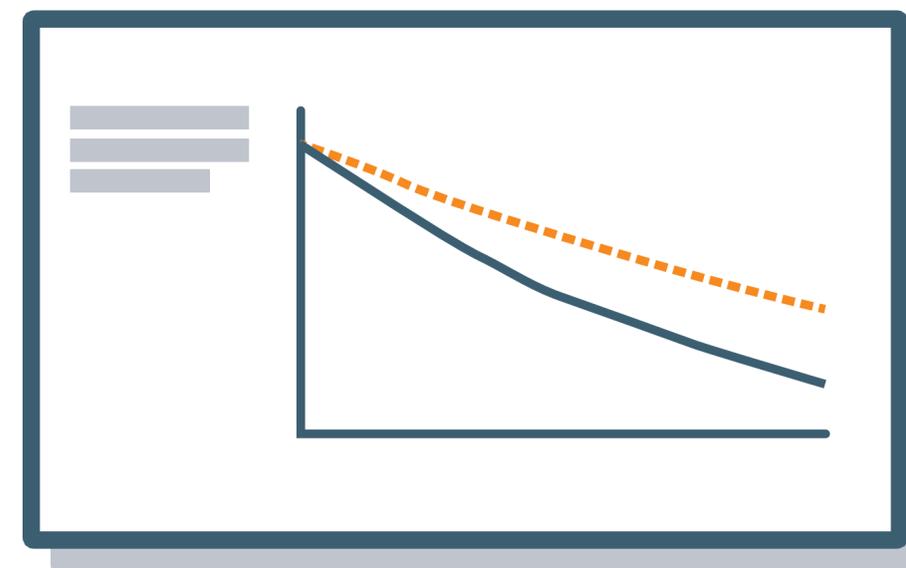
Topics and Timing

Recruitment Webinar

- ▶ Present study information to potential participants or referring clinicians.
- ▶ Promote webinar at recruiting sites or clinician grand rounds, or through patient advocacy groups.

Retention Webinar

- ▶ Present study progress and express gratitude to active study participants.
- ▶ Consider conducting retention webinars following completion of recruitment or study, or publication of results.



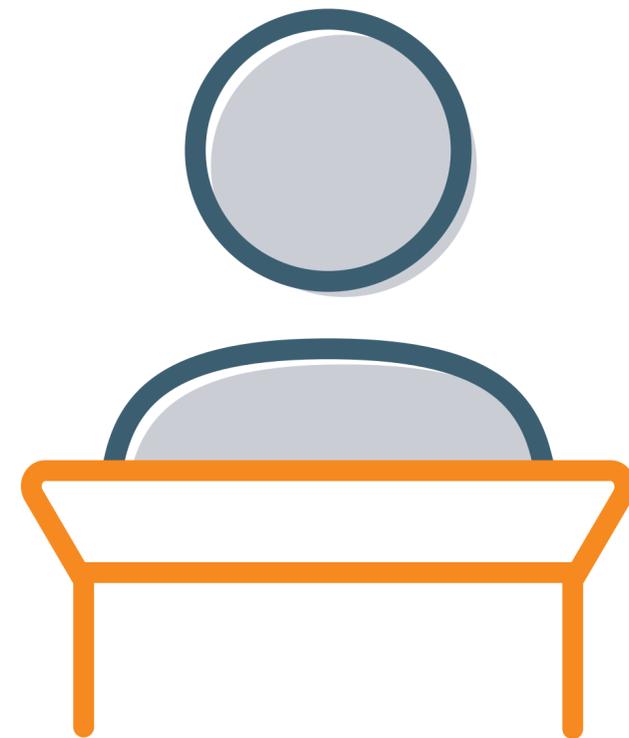
Slides and Script

- ▶ Develop slides to appear on the screen during the webinar.
- ▶ Write a script to accompany each slide; consult your ethical review board on the level of detail required for the script (e.g., verbatim or outline) to obtain approval.
- ▶ Present content in a patient-friendly manner; avoid scientific jargon and define unfamiliar terms.
- ▶ Submit the slides and script for ethical approval; for multicenter studies, allow three to four weeks to obtain approval.



Webinar Speakers

- ▶ Select a moderator to facilitate the discussion, introduce speakers and moderate the Q&A session.
- ▶ Delegate discussion around the study rationale, study updates and results to the study principal investigator.
- ▶ Consider asking a study coordinator to describe study procedures during a recruitment webinar.
- ▶ Consider asking a patient advisor to provide a peer-to-peer perspective on the value of research participation. (A patient advisory organization may help identify someone for this role.)



Webinar Platform

- ▶ Choose a webinar platform for uploading slides, creating a registration page and sending email reminders.
- ▶ Select a service with dedicated conference lines for audio and consider recording capabilities so the webinar can be made available offline.
- ▶ Consult with your IT department on selecting a secure webinar platform to ensure study participant privacy.
- ▶ GoToWebinar, AnyMeeting and BigMarker have the above specifications.



Webinar Registration Page

- ▶ Create a registration page for individuals to sign up for the webinar; include study logo and colors.
- ▶ Write a one or two paragraph description to explain what will be discussed during the webinar.
- ▶ Keep the required registration fields to a minimum (e.g., name and email address). Ask registrants to refrain from using their full name (e.g. John S.) if anonymity is required by your ethical review board.
- ▶ Include a field for registrants to submit questions in advance. This will help simplify the Q&A session.



Webinar Promotion

- ▶ Develop promotional materials (e.g., flyer, website blurb) that include the registration page link; obtain ethical approval before promoting the webinar.
- ▶ Promote a recruitment webinar in clinics, on clinical site websites, in newsletters and to referral networks.
- ▶ Consider promoting retention webinars to the larger Parkinson's disease community.
- ▶ Reach out to patient advocacy organizations to generate awareness about a study webinar.



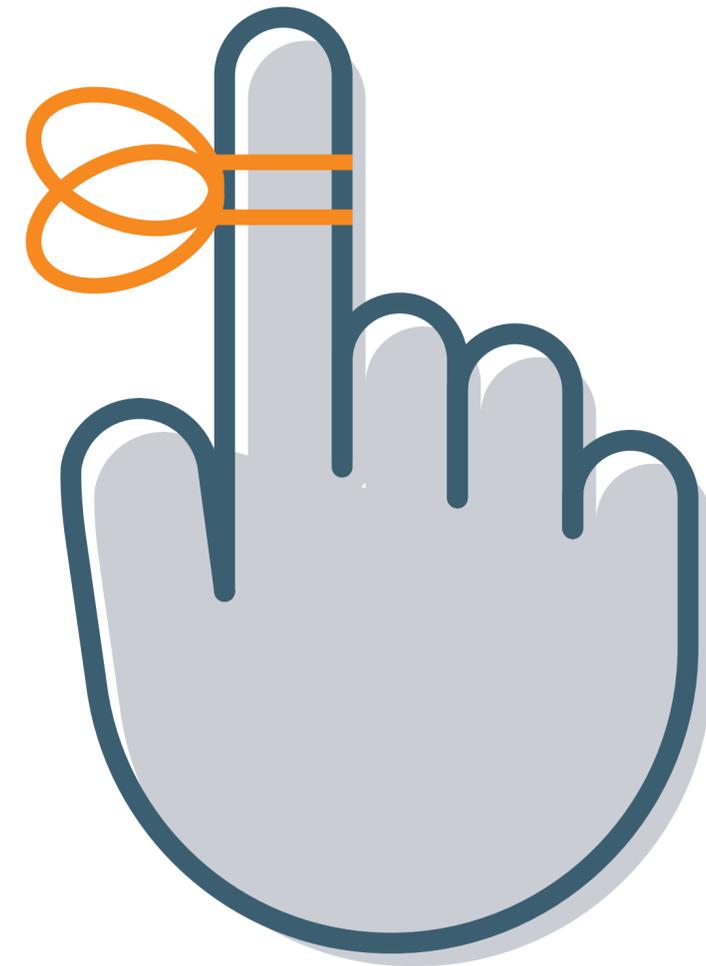
Webinar Rehearsal

- ▶ Schedule a practice run one week prior to webinar date.
- ▶ Practice the flow of the presentation to ensure adequate timing for content review and Q&A.
- ▶ Review webinar platform controls, such as how to mute lines, switch speaker audio and move slides.
- ▶ Conduct a practice Q&A and consider questions that may arise during this period. Determine key points to make in response to potential questions.



Reminders

- ▶ Send an email reminder to registrants 24 hours prior to the webinar date.
- ▶ Consider emailing a second reminder to registrants two or three hours before the webinar begins.
- ▶ Include instructions on how to join the webinar as well as the teleconference line for audio and link directly to the webinar.
- ▶ Remind study participants to refrain from using their full name on the webinar if required by your ethical review board.
- ▶ Specify if any program needs to be downloaded beforehand.



Go Live

- ▶ Schedule all speakers to join the webinar 30 minutes prior to start; load slides, conduct sound check and test recording features.
- ▶ Open the webinar to attendees at least 15 minutes prior to the scheduled start.
- ▶ Use a landline and handset or headset for optimal audio, and mute all lines except for the speaker's line; avoid using a mobile phone and speakerphone.
- ▶ Start recording when the webinar begins.



Q&A Session

- ▶ Explain that speakers will try to answer as many questions as possible but may not get to them all.
- ▶ Set aside at least 15 minutes to answer questions at the end of the webinar.
- ▶ Address questions submitted in advance first; use a private chat, such as Skype or Slack, to send speakers relevant questions.
- ▶ Remind the audience that unanswered questions can be directed to their site coordinator and investigator.



After the Webinar

- ▶ Send a thank you email to those who attended within 24 hours; consider including a survey.
- ▶ Review the webinar recording and make it available as a downloadable file within one to two weeks; consider including a transcript of the recording for hearing impaired individuals.
- ▶ Make the downloadable file available on the study website and/or to clinical sites.



Additional Resources

See The Michael J. Fox Foundation's Recruitment and Retention Toolkit for additional resources:

- ▶ “Webinar Slide Deck Template” for guidance on developing slide content and script for a retention webinar
- ▶ “Study Slide Deck Template” for guidance on developing slide content for a recruitment webinar
- ▶ “Guide to Creating a Study Slide Deck” for best practices

