

# Guide to Recruitment/ Retention Webinars



Parkinson's Disease  
Education Consortium

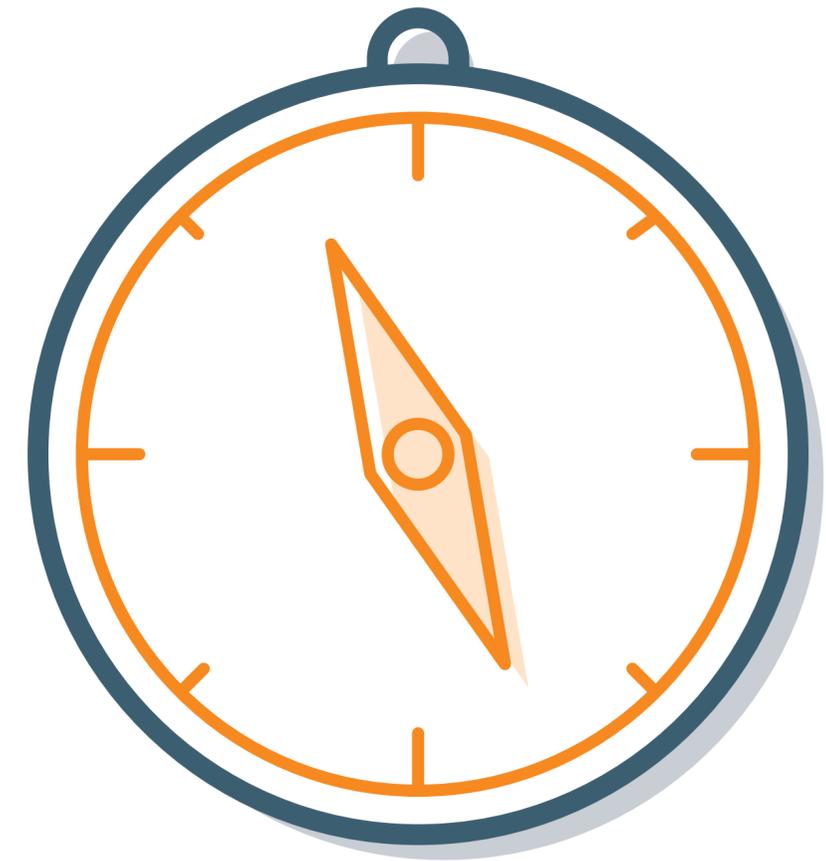


THE MICHAEL J. FOX FOUNDATION  
FOR PARKINSON'S RESEARCH

# 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.



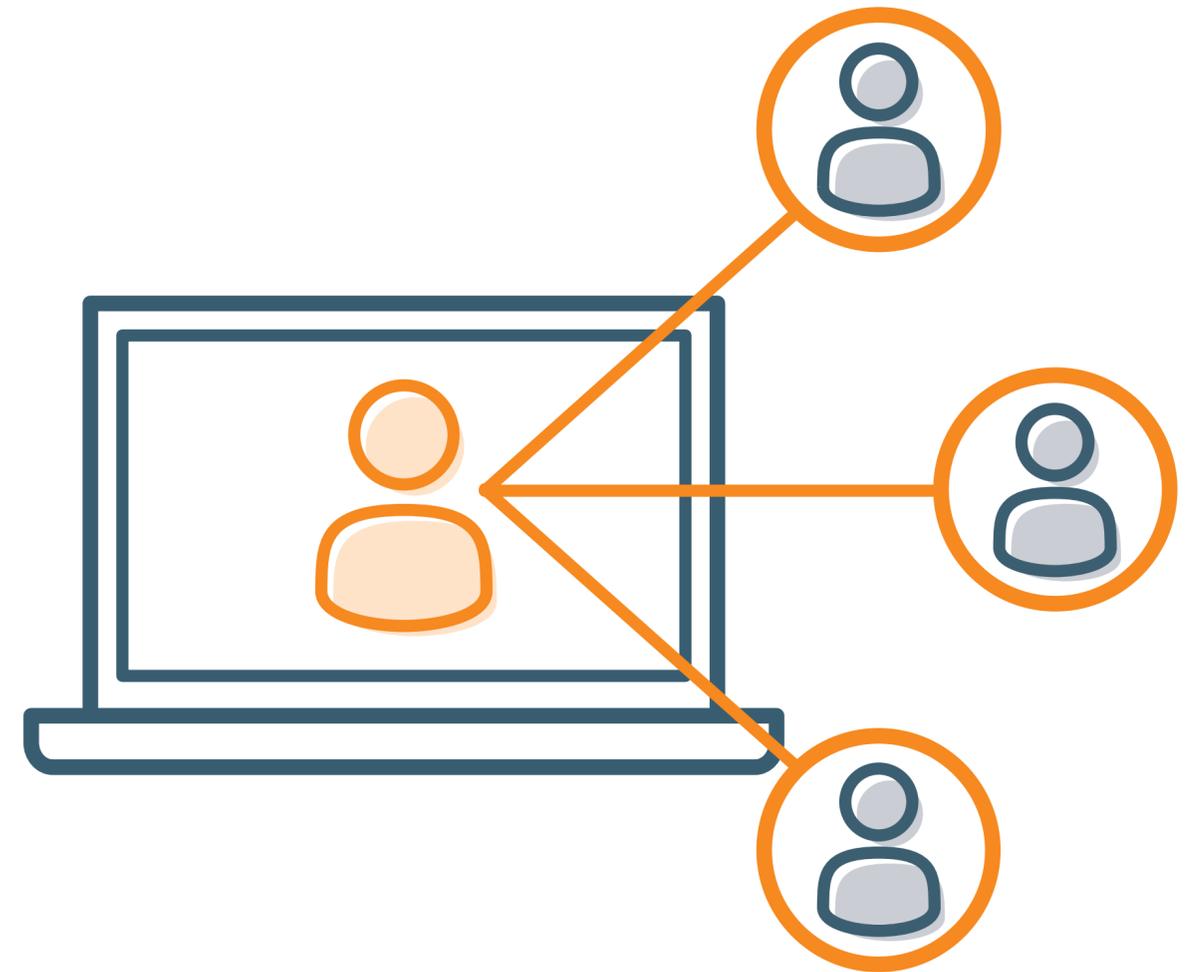
# How to Use Study Webinars

## **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.



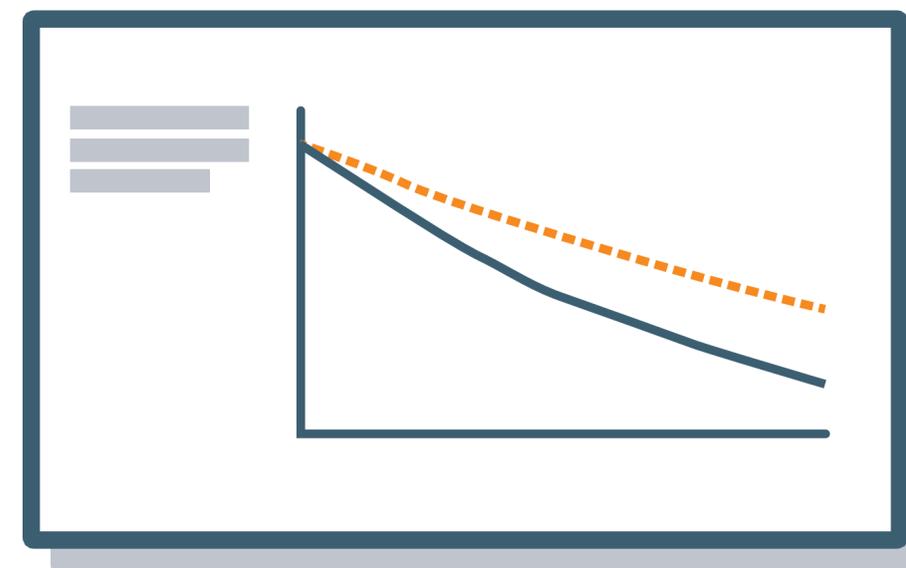
# Topics and Timing

## 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.



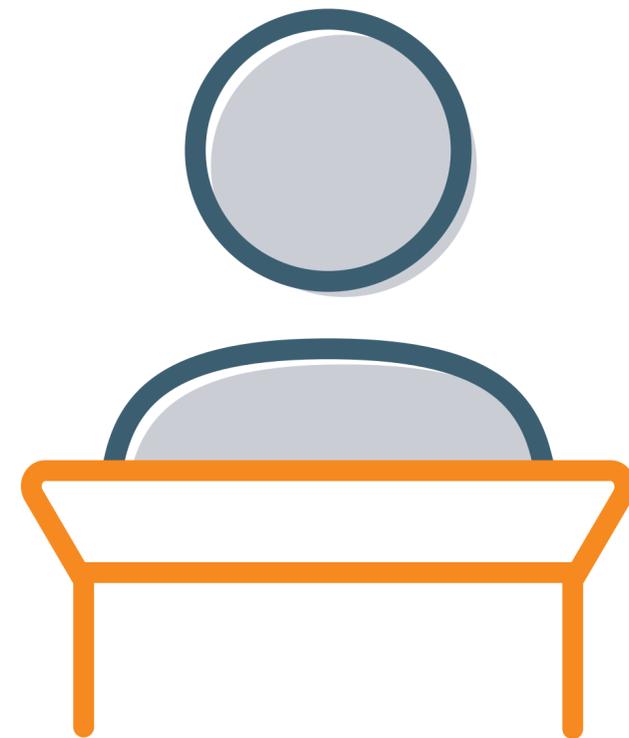
# Slides and Script

- ▶ 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.



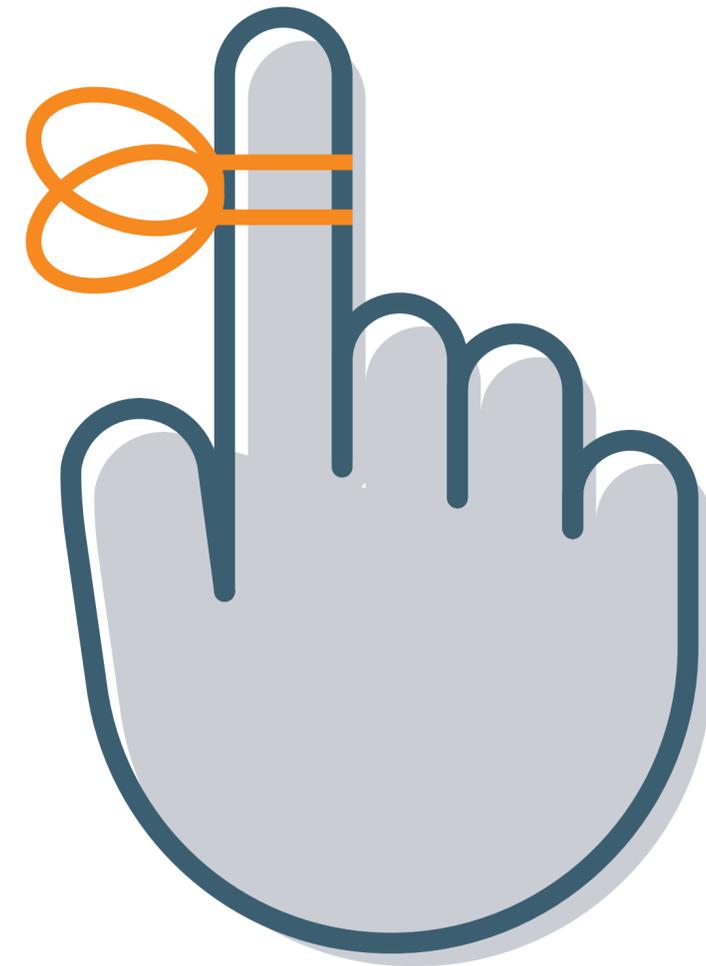
# Webinar Rehearsal

- ▶ 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

