



**DREAM**  
Initiative

## *DREAM Atlanta Recruitment and Data Collection Training – For Coordinator*

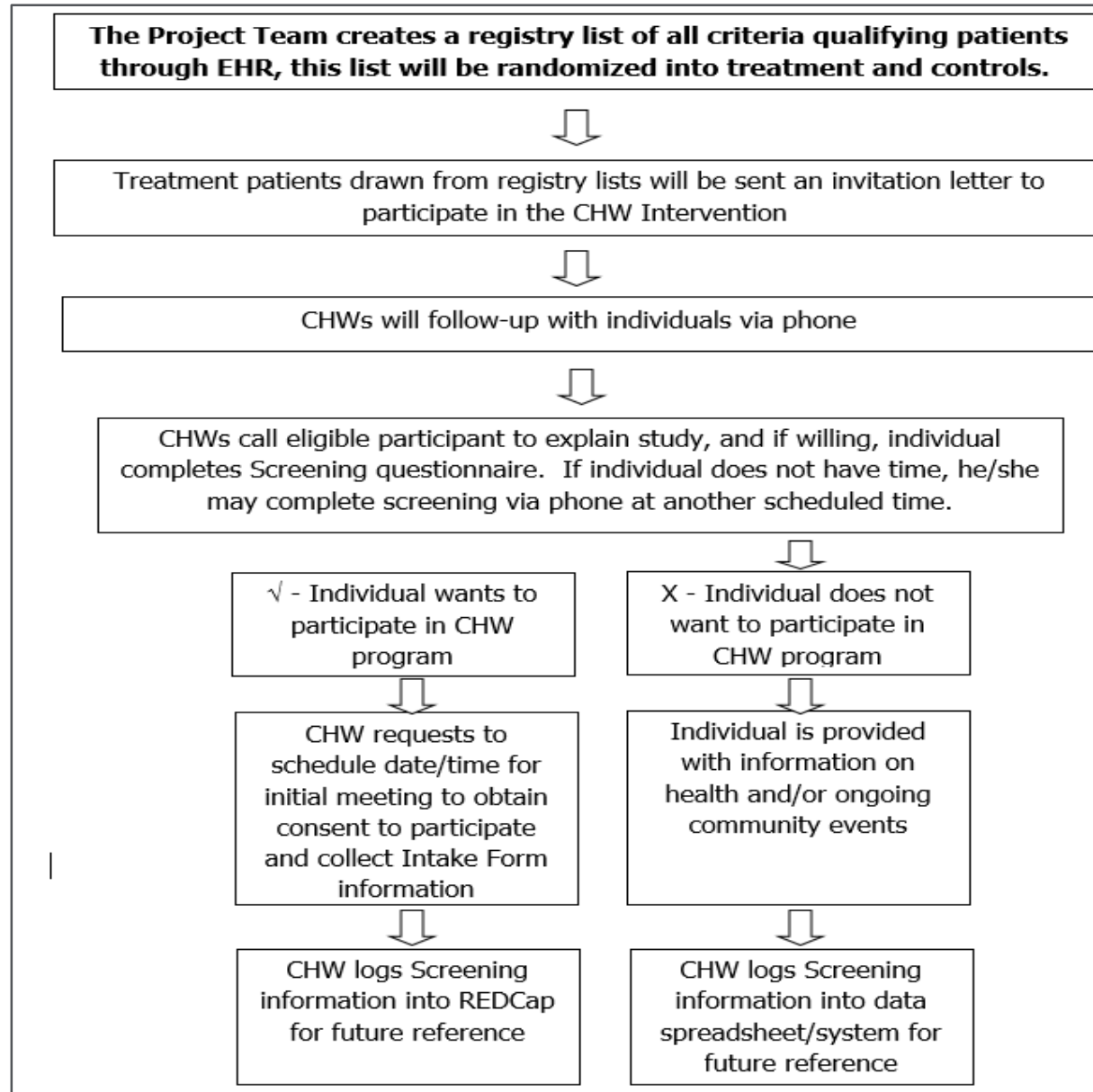
*Dec 20th, 2019*



# Agenda

- Provider Launch
- Overview
  - Recruitment Goals
  - Participant Eligibility Criteria
  - Participant Identification & Recruitment Methods
- Pulling & Cleaning EHR Lists
- Recruitment Mailing
- Considerations for Recruitment and Randomization
- Continued Data Collection
- CHW Recruitment Overview

# Recruitment Process Flowchart



# PROVIDER LAUNCH

# Provider Launch - Overview

## What is it?

Meeting to discuss the study overview and implantation logistics prior to the study start

## When is it held?

Approximately 2-3 weeks before recruitment mailing, so provider has time to review the recruitment list and letter

## Who's involved?

Assigned CHW, Project Coordinator, PCP + 1-2 Office staff (especially the office staff who will be your main contact person for the study)

## How long is it?

The meeting may run as long as 30 minutes, but be prepared for the provider to only have 10-15 minutes. Plan to discuss items relevant to the provider first, and then continue with the office manager/contact to discuss remaining items (such as logistics for holding sessions).

## Provider Launch - Steps

1. Develop Study One Pager + Launch Letter (templates provided)
2. Schedule Launch Meeting with Site
3. Hold Launch Meeting with Site Staff
  - Introduce CHW + staff
  - Provide Launch Meeting Folder
    - Folder Contents include: Launch letter, study one pager, sample recruitment letter, sample health education material; recruitment list if not previously provided
  - Discuss CHW Intervention and outline steps
  - Share a brief overview of Health Education Session topics
  - Show sample Curriculum Materials
  - Discuss session logistics (where sessions will be held, which days/times, materials needed, etc.)

# OVERVIEW

## Recruitment Goals

- Planned Total Recruitment:  $N = 162$
- Recruitment goals accounts for 10% attrition
- Round 1:
  - 14 Treatment + 14 Control at each site
  - (Overall: 42 Treatment + 42 Control)
- Round 2:
  - 14 Treatment + 14 Control at each site
  - (Overall: 42 Treatment + 42 Control)



# Participant Eligibility Criteria

- Inclusion Criteria
  - South Asian ethnicity (self-report)
  - Between 21-75 years of age
  - PCP visit within the last 12 months
  - Diagnosis of diabetes
  - Uncontrolled blood pressure reading in the past 6 months (130/80mmHg)

# Participant Eligibility Criteria

- Exclusion Criteria
  - Those under the age of 21 and older than 75 will be excluded
  - Women who are pregnant at the time of screening
  - Type 1 diabetes or diabetes secondary to other conditions (e.g. steroid-induced, pancreatic insufficiency, or chemotherapy-induced)
  - Life-threatening illness with life expectancy of <5 years; end-stage disease or serious illness that prohibits participation (e.g. end-stage renal disease or class IV congestive heart failure)
  - Inability to perform unsupervised physical activity
  - Diagnosed cognitive deficits or limited decision-making capacity

## Participant Identification and Recruitment Methods

- Identification method: Patients meeting eligibility criteria identified via EHR
- Recruitment strategies:
  1. Recruitment Letter sent to eligible patients on behalf of provider
  2. CHWs make follow-up phone calls to screen and enroll participants
- Recruitment documentation and tracking via REDCap database

# PULLING & CLEANING EHR LISTS

## Recruitment Data Collection via the Electronic Health Record

- DREAM NYC Data Collection
  - Finalize variables on EHR Reports
    - Patient Demographics
      - **Pt Last Name, Pt First Name, Patient Account Number, Gender, Age, Date of Birth, Primary Insurance, Address1, Address2, City, State, Zip Code, Cell Home, Phone, Race, Ethnicity, Language**
    - Clinical Data
      - **Most Recent BMI Dt, BMI, Most Recent Ht, Dt Ht, Most Recent Wt, Dt Wt, Most Recent BP Date, Systolic, Diastolic, Most Recent Smoking Status Date, Smoking Status, First HTN Date, First Obesity (based on BMI), Most recent Lab Date, LabCompany LabName, LabAttr Value, Most Recent LDL Date, LDL LabCompany, LDL LabName, LDL LabAttr, LDL Value**

# Recruitment Data Collection via the Electronic Health Record Continued

- DREAM NYC Variables
  - Diagnosis of diabetes (Include ICD 9 & 10 codes for diabetes + diabetes with complications)
  - Visit with PCP in the past 1 year
  - A1c test in the past 1 year
- Testing the report
  - Pull a test recruitment list at each clinic prior to site launch
- Pulling the recruitment list
  - Report Filters: Gender, Facility Site, Date Range of last PCP Visit
- Review Data Collection Protocol Letter with PCP/Office Staff
- Transferring materials securely
  - Ironkey

## Cleaning the EHR List (DREAM NYC Protocol)

- Before randomization, the EHR list needs to be cleaned:
  - Sort by name, and assign a number 1 to ... x for each individual
  - Clean the addresses, in case of clinic entry error
  - Check zip codes in case anyone falls outside of the geographical area
  - Check for potential family members (address, phone number, name), and randomize one family member from each group – this is done using sample procedure in R
  - Check for past participants (if previous studies have been completed at the site)
  - Format a final spreadsheet to include only individuals eligible for randomization

## Randomization (DREAM NYC Protocol)

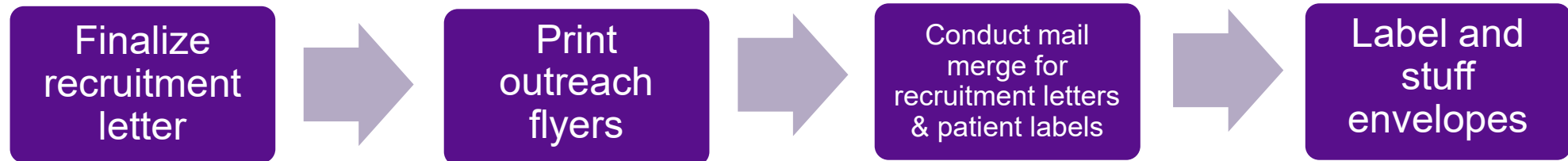
- Randomize the final list:
  - Create a CSV file to include only the randomization variables (ID, age, gender, BMI/HbA1c)
  - Randomization occurs in R, matching individuals by age, gender, and BMI/HbA1c (depending on the study). Additional factors may need to be included for this study.
  - Sort by name, and assign UIDs to assigned individuals e.g. (r\_site\_001, r\_C\_site\_001)
  - Create a new sheet, “treatment only”, which includes the treatment group individuals
  - Format a new spreadsheet in CSV format for import into REDCap (includes all variables to be input into the tracking form)



# RECRUITMENT MAILING

## Recruitment Mailing Overview

- The envelope the participant receives consists of 4 items (flyer may be printed double-sided)
  - Recruitment Letter (English)
  - Translated Recruitment Letter in participant's language
  - Outreach Flyer
  - Translated outreach Flyer in participant's language
- Steps for mailing:



# Finalize Recruitment Letter & Translate

- The recruitment letter will be coming from the participant's provider
- Make sure to have the provider's office letterhead on top and sign off at the bottom with the provider's name
- Include the contact information of the CHW that will be assigned to the site
- Once finalized, translate recruitment letter into the patient's language

[Provider Letterhead]

[Today's Date]

[Patient Name]  
[Address]  
[City, State Zip Code]

Dear [Patient First Name] [Patient Last Name],

Greetings! Our office is pleased to let you know about a health education program that may benefit you.

As part of this health education program, Community Health Workers trained by the NYU School of Medicine will provide eligible patients who are at risk for diabetes with important information on how to eat healthier, be more active, and reach a healthy weight through educational workshops and one-on-one follow-up support.

Eligible patients who sign up for this program will have the opportunity to participate in 5 educational workshops once a month about diet and nutrition, physical activity, stress management, and prevention of diabetes and its complications. The Community Health Workers leading the workshops are fluent in English, Bengali, Punjabi, and Urdu, and will provide you with information and resources in your language. The educational workshops will be held at our office or at a community location that is convenient for you.

This program is provided by the NYU School of Medicine. There is no cost to you to participate in this project, and you do not have to have insurance to participate. Your participation in this project will be strictly confidential and your name and health information will not be shared with anyone outside of this project.

If you are interested in learning more about this health education program, or if you would like to sign up, please call one of the Community Health Workers listed below and leave a voicemail with your name and phone number, and they will call you back with more information:

[CHW Name] Office #: (xxx) xxx-xxxx Cell (xxx) xxx-xxxx

Sincerely,  
[Provider Name]

# Print Outreach Flyer

- The outreach flyer outlines the program
- Include an image and contact information of the CHW that will be assigned to the site
- Once finalized, translate recruitment letter into the patient's language and print



LOSE WEIGHT, PREVENT DIABETES, AND FEEL HEALTHIER!

**DREAM Initiative** is a free health education program led by  
**NYU School of Medicine** in partnership with your doctor.



We help patients lose weight, prevent diabetes, and learn how to have a healthier lifestyle.

Program Benefits

- 5 group-based health education classes once a month, and one-on-one support to help you achieve your health goals.
- Information on wellness, nutrition, stress relief, and diabetes prevention.
- Assistance with referrals to healthcare providers and social services.
- Healthy and fun community activities.

We speak Bengali & English!



We are here to help! Call us for more information!  
[CHW Name (xxx) xxx-xxxx]

# Conduct mail merge and stuff envelopes

- **Conduct a mail merge on:**
  - **Recruitment Letter (English)**
  - **Patient Address Labels**
- Finalize Recruitment List in Excel
  - Correct addresses against USPS.com, fix misspellings
  - Correct participant names (eg. Misspellings, Fix ALL CAPS)
- Merge the participant labels and save in Site folder for review (use Step by Step Mail Merge Wizard)
- Merge the English letters and save in Site folder for review (use Step by Step Mail Merge Wizard)
- **Prepare the envelopes (return address label, participant label, stamp)**
  - Stuff the envelopes (English letter, translated letter, flyer, translated flyer)
  - Double check each letter (verifying patient name on envelope and letter)
  - Seal envelopes
  - Envelopes Stamped or Metered
  - Bring them to the post office!

# Considerations for Recruitment and Randomization

- Family Members
  - Randomizing to the same group vs. excluding subsequent family members as study participants (can attend as non-participants)
- Limited ability to attend sessions
  - Participant is traveling out of the country for more than 6 weeks
  - Participant cannot travel to sessions by themselves
  - Session site is too far from home

# DATA COLLECTION

# Data Collection Schedule

- Verify Data Collection Time Points
- DREAM NYC Data Collection
  - 7<sup>th</sup> Month
  - 12<sup>th</sup> Month
  - 18<sup>th</sup> Month
- Treatment Participant Protocol
  - Develop an appropriate protocol for patients who have not had an A1c test by the time of the first data collection time point.
  - E.g.(Send out letters to patients that need to complete testing, CHWs ask participants to complete HbA1c testing during certain time point, provide clinic with list of patients that need to complete testing in January, ask clinic to provide two days where patients can come and complete A1c testing)
  - Based on next data collection, decide if this protocol needs to be repeated for those who didn't test
- Verify how data collection will be entered into REDCap
  - Manual vs. excel upload



# CHW RECRUITMENT

# CHW Recruitment – Overview

(specific training scheduled for Atlanta)

- **CHWs loosely use a “call script” with talking points when making recruitment calls**
  - Briefly introduce themselves and their role/affiliation
  - Introduce program and offer program benefits
  - Complete screening questionnaire if participant has time
  - Schedule a meeting for consenting/Survey/Session 1 if participant is interested
  - Voicemails for unanswered calls should be brief and not mention health condition, as phone numbers may be shared
  - All call outcomes must be documented in REDCap

# CHW Recruitment – Overview

(specific training scheduled for Atlanta)

Phone Call Decision Tree

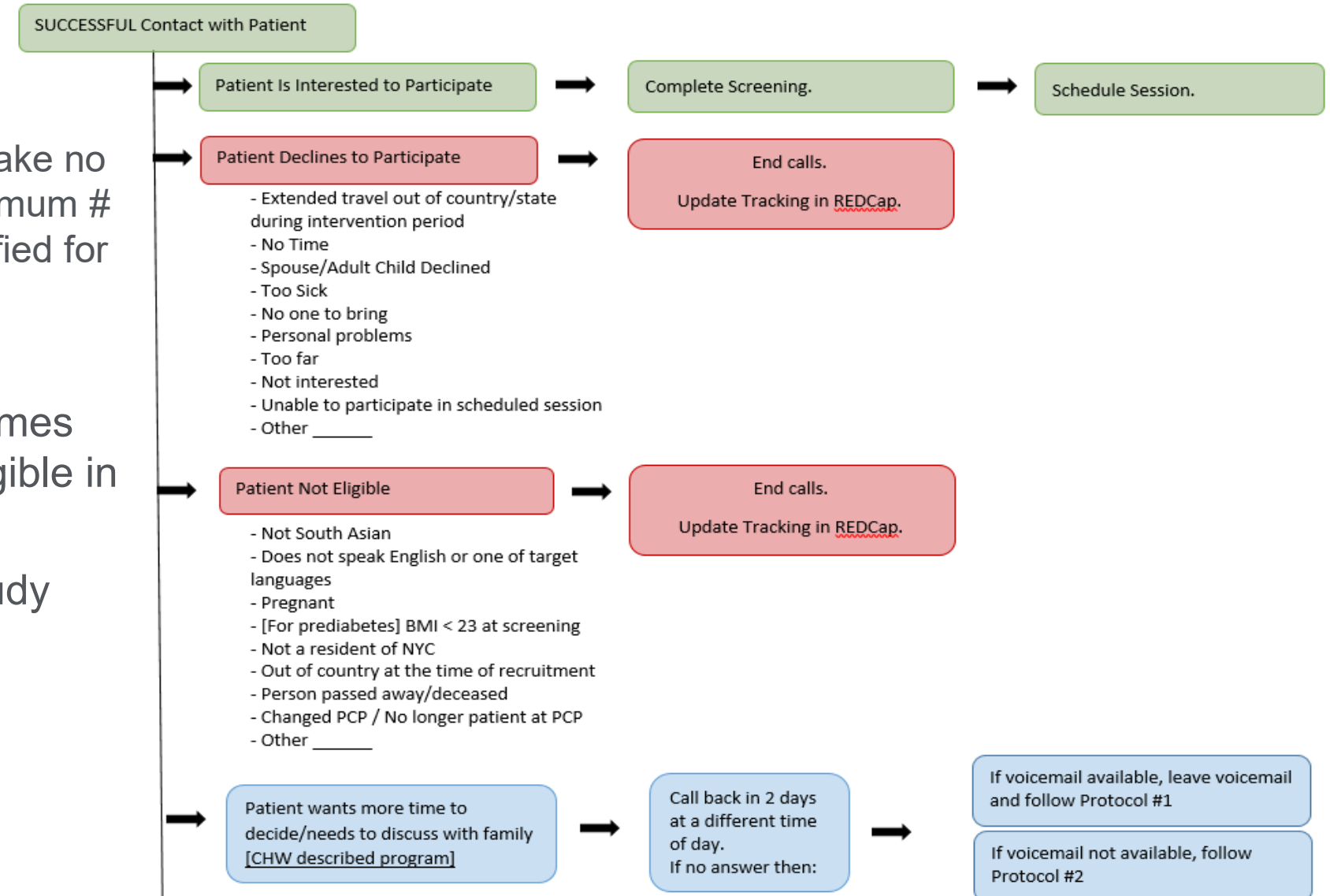
- **Phone Call Decision Tree:**

- details when CHWs should make no further calls to a patient (maximum # contact attempts can be modified for your study as needed)

- **Successful Contacts →**

- CHWs to document all outcomes and reasons for decline/ineligible in REDCap.

- To be revised with Atlanta study eligibility criteria.



# CHW Recruitment – Overview

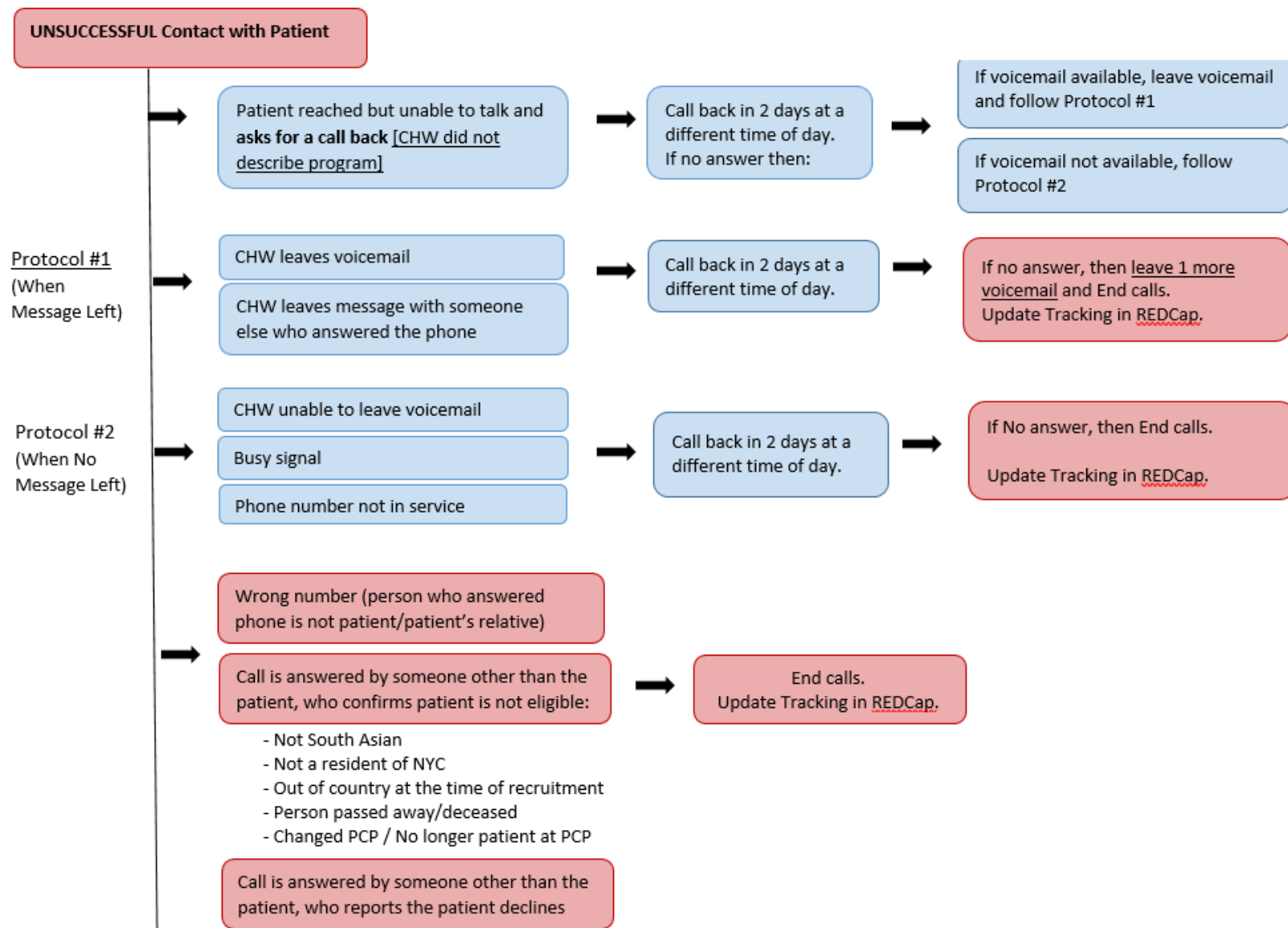
(specific training scheduled for Atlanta)

- **Phone Call Decision Tree**

- details when CHWs should make no further calls to a patient after a number of unsuccessful attempts

- **Unsuccessful Contacts** →

- CHWs to document all outcomes in REDCap.



# CHW Recruitment – Overview

(specific training scheduled for in-person session in Atlanta)

- CHW Recruitment Call “Schedule” (Example from DREAM NYC)

	Day 1	Day 2	Day 3	Day 4	Day 5
Week 1	Call #s 1-50	Call #s 51-100	Call back Day 1 Patients with outcome “Call Back in 2 days”	Call back Day 2 Patients with outcome “Call Back in 2 days”	Catch up day for calls and documentation in REDCap.
Week 2	Call #s 101- 150	Call #s 151- 200	Call back Day 1 Patients with outcome “Call Back in 2 days”	Call back Day 2 Patients with outcome “Call Back in 2 days”	Catch up day for calls and documentation in REDCap.
Week 3	Office Day: Make Calls	Field Day: Hold Sessions	Office Day: Make Calls	Field Day: Hold Sessions	Catch up day for calls and documentation in REDCap.
Week 4	Office Day: Make Calls	Field Day: Hold Sessions	Office Day: Make Calls	Field Day: Hold Sessions	Catch up day for calls and documentation in REDCap.