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# RECRUITMENT BURDEN: DEFINED METRICS AND EMERGING TRENDS

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## THE FULL PICTURE

### Recruitment Burden

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graph TD; A[Recruitment Burden] --- B[Burden Metrics]; A --- C[Recruiter Observations]
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Burden Metrics

Recruiter  
Observations

## LITERATURE: RECRUITMENT BURDEN

- **“Time efficiency”** – recruiter self-report of “time spent” (Sha, et al., 2010; Liu, Sha, Park, 2012; Liu, Sha, Park, 2013; Murphy, Keating, Edgar, 2013)
- **“Outcomes”** – number of eligible; ineligible or out of scope; non-contacts; etc. (Liu, Sha, Park, 2012; Richie, Lewis, 2013; Liu, Sha, Park, 2013)
- **“Reach out capacity”** – number of potential respondent reached from advertisement effort (Liu, Sha, Park, 2012; Sha, Pan, Lazirko, 2012; Liu, Sha, Park, 2013)
- **“Recruiter observations”** – recruiter’s description of recruitment methods and insights into what was effective for reaching respondents (Khosrovani, Ward, 2011; Kyriakakis, et al, 2015; Wysocki, Brosig, & Hilliard, 2016; Witty, et al, 2014)

# THE BALANCING ACT

## Systematic, Meaningful Data

- Improve recruitment sample
- Evaluate and improve recruitment methods
- Make recruitment more efficient

## Recruiter Effort

- Prioritize recruitment over recruitment data collection

## MEASURES COLLECTED BY CQDER RECRUITERS

- **Project Title**
- **Description of Target Population**
- **Recruiter Observations & Description of Recruitment Method**
- **Location (Lab, Offsite)**
- **Length of Interview**
- **Incentive**
- **Audio Recorded**
- **Video Recorded**
- **Calls in**
- **Calls out**
- **Emails in**
- **Emails out**
- **Faxes out**
- **Letters Sent (USPS)**
- **Screened and Eligible**
- **Scheduled**
- **Canceled/No Show**
- **Completed**

## DEFINITIONS OF THE METRICS

- **Outgoing Contacts (mean)**
  - **Mean number of “outgoing” contacts** (calls, emails, faxes, letters) made by the recruiter to each potential respondent
- **Outgoing Contacts per Complete**
  - **The sum of “outgoing” contacts** (calls, emails, faxes, letters) made by recruiter to each potential respondent divided by the **total number of completed interviews**
- **Scheduled per Complete**
  - Total number of **scheduled interviews** divided by the total number of **completed interviews**
- **Incoming Contacts (mean)**
  - **Mean number of “incoming” contacts** (calls, emails, faxes) made by each potential respondent to the recruiter

# CCQDER RECRUITMENT BURDEN DATA

## Data

- March 2015 – August 2016
- 16 projects\*
- 527 interviews\*
- 1,819 potential respondents\*\*

## Data Categorization

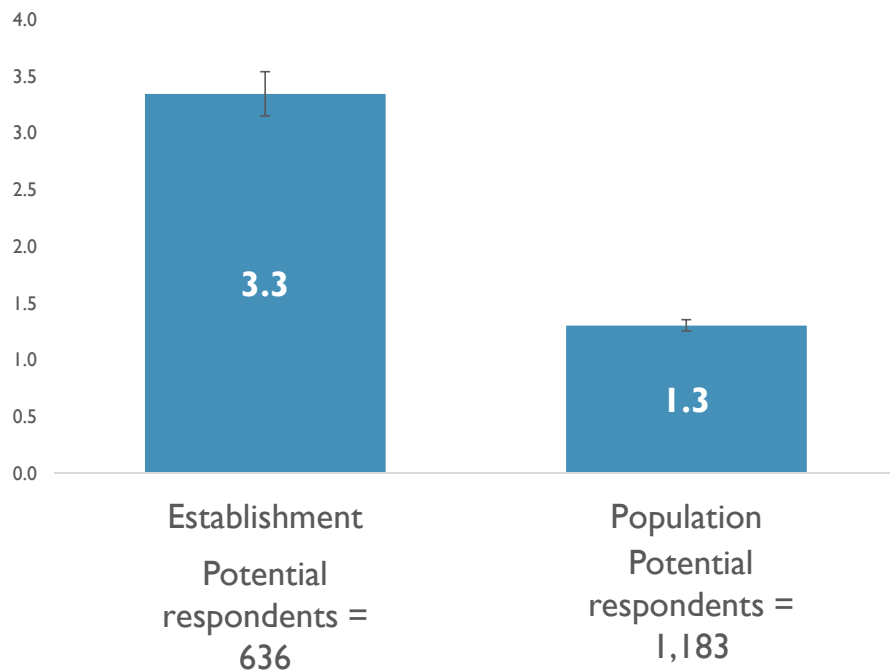
- Population Type
- Remuneration Amount

\*Not total number of projects conducted by CCQDER

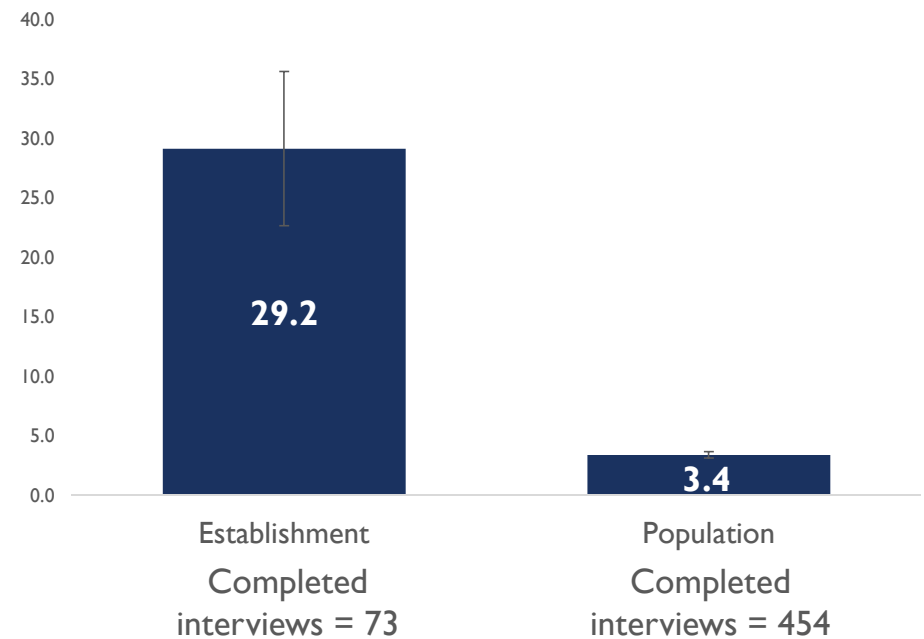
\*\* Potential respondents may have been counted more than once if they responded to more than one study

# OUTGOING CONTACTS & OUTGOING CONTACTS PER COMPLETE: POPULATION TYPE

Outgoing Contacts (Mean) By Population Type\*



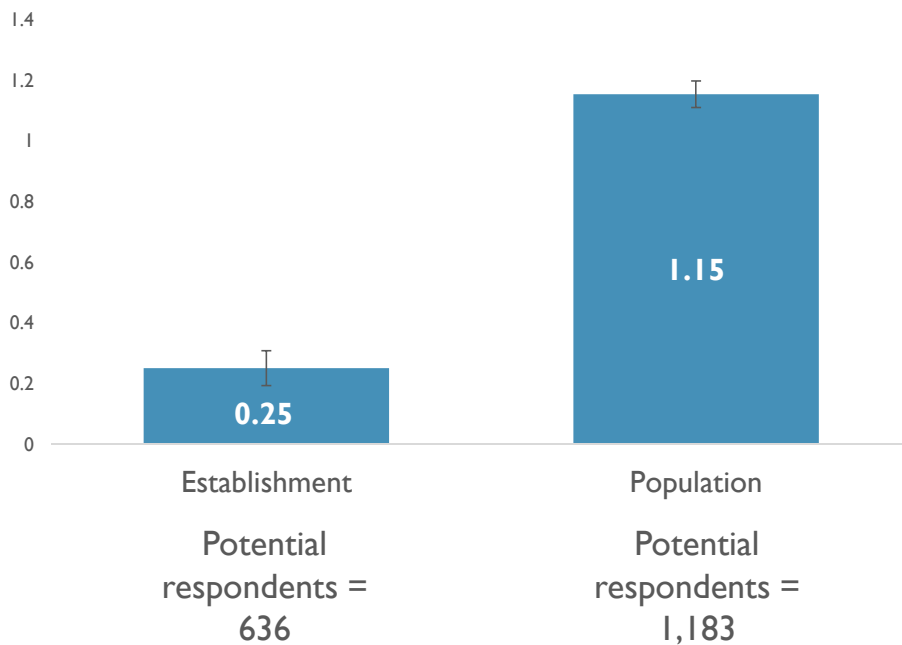
Outgoing Contacts Per Complete By Population\*





# INCOMING CONTACTS: POPULATION TYPE

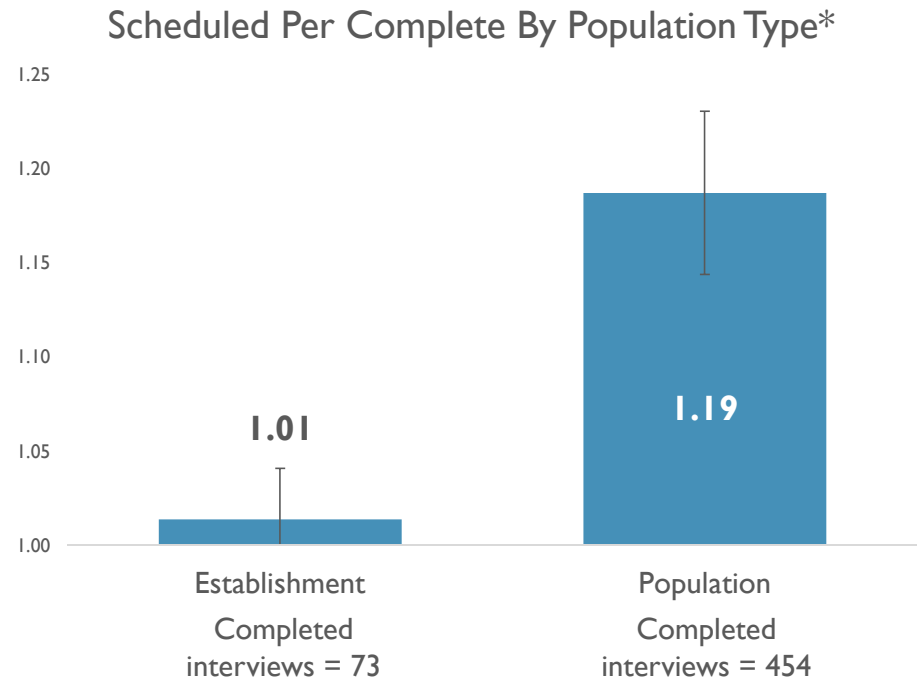
Incoming Contacts (Mean) By Population Type\*



- Establishment
  - 0.25 Incoming contacts (mean)
- Household
  - 1.15 Incoming contacts (mean)

## SCHEDULED PER COMPLETE: POPULATION TYPE

- Establishment
  - 1.01 Scheduled per complete
- Household
  - 1.19 Scheduled per complete



# HOUSEHOLD POPULATION REMUNERATION AMOUNTS

## ■ **\$0 Remuneration (60 minute interviews)**

- CDC employees' experiences with the Equal Employment Opportunity Office (EEO)

## ■ **\$40 Remuneration (60 minute interviews)**

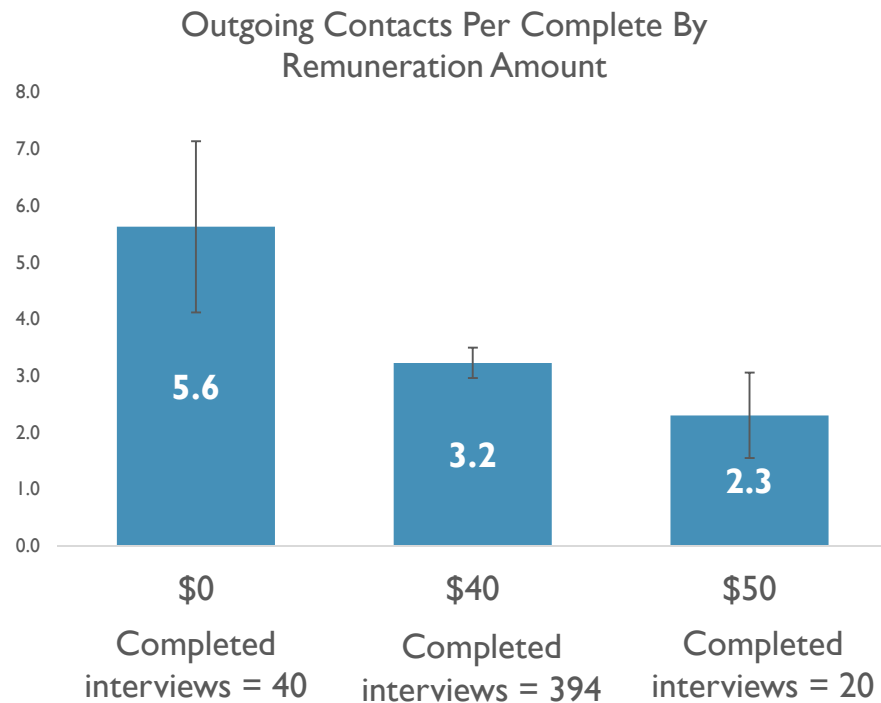
- Adults with chronic pain
- Adults with disabilities Adults that had Chest CT for cancer risk, Chest x-ray for cancer risk, lung cancer screening with low dose computer tomography, PAP test, or HPV test
- Adults who drink alcohol or use e-cigarettes
- Parents of children with health conditions
- Parents and their teens with health conditions\*
- Private Health Insurance, Medicaid, Medicare, ACA

## ■ **\$50 Remuneration (90 minute interviews)**

- Women who have a baby aged 2 – 18 months who used illicit drugs before or during pregnancy and/or have a family history of cancer\*\*

\*The parent and the teen received \$40 each

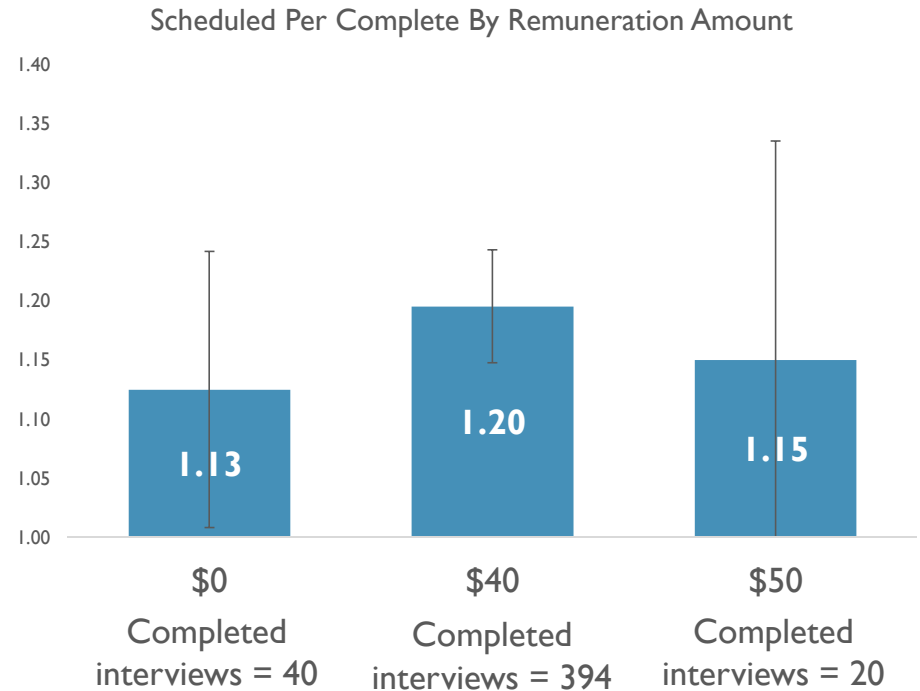
# OUTGOING CONTACTS PER COMPLETE: REMUNERATION AMOUNT



- \$0\*
  - 5.6 Contacts per complete
- \$40
  - 3.2 Contacts per complete
- \$50
  - 2.3 Contacts per complete

## SCHEDULED PER COMPLETE: REMUNERATION AMOUNT

- \$0
  - 1.13 Scheduled per complete
- \$40
  - 1.20 Scheduled per complete
- \$50
  - 1.15 Scheduled per complete



## THE FULL PICTURE

### Recruitment Burden

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graph TD; A[Recruitment Burden] --- B[Burden Metrics]; A --- C[Recruiter Observations]
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Burden Metrics

Recruiter  
Observations

## REFERENCES

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QUESTIONS?

