THE FULL PICTURE

Recruitment Burden

- Burden Metrics
- Recruiter Observations
“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*

- Establishment: Potential respondents = 636, Potential respondents = 3.3
- Population: Potential respondents = 1,183, Potential respondents = 1.3

Outgoing Contacts Per Complete By Population*

- Establishment: Completed interviews = 73, Completed interviews = 29.2
- Population: Completed interviews = 454, Completed interviews = 3.4
INCOMING CONTACTS: POPULATION TYPE

- **Establishment**
  - 0.25 Incoming contacts (mean)

- **Household**
  - 1.15 Incoming contacts (mean)

Potential respondents = 636

Potential respondents = 1,183
SCHEDULED PER COMPLETE: POPULATION TYPE

- Establishment
  - 1.01 Scheduled per complete

- Household
  - 1.19 Scheduled per complete

Scheduled Per Complete By Population Type

- Establishment: Completed interviews = 73
- Population: Completed interviews = 454
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**

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*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

Completed interviews:
- $0: 40
- $40: 394
- $50: 20

**Outgoing Contacts Per Complete By Remuneration Amount**
SCHEDULED PER COMPLETE: REMUNERATION AMOUNT

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

![Scheduled Per Complete By Remuneration Amount](chart.png)

- $0, Completed interviews = 40
- $40, Completed interviews = 394
- $50, Completed interviews = 20
Recruitment Burden

- Burden Metrics
- Recruiter Observations
REFERENCES


QUESTIONS?