



Strategies for Successful Retention of Minorities and Women

#1



Understand Your Participants

Understand your participants; ask how you can better support them.

This may include visit planning, reminders, telephone calls to patients between visits, research staff availability and responsiveness, or convenient timing of appointments.

#2



Reach Out to Participants

Regular contact with study participants can improve retention.

Providing a toll-free phone number for participants can be a useful tool to improve research staff availability and accessibility.

#3

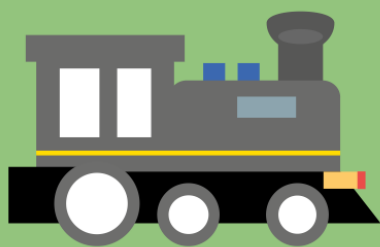


Provide Reimbursements

Returning to a study site to participate in a clinical trial may be difficult and time-consuming for study participants.

Providing reimbursements can help to ensure retention.

#4



Overcome Transportation Barriers

Providing free transportation to and from the research site or compensation for expenses related to participation may effectively increase retention.

#5



Promote Convenience

Providing evening and weekend hours, child care services, and transportation vouchers can make participation more convenient for some participants.

#6



Appreciate Investment of Time and Effort

Verbal recognition of effort, participation certificates, and letters of gratitude are all ways to show study participants how much they are valued.

Provide appreciation items. They can include calendars, thank you notes, birthday cards, meal vouchers or bags with the study logo.



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