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### Thanks to...

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- ### Overview of techniques
- Recruit committed participants
  - Cultivate community connections
  - Make an ADC visit a positive experience
  - Keep in touch between visits
  - Be flexible and persistent in arranging follow-up visits

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### **Recruit committed participants**

- Build on pre-existing relationships
  - Patients in memory clinic
  - Piggy-back onto ongoing longitudinal studies
- Recruit volunteers with manifest interest in dementia

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### **Cultivate community connections**

- Hold public conferences about dementia, with testimonials by UDS participants
- Seek buy-in from community leaders (e.g., ministers)
- Have community representatives, participants on a board of advisors
- Focus groups of participants

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### **Make visit experience a positive one—1**

- Offer services that may be hard or impossible to obtain elsewhere
  - Tests: imaging, cutting-edge diagnostics
  - Access to clinical trials of new therapies
  - Educational, social, support services
  - Special attention to needs of caregivers
- Tangible incentives
  - Monetary payment / grocery card
  - Free lunch
  - Free parking

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## **Make visit experience a positive one—2**

- Well-organized clinic operation
  - Minimize waiting time
  - Staff that knows what's planned
- Nice touches
  - Someone to greet participants personally, chat with them, get to know them
  - Continuity of staff/patient relationships
  - Coffee, tea, etc.
  - Comfortable waiting area

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## **Keep in touch between visits**

- Newsletter
- Greeting cards: birthdays, holidays, get-well, sympathy
- Events / conferences intended for participants and the public
  - New scientific developments
  - Participant appreciation days
- Call-in resources for caregivers: education, referrals, social services

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## **Be flexible and persistent**

- Start early, and don't give up
- Be prepared to offer alternatives to a clinic visit
  - Evening or weekend visit
  - Home visit
  - Phone visit
- Let visit be split into 2 parts if better for patient: clinical evaluation, neuropsych testing
- Offer convenient transportation if necessary
- Make it no big deal to change appointment

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