



# Creating a Common Tool for ADCs to Assess Effectiveness of Outreach

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# What do we all have in common?

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- Need to recruit ADC participants
- Need to recruit minorities
- Need to maintain participation in follow-ups
- Need to recruit for studies, preferably from the Clinical Core population
- Insufficient funds for advertising.



# How are we different?

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- Some are the only game in town, while others have competition for older adult participants
- Urban vs nonurban
  - Medical services
  - Transportation.



# Value of a common metric

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- Improve communication
- Enable cross-center comparisons
- Provide information about successful strategies.



# Measurement issues

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- Direct to participant methods provide immediate information
  - Click on a website
  - Telephone call to a recruiter
- Response to brochures or newspaper advertising harder to measure
- Some methods take a long time to bear fruit.



# Comparative costs difficult to measure

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- Salary of recruiter
- Immediate cost of brochure or ad
- Example:
  - Valpak coupon to 50,000 households cost \$2000 and yielded 3 known participants
  - Staff member costs \$30 to \$50,000 per year.



## Recommendation: Possible metrics to assess comparative effectiveness of outreach efforts

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- Number of calls to the ADC by potential participants
- Number of initiated and completed screenings
- Reasons for ineligibility
- Number signing consent forms
- Number who enroll in a study after enrolling in ADC.



# Recommendation: Common evaluation form

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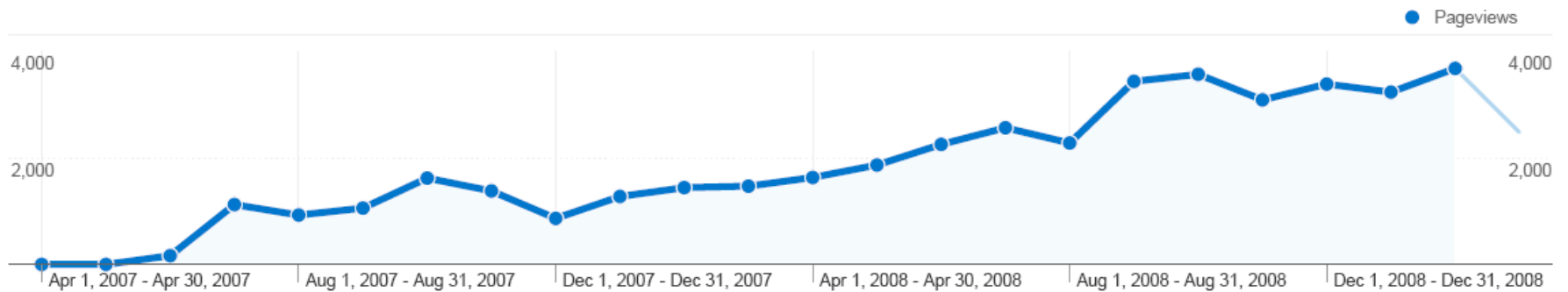
- Create an evaluation form for all centers, to be given to participants in outreach activities
- Assess satisfaction
- Assess interest in enrolling
- How many give contact information?



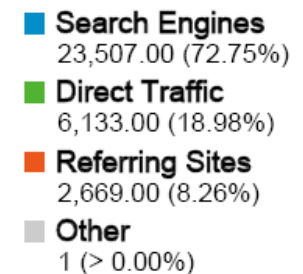
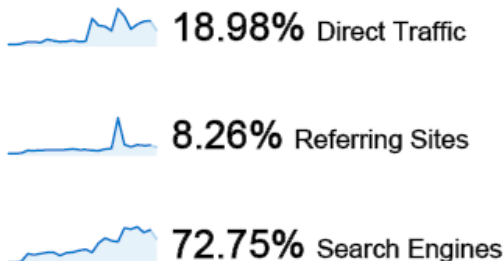
# Recommendation: Measure web activity

ADC  
Dashboard

Apr 1, 2007 - Mar 20, 2009  
Comparing to: Site



All traffic sources sent a total of 32,310 visits





# Recommendation: Develop clear and consistent descriptions of categories for participants on ADC application

Referral Source (NACC Categories)
Self/ Relative/ friend
Clinician
ADC Solicitation
Non-ADC study
Clinic Sample
Population sample
Non-ADC Media Appeal (e.g., Alzheimer's Association)
Other
Unknown
Total