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**CLINICAL TRIAL RECRUITMENT IN THE 21ST CENTURY: INTEGRATING  
INTERNET STRATEGIES FOR DOMESTIC TRIALS.**

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Reaching and recruiting eligible participants is the basis for clinical research, yet the initial process of identifying suitable strategies for specific trial settings is often underdeveloped.

This paper reviews the recruitment strategies and their evolution for three reproductive health trials conducted between 2006-2008 in San Francisco, CA. The first one was a phase 1 trial investigating the safety of a vaginal microbicide in healthy young women. The second phase 1 trial assessed the safety and acceptability of a vaginal probiotic powder in healthy women, followed by a phase 2 trial assessing the same product in women with bacterial vaginosis. Women were recruited into these studies using a variety of methods – some traditional and some that were unavailable just five years ago. Traditional methods include radio, newspaper advertising, postcard/flyer/brochure, clinician newsletter and mass clinician mailing. Novel methods include recruitment via websites, chat rooms, and online advertising via Google and Facebook. We assess the effectiveness of these methods for reaching different sections of the population and whether our selection of methods succeeded in the recruitment of a diverse clientele. We also explore differences in formal and informal relationships with community collaborators and referral clinics and provide details on the cost of each method.

In order to meet recruitment targets, careful analysis of the unique trial environment is essential during the planning stages of a clinical trial. Continuous critical review of employed recruitment strategies and adaptation to the ever-changing environment is key for the success of the entire research project.