

RESEARCH STUDY RECRUITMENT – PROMOTION TOOLKIT

If you are interested in promoting a study to recruit participants, please review the following document that outlines the process and options available. In order to ensure brand compliance, you must work with the BMC Communications and Marketing Department or the BUSM Communications Office on the development of materials or on the review of sponsor-supplied materials.

GENERAL PROCESS*

Timeline and budget will vary depending on promotional materials needed, but the process is standard and as follows:

1. Ensure that funds are available for your chosen promotional material(s).
2. Work with a **Clinical Trials Office Financial Analyst** during budget development and negotiation, when applicable.
3. After receiving IRB approval for the study, submit the following form to BMC and BUSM Communications/Marketing: www.bmc.org/researchpromotion.
4. Depending on the home institution of the principal investigator, BMC Communications/Marketing or BUSM Communications will review the information submitted and respond with follow up questions within 2-5 business days.
5. After further detail is outlined, BMC or BUSM Communications/Marketing will develop promotional material(s) and send back to study coordinator for approval. The turnaround time for receiving branded materials will average 1-4 weeks.
 - This could potentially be longer if multiple materials are requested in one form submission or if information provided is missing/inaccurate. Timelines will be clearly communicated
 - For externally sponsored trials, sponsor may require approval before IRB review
6. Study coordinator approves and then submits the material(s) as an amendment to the IRB for approval.
7. Once IRB approval is obtained, send approval letter to the BMC or BUSM Communications/Marketing team.
8. BMC or BUSM Communications/Marketing can then move forward with launching, printing, etc promotional material(s).

*If you have received sponsor-supplied materials, fill out the same form listed in step 3 and upload those materials for review.

STUDY INFORMATION REQUIRED

The following information will need to be provided in the form:

- Study name / Study H number
- Home institution of the principal investigator (BMC or BU)
- Attached initial IRB approval letter + initial IRB approval date
- Study description for recruitment purposes in layman's terms
- Target audience
- Compensation for participants
- Study contact information
- Study URL
- Promotional budget (BMC and BUSM Communications/Marketing will not charge for the development of the materials, but the study will need to cover printing fees, actual advertising costs and related delivery)
- Any related images/attachments

PROMOTIONAL MATERIAL OPTIONS

Depending on a number of factors, BMC Communications/Marketing and BUSM Communications may not be able to fulfill some promotional material requests. We will do our best to help you accomplish your recruitment goals.

Twitter Post

BMC/BU can post one tweet from @The_BMC/@BUMedicine.

Flyer

8 ½ x 11 document that is printed and can be handed out by providers, in clinics, etc.

- Budget: \$150 to print 100 copies of a flyer on professional paper.
\$0 to print internally.

Postcard

5 ½ x 8 ½ document that is printed and can be handed out by providers, in clinics, etc.

- Budget: \$175 to print 100 copies of a flyer on professional paper.
\$0 to print internally.

Social Media Advertisement

Advertisements that run from BMC or BUSM social media accounts to a targeted audience.

- Budget: \$1,000 for a 6-week pilot campaign with the potential reach of 75,000 to 250,000 depending on the target audience
 - 100% of funds will go to the advertising.
No additional fee for the placement

Newspaper/Digital Media Advertisement

Placed advertisement in newspaper, website etc. Wide range of options for this more expensive promotional option.

- Budget: \$500 - \$15K (very wide range depending on your audience, placements, etc). We can discuss larger media buys on a case-by-case basis.
 - There is typically a related fee for media placement

BMC Website & Email placement

Have your study listed on bmc.org. The link to the listings is emailed each week in "The Week Ahead" email newsletter to all BMC staff. Email the Clinical Trial Office at CTO@bmc.org.

Submit your study to the BUMC News & Events email, sent to all faculty, staff and students on the Medical Campus every Monday morning. Submit your information through this link, tiny.cc/BUMCweekly. BU Kerberos login/password required.

Post your study on BU CTSI's Study Finder (tiny.cc/StudyFinder), which lists studies for public view, both for recruitment purposes and/or general publicity and collaboration.

For general questions, please contact: content@bmc.org



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