

An Analysis of Recruitment for an Advance Care Planning RCT

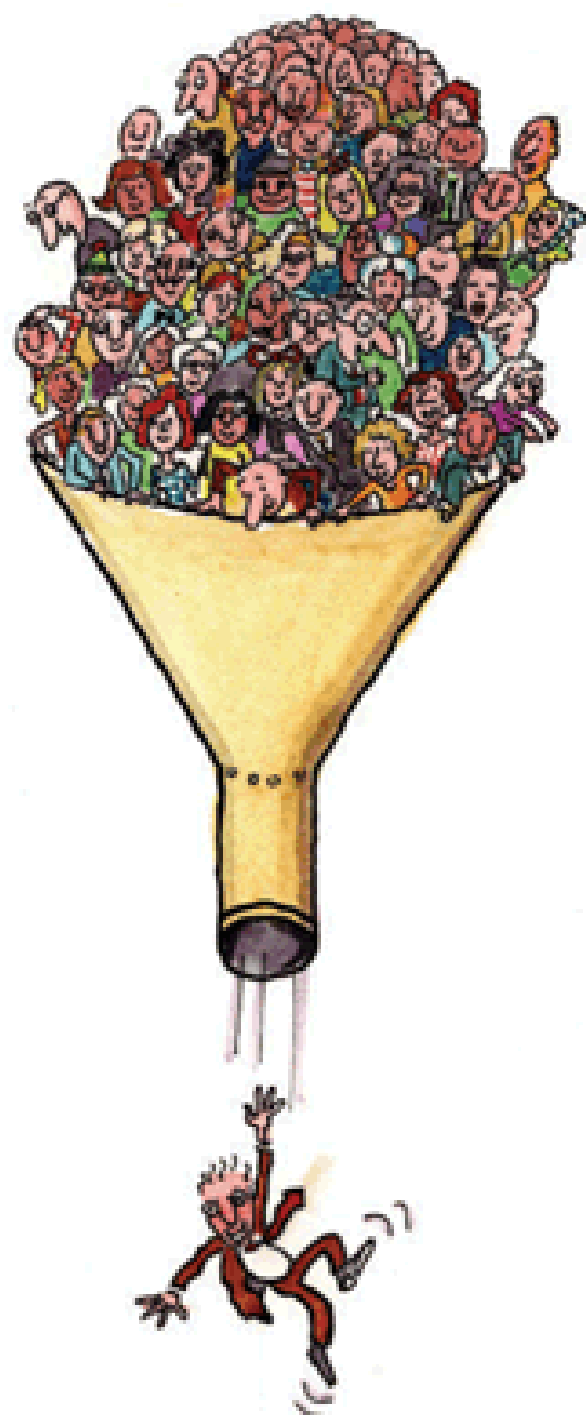
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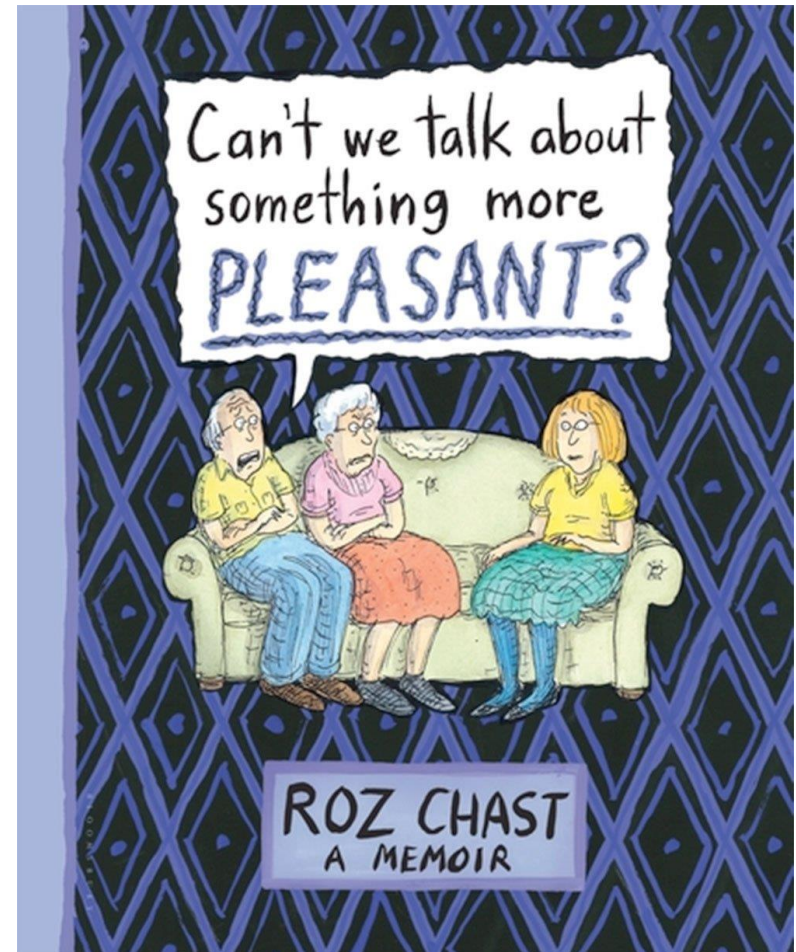
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The Recruitment Funnel



Advance Care Planning (ACP)

- Process of preparing for future medical care
- Advance Directives
- Sensitive topic
- Non-therapeutic intervention



Research Question

What were the major challenges to the efficient recruitment of seriously ill patients into this non-therapeutic interventional trial?

ACP Study Design

- Single-blinded RCT
- Interactive decision aid vs. standard advance directive
- Patients clarify and document medical wishes to align end-of-life treatment

Advance Directive
Making Your Wishes Known

Resources | About | Help

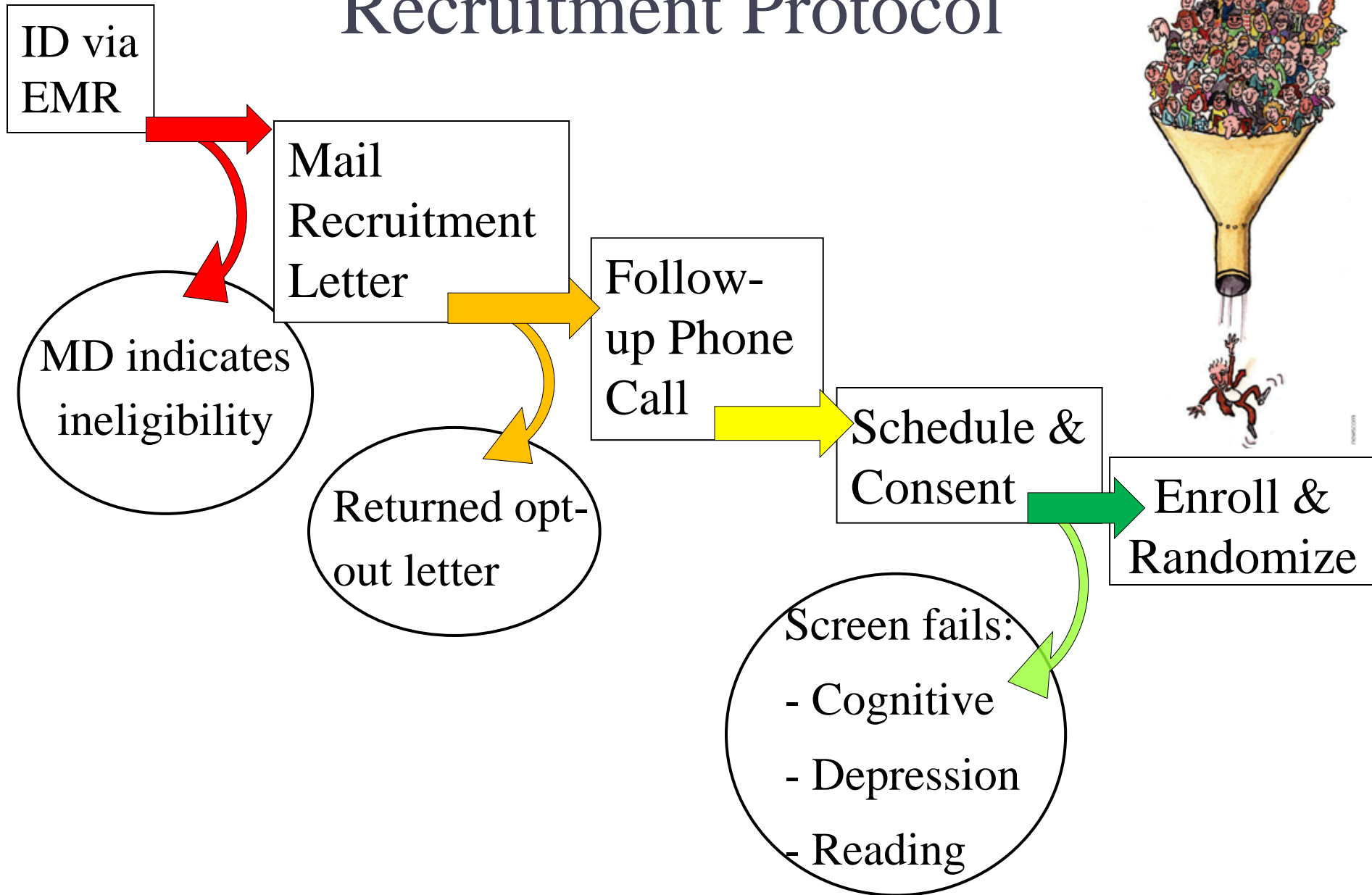
▶ My Advance Directive

Plan for your future

Making Your Wishes Known is an online decision aid to help individuals prepare for future medical decisions.

▶ Get Started

Recruitment Protocol



Analysis Methods

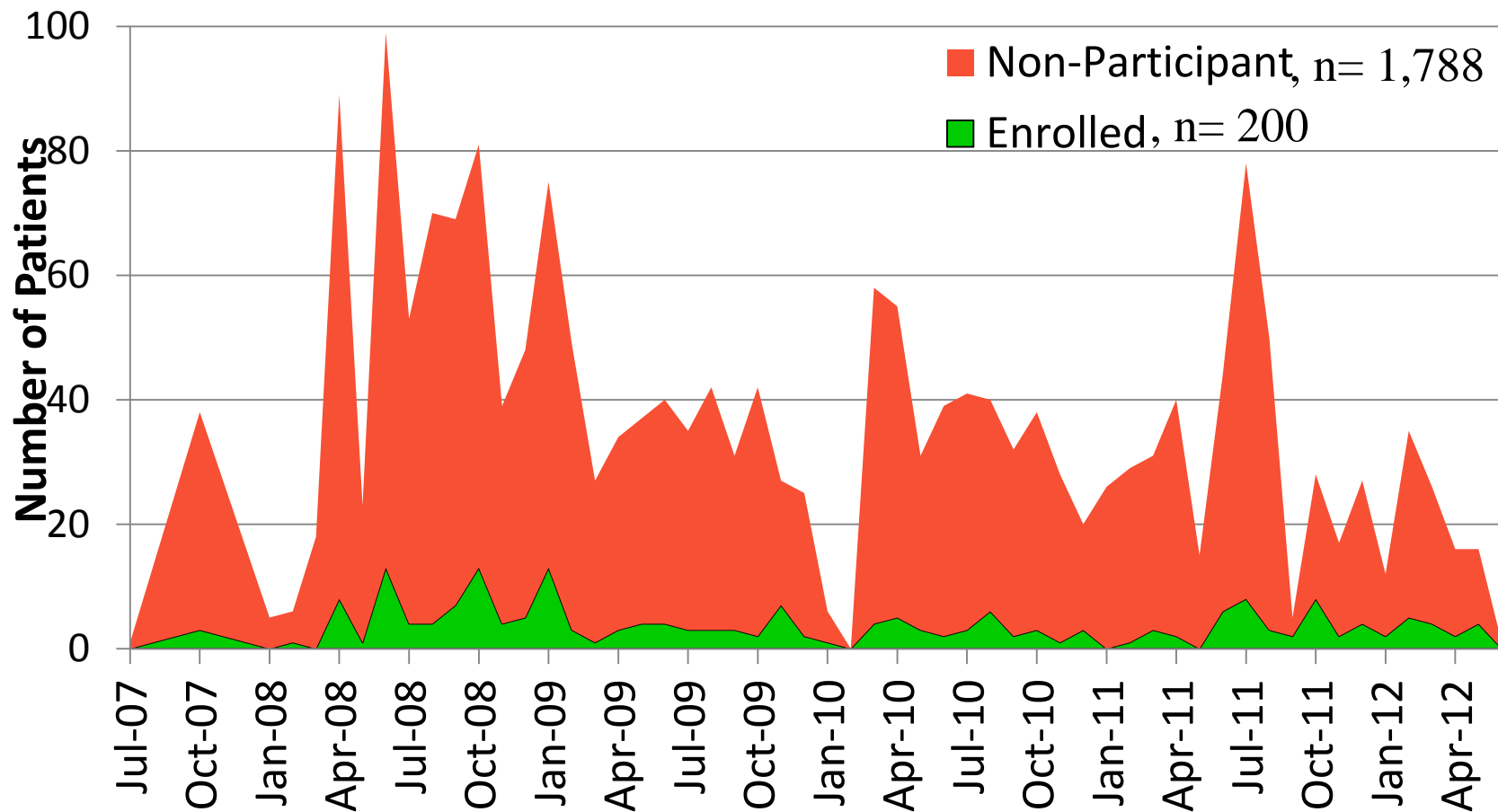
Wilcoxon Test

- Age at referral
- Distance to study site

Chi-square Test

- Gender
- Race
- # Follow-up calls

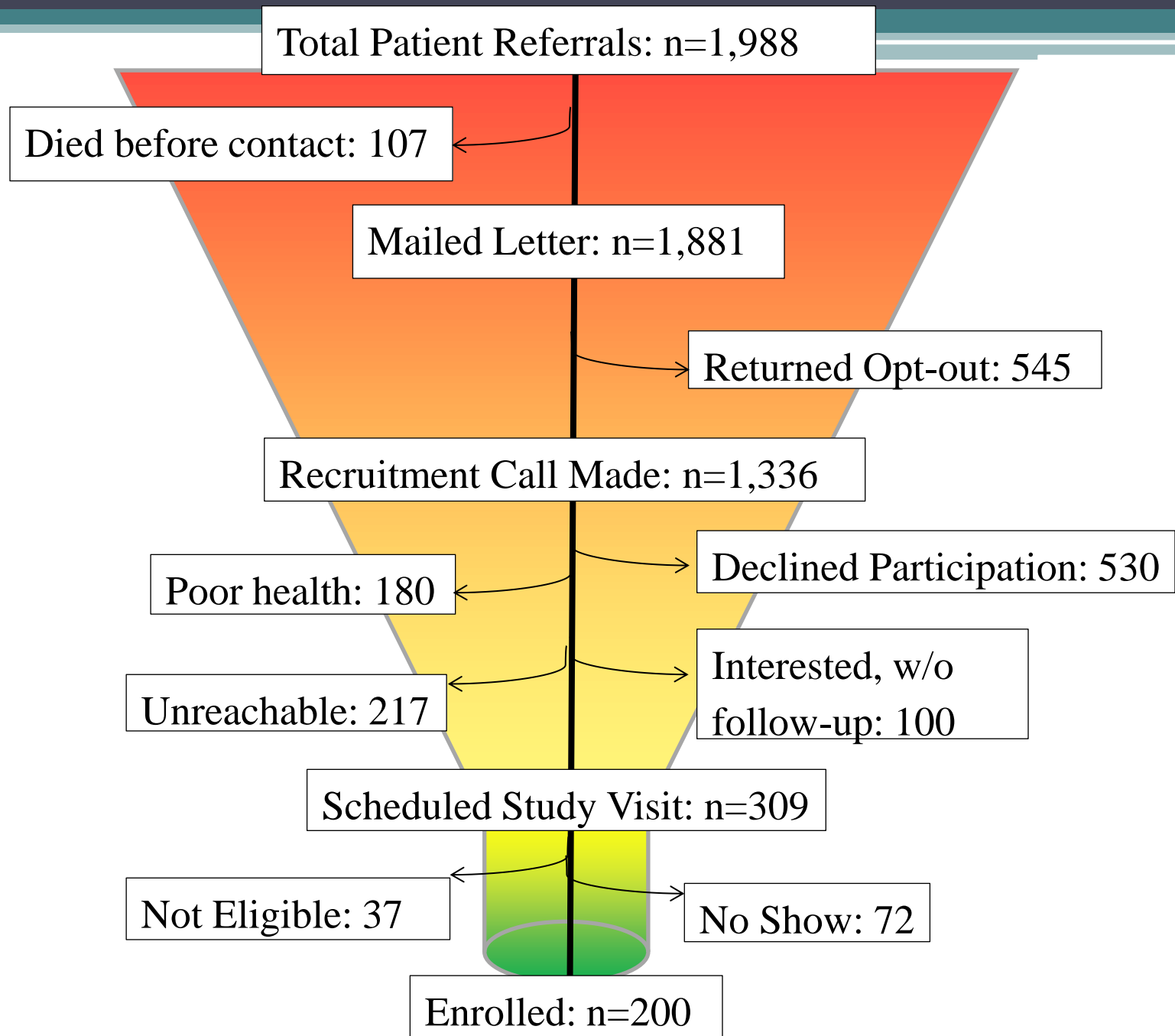
Referrals Across Time



• 30 referring physicians

• 20 clinics

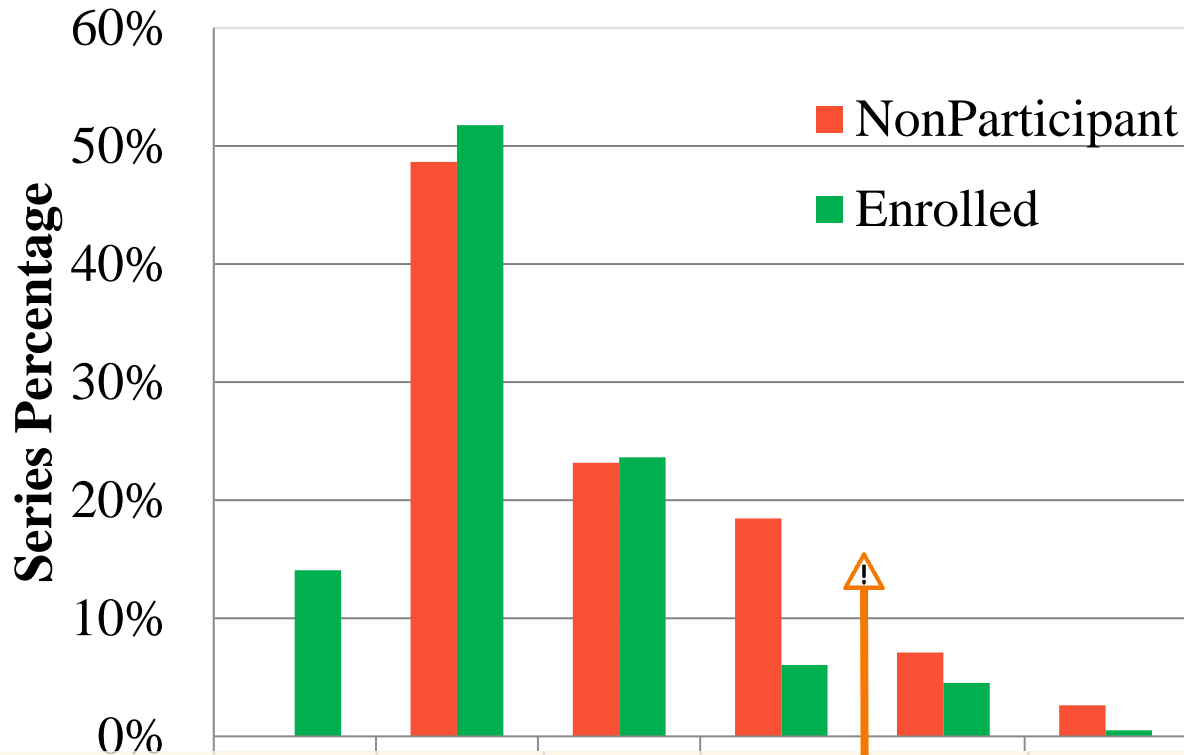
• 5 years



	Enrolled n=200	Non-Participants n=1788	
	Median or Count		P-value
Distance (miles)	25.0	50.5	0.01 ^w
Mean ± Std Dev	38.4 ± 52.8	50.5 ± 151.6	
Age	62.6	64.9	0.02 ^w
Gender			0.88 ^x
Male	107 (54%)	1039 (58%)	
Female	73 (37%)	749 (42%)	
Race			0.03 ^x
White	193 (96%)	1606 (90%)	
Minority	7 (4%)	134 (8%)	

^w Wilcoxon test, ^x Pearson Chi-Square Test

Follow-up Phone Calls

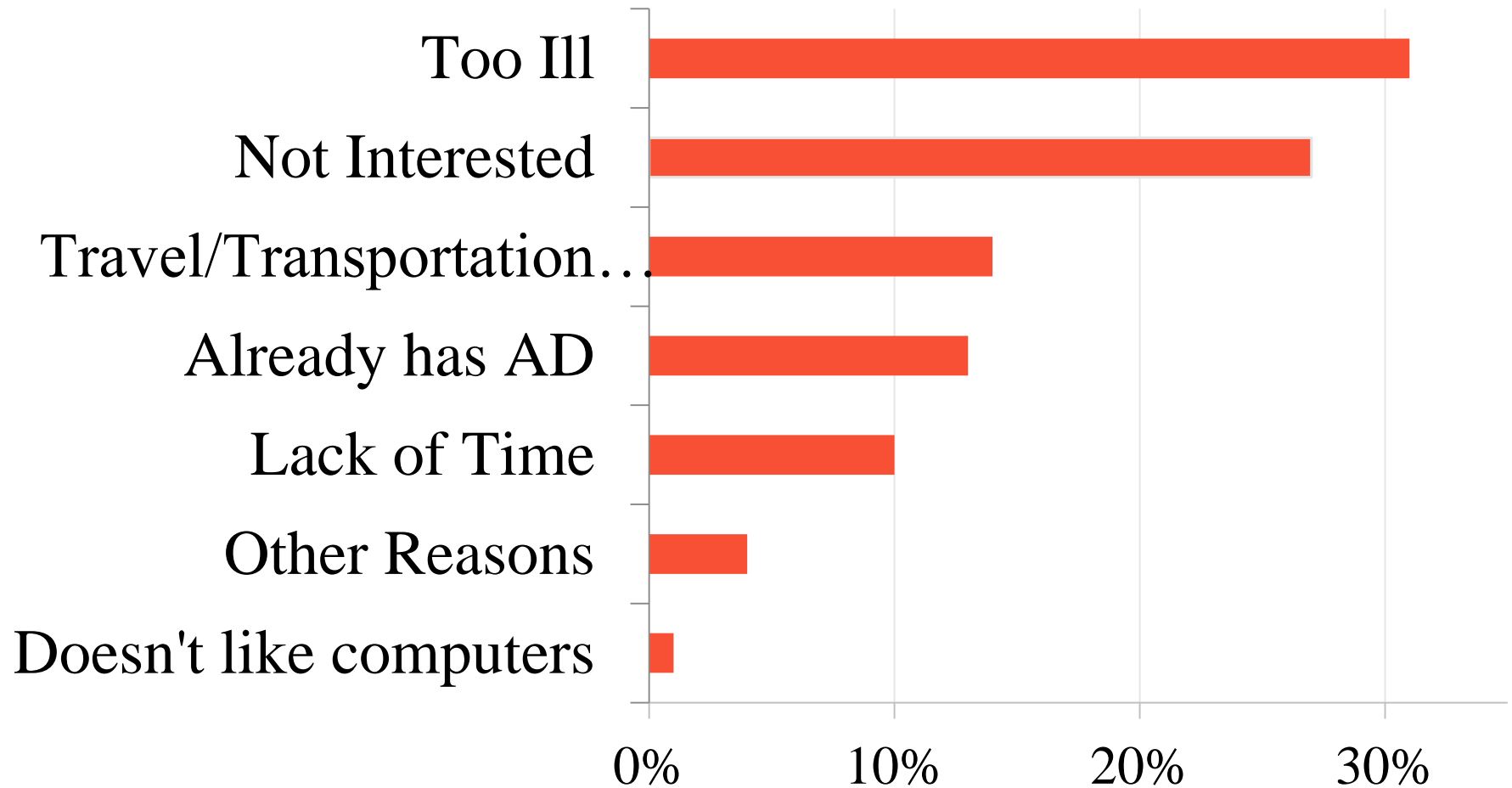


- χ^2 p-value < 0.001
- Diminishing RoI

Number of Times Called	0	1	2	3	4	≥5
Cumulative Enrollment	14%	66%	89%	95%	100%	100%

Low Return on Investment

Why Patients Declined



- Total called 1,336 patients.
- n=290 provided a reason

Discussion

Non-Participants:

- Lived farther from study site
- Required more phone calls
- Reported:
 - Too ill
 - Not Interested

Patient Barriers

- Unexpected illness trajectory
- Time constraints
- Travel/Transportation issues

Limitations

Generalizability

- Single institution
 - low ethnic diversity
 - Only Cancer patients
- Retrospective study of existing data

Decliner Data

- Formal qualitative survey of reason for non-participation
- Avoids cryptic catch-call reason of “not interested”

Conclusions

- Participants lived closer to study site.
- Diminishing return on investment after 3 calls.
- Prioritize these referrals to optimize efficiency.

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Thank you!

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