A Synergistic Approach to Participant Recruitment

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Outline

- Alzheimer’s disease
- Sanders-Brown Center on Aging
- Clinical Research studies
- Challenges in participant recruitment and retention
- Our approach
  - Needs
  - Strategies
Alzheimer’s disease

• Today, 5.3 million Americans are living with Alzheimer’s disease, including an estimated 200,000 under the age of 65. By 2050, up to 16 million will have the disease.

### Signs of Alzheimer's

<table>
<thead>
<tr>
<th>Signs of Alzheimer's</th>
<th>Typical age-related changes</th>
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<tbody>
<tr>
<td>Poor judgment and decision making</td>
<td>Making a bad decision once in a while</td>
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<td>Inability to manage a budget</td>
<td>Missing a monthly payment</td>
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<td>Losing track of the date or the season</td>
<td>Forgetting which day it is and remembering later</td>
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<td>Difficulty having a conversation</td>
<td>Sometimes forgetting which word to use</td>
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<td>Misplacing things and being unable to retrace steps to find them</td>
<td>Losing things from time to time</td>
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http://www.alz.org/alzheimers_disease_10_signs_of_alzheimers.asp
Sanders-Brown Center on Aging
Clinical Core Research Studies

Cognitive Status

- Normal
  - A4: Prioritize if minority or APOE positive (Ages 65-85)
  - Gemfibrozil: Prioritize: IF NOT ON A STATIN (Ages 65-90)

- MCI
  - MCI-CVD: (MOCA<26 (approx. = MMSE <29), Ages 55+)
  - BAN-2401: (MMSE 22-30, Ages 50-90)

- AD
  - FYN/Connect: (MMSE 18-26, Ages 55-85)
  - TTP/Steadfast: (MMSE 21-26, Ages 50+)
    Prioritize due to narrow MMSE
  - SNIFF/INI: (MMSE 20+, Ages 55-85)
Challenges in participant recruitment and retention

- Recruitment and retention is “currently the greatest obstacle to developing new Alzheimer’s treatments” – Pharmaceutical Research and Manufacturers of America report on Alzheimer’s drug development
- About 85% of trials conducted nationwide do not finish on time due to low participation
- Less than a third of trials achieve their initial recruitment target
- Challenges include
  - AD under-diagnosed
  - Study partner requirement
  - Invasive procedures
  - Placebo
Our Approach

- Clinic
- Community events
- Media
- Memory screens
- Voter registration list

Identify

- ADC
- Recruitment database
- Sense of community

Engage

- Trial participation
- Newsletters
- Educational and social events

Retain
SUBJECT/PARTICIPANT

has dedicated their research participation towards finding a cure for Alzheimer’s disease in your name

NAME OF RECIPIENT

Their research participation is an act of love and the greatest gift of all. They have chosen to join the front lines in our battle against Alzheimer’s disease and related disorders in your honor. They have given a tremendous amount of their time, endured many invasive procedures, and taken experimental medicines with sometimes unknown side effects and risks in order to fight for the brain health of all humankind for generations to come. Their engagement is inspirational and we at the Sanders-Brown Center on Aging are eternally grateful to you, for whom their participation is dedicated.

Signature

Date

Gregory A. Jicha, M.D., Ph.D.
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Director of the Clinical Core and Clinical Trials Unit
University of Kentucky Alzheimer’s Disease Center
Our approach – Innovative as needs change
Conclusions

- Use Synergy
- Multiple approaches meet various needs
- Build a research community/appeal to participation motivation
Questions?

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