Clinical Center Research Hospital Board

Justin Cohen
Chief, Office of Communications,
Media Relations & Patient Recruitment

July 23, 2021

NIH
CLINICAL
CENTER

National Institutes of Health
Clinical Center

Agenda

- Our Team and What We Do
- Demographic Data
- Path Forward
- Q&A

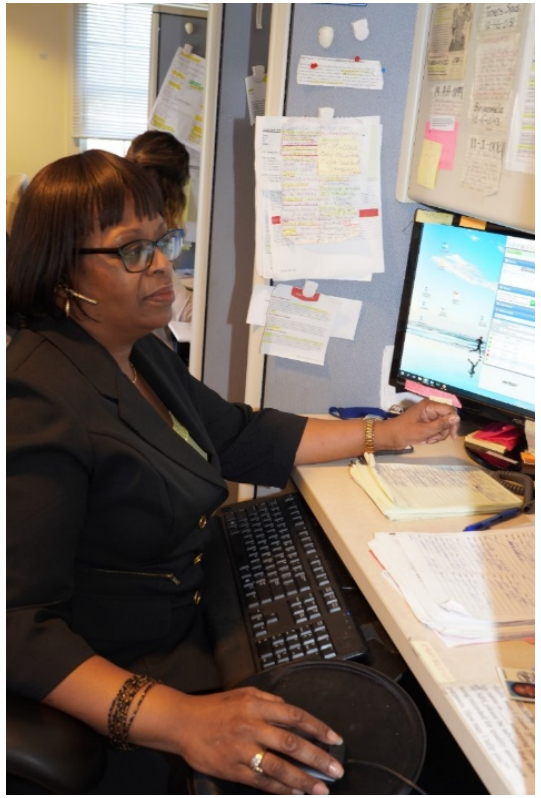
Our Team (Leadership)

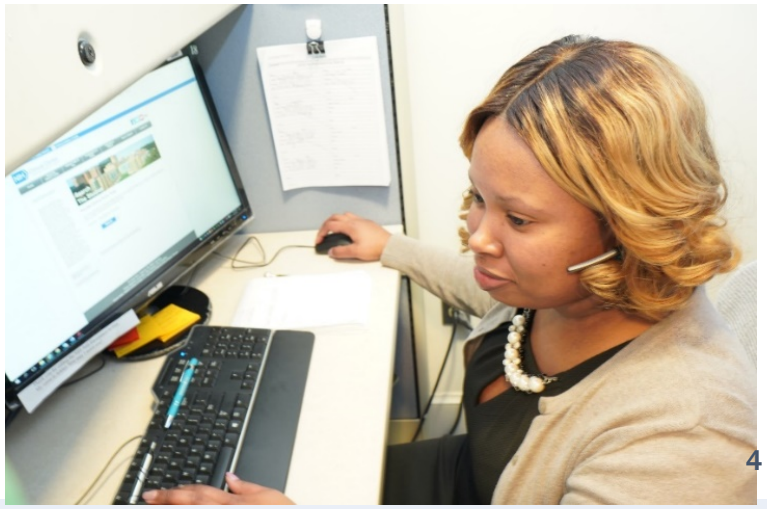
Nikita Curry, MHA
Supervisor, Patient Recruitment

Mandy Mansaray, RN, BSN, MA
Program Coordinator, Clinical Research Volunteer Program

Donovan Kuehn
Deputy Chief / Team Lead

Our Team (Patient Recruitment)





Office of Patient Recruitment Functional Areas

Recruitment Services

Our experts support researchers in enrolling study participants, who are active partners in medical discovery.

We create personalized recruitment campaigns that include social media marketing, public service announcements, posters, and community outreach initiatives.

Contact Center

Our Information Specialists help members of the public find studies of interest and quickly connect them to the NIH Research Teams.

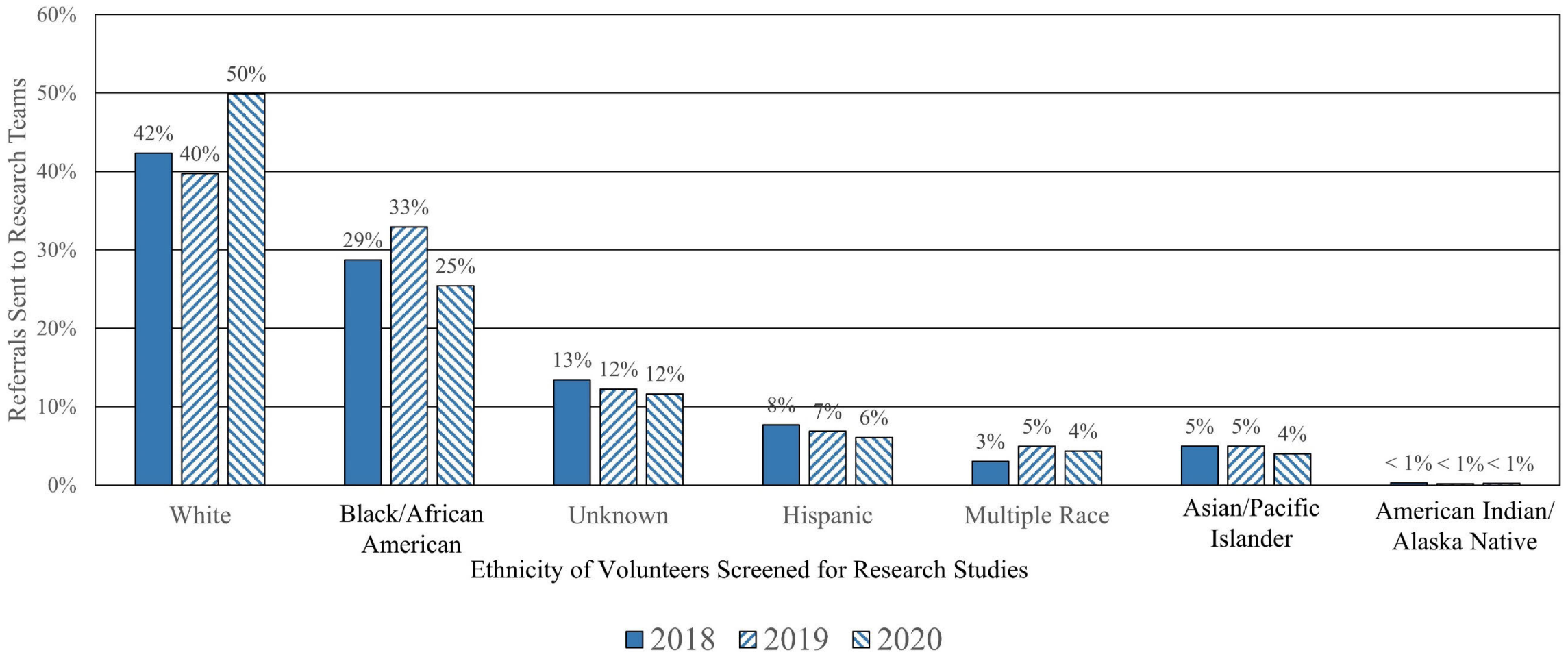
Every year, our specialists in the Contact Center speak with close to 32,000 patients, healthy volunteers, and health care providers that result in over 10,000 referrals to studies at NIH.

Clinical Research Volunteer Program

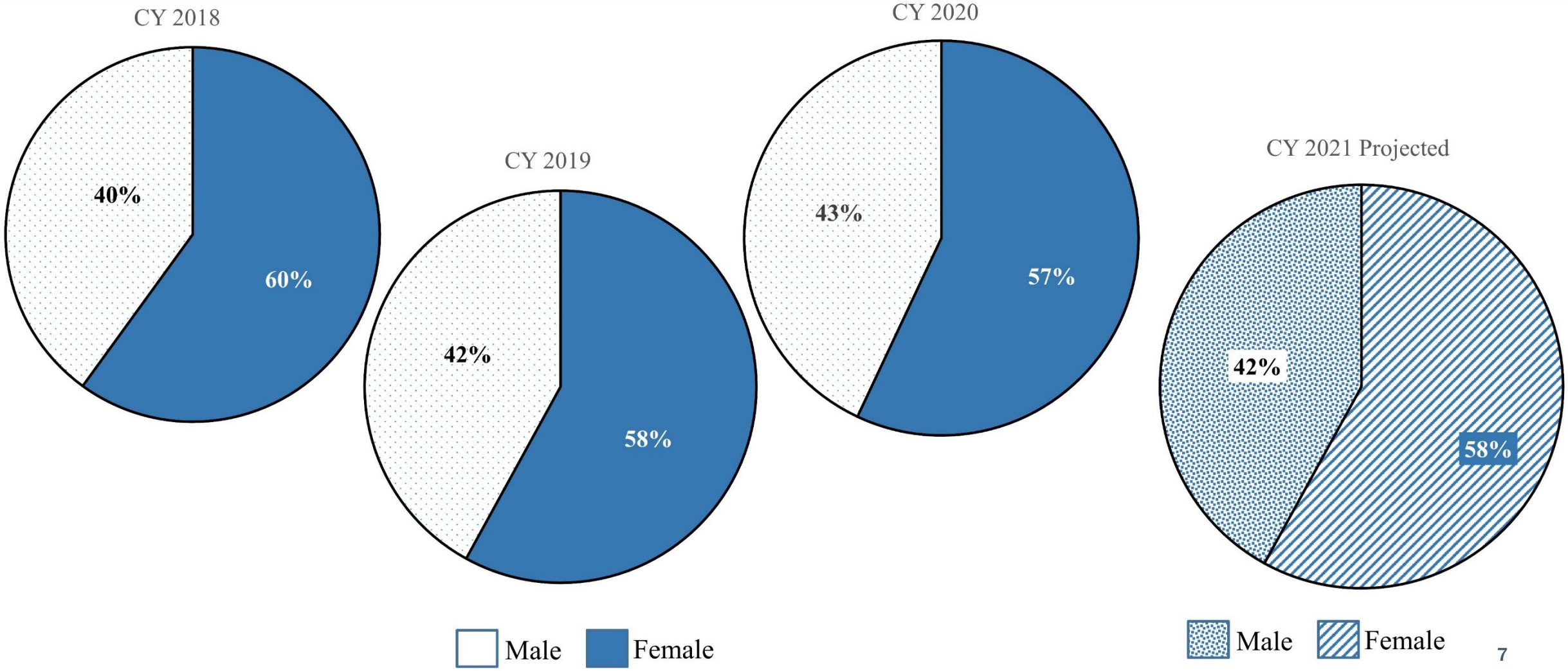
Our Program Specialists provide guidance and training to research teams on compensating study participants.

Our staff maintain a robust registry of over 24,000 healthy individuals. Researchers can obtain a list from this registry to match their study criteria, helping to reach more participants.

Demographic Data CY 2018 - 2020



Gender Data CY 2018 - 2021



Pathway Forward
(Operational Improvements)

- **Change in the way we collect demographics**
  Changing and adding new demographic collection points to include new gender and ethnicity fields that align with CC Admissions
- **Analysis of Contact Center operations**
  Working with a consultant to review our current database processes and Contact Center platform to assess how we align with industry ‘best practices’
- **Strategic Plan**
  Piloting new recruitment tactics to enroll participants in NIH intramural clinical trials

Pathway Forward
(Operational Improvements Continued)

- **Transitioning from Verizon InContact to NIH's Cisco**
  VCC, owned by Verizon, had many limitations. For data integrity, reporting and maintenance, we are switching to an in-house system that comes with NIH technical support
- **Launch Online Healthy Volunteer Self-Registry**
  New online self-registry for interested potential healthy volunteers to capture data points and select interested studies

Questions & Answers / Comments & Recommendations