



Southeast Michigan ACRP Chapter and

Michigan Institute for Clinical and Health Research

Presents

Recruiting for Difficult Studies on Small Budgets: Lessons Learned from Bipolar Studies

Brian Martens, MS, LSW, CCRC

Monday November 14th

6:00-8:30 PM

Rachel Upjohn Building

4250 Plymouth Rd. Ann Arbor MI 48109

Directions: <http://depressioncenter.org/patients/maps.asp>



Brief Program Description:

Through several years of trial and error it is clear that some methods work better than others. Various ad methods will be covered briefly. The speaker will discuss how to best track ad efforts using spreadsheets without taking too much time. Participants will learn what metrics to use to evaluate ad effectiveness

Learning Objectives:

- Describe basic recruitment metrics to evaluate advertisement effectiveness
- Apply specific techniques to convert calls to study participants
- Employ low cost methods to successfully convert a greater percentage of calls to participants

Schedule: 6PM Registration, & Light Refreshments

6:30-8:00 PM WEBINAR REPLAY

Target Audience: All Clinical Research Professionals, CRA's, Study Coordinators, Regulatory Professionals and others interested in Research Participants

Approval for 1.5 contact hours have been received through ACRP. Provided at \$10 Cost for Members who use an e-mail evaluation form (note: must be a member of National ACRP in order to be a chapter member).

Registration available on the SEMI-ACRP Chapter website:

<http://www.acrpnnet.org/GetInfoFor/USChapters/SoutheasternMichigan.aspx>

Note: Non-members who want contact hours must pay \$25.

If you wish to receive Contact Hours for this event, you must pay with a credit card through the Southeastern Michigan ACRP website. Contact hours are available from now until **November 21, 2011** If you purchase Contact Hours, you must still complete the evaluation in your "My Tests, Evaluations and Certificates" section of the ACRP website. The Evaluation will be available from **November 24th thru December 24nd 2011**. Instructions will be provided at the meeting.

Contact Person: Sindhu Halubai

Phone 734-239-4739

Sindhu_halubai@hotmail.com