



# Prenatal Care Provider Recruitment

**Children's Hospital of Philadelphia NCS-Study  
Center: PNC Recruitment**

**Montgomery County and Schuylkill County**

# Montgomery County, PA



- Annual Segment Births – 390
- Prenatal Care Provider Practices – 77
- Individual Practitioners – 230
- Practice Managers – 61



# Study Goals for Providers



- Help publicize the Study
- Understand the importance of Study
- Facilitate participant recruitment
- Support decision of patients' participation

*Grobman (May, 2009). The National Children's Study: how obstetricians can contribute. American Journal of Obstetrics & Gynecology*



# Preparation



- Updated database of all providers
- Updated database of all practice managers
- Letter of support from MCHD Director mailed to individual practitioners, 2009
- Dedicated Staff - Physician Liaison



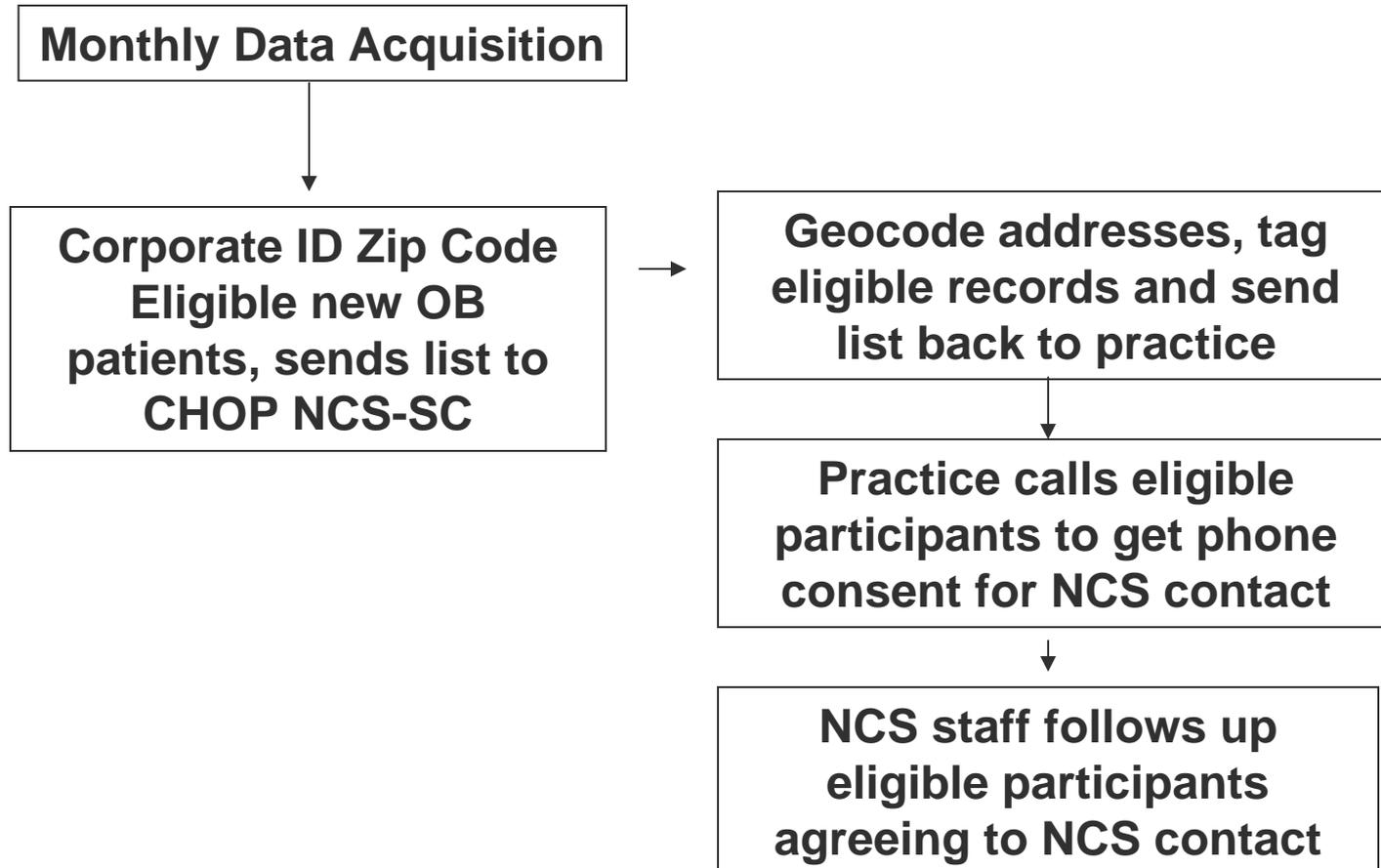
# Implementation



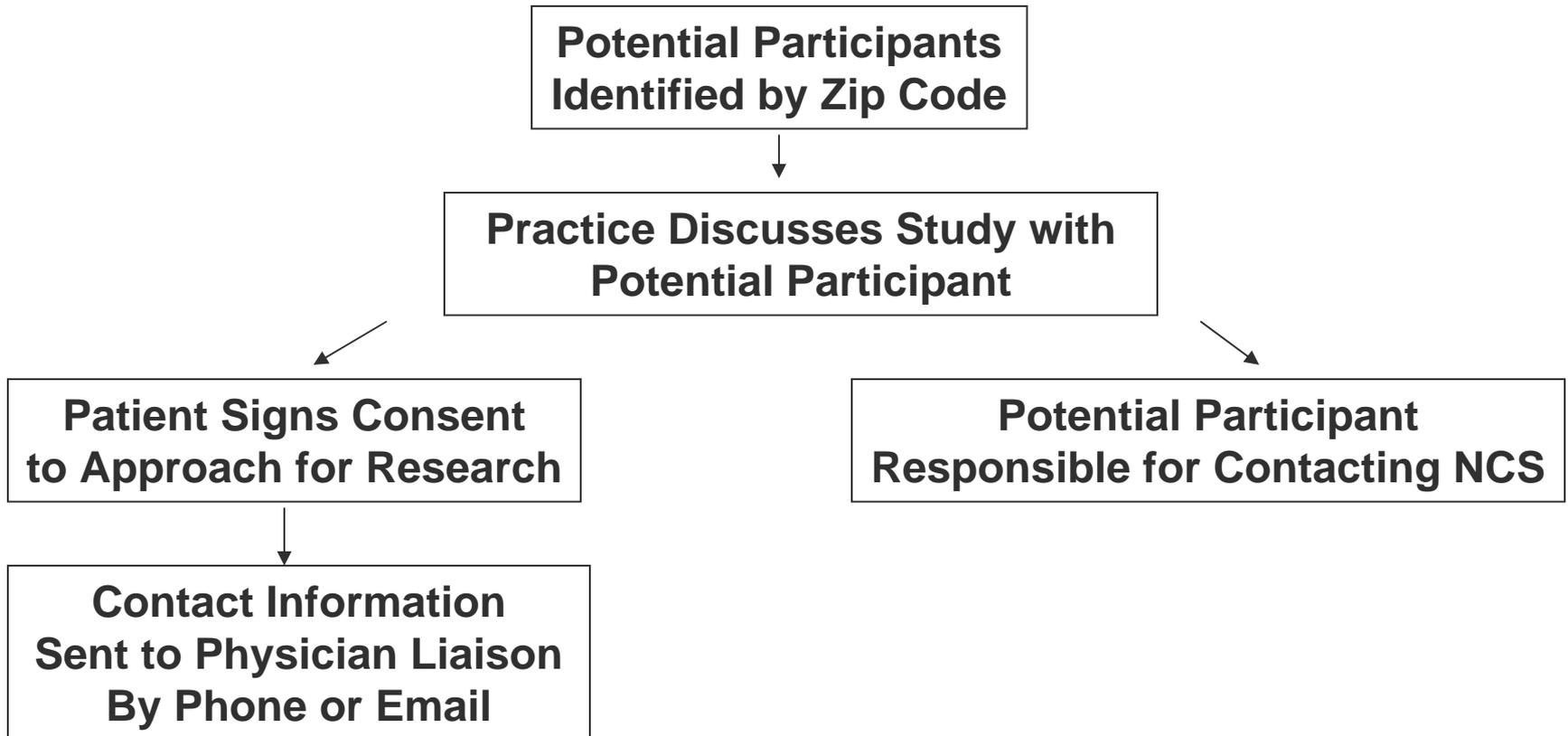
- Identify multi-practice organizations and individual practices
- One-on-one with practice managers – “gatekeepers”
- Individualize procedures for multi-practice organizations and individual practices
- Hosted multiple “educational dinners” for practice managers



# Model Developed for Corporate Practices



# Model I for Individual Practices



# Model II: Individual Practices



- Practice identifies potential segment eligible participant (zipcode)
- CHOP Study Center confirms eligibility through SMS
- Practice allows NCS staff to approach eligible participant on site at next scheduled visit



# Model III: Individual Practices



- Practice displays/dispenses literature only



# Models



- Model I (submit addresses).....35 practices
- Model II (on site NCS staff).....5 practices
- Model III Literature only.....37 practices



# PNC Identified Potential Eligible Participants (9 months)



Addresses Submitted.....	3633
Not Eligible.....	3456
Eligible.....	177
Already Participating.....	29
Already Refused .....	9
Eligible for Consent.....	123
<b>refused</b> .....	<b>16</b>
<b>pending</b> .....	
<b>70</b>	
moved/delivered .....	11



# PNC Identified Potential Eligible Participants (9 months)



Phone Consent to Approach .....	47
Pending .....	10
Moved .....	1
Pregnancy loss .....	3
<b>Refused</b> .....	<b>17</b>
Consented .....	16



# Lessons Learned



- Preparation for PNC Collaboration – at least 6 to 8 months
- Most Successful Model – Model II – CHOP NCS staff approach and consent participants on site
- Least Successful Model – Model III – Literature Only – Continue to encourage transition to submission of addresses/on-site consents
- Dinner meetings with practice administrators very helpful in gaining cooperation.
- No practice has been paid for participation



# Lessons Learned



- Flexibility in approach is essential – each practice is unique
- A HIPAA waiver to approach for research would help tremendously



# Schuylkill County, PA



- Annual Segment Births – 384
- Prenatal Care Provider Practices – 3
  - 70% from practice #1
  - 30% from practice #2
  - 1 per month from practice #3
- Individual Practitioners – 12
- Five physical locations
- Practice Managers – 3



# Schuylkill County, PA



- Unlike Montgomery County we plan on reimbursing for practice staff effort to determine eligibility and acquire HIPAA waiver.

20,000/year (waiver)

60,000/year (Physician consent)

