



Hinds County MS Study Location

Abstract

Engaging Healthcare Providers for Provider Based Recruitment: Processes and Lessons Learned

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INTRODUCTION

Hinds Co MS Study Location employs a provider-based recruitment schema engaging local healthcare providers for “in-office” participant recruitment. Provider engagement is a time-intensive process which involves committing providers to participate, determining recruitment logistics for the practice, proper training of staff and maintaining an ongoing working relationship throughout the partnership.

METHODS

Provider practice groups were identified using a variety of methods. 34 clinic locations with 113 obstetrical and gynecological providers were targeted. An introductory letter of support from the State Medical Officer was followed by personal contact by a team of respected obstetricians (NCS Herald Team). NCS staff obtained the provider’s willingness to participate and “shadowed” office activities to observe clinic operations. Memoranda of Understandings codified partnership negotiations and operations manuals were developed as a basis for training clinic staff. An ongoing relationship is maintained through bi-weekly site visits.

RESULTS

Two thirds of provider groups have been successfully engaged (63% on-site recruitment, 13% patient referrals, 25% information-only). On-site participation offices yield the highest recruitment rates. Ease of engagement has varied by provider type. Private practices are the most challenging. Issues include HIPAA, notification of adverse Study finding(s), and concerns emanating from competition for patients.

CONCLUSIONS

Provider engagement requires persistence and strategic planning. Proper staff training and a forum for process improvement enhances success.