

# **Mentioning payments and/or fees in recruitment materials**

**Patricia Slachmuylders**

Patient Recruitment Manager - Pfizer CRU

# Survey

- Sent to all BAPU members
- 10 questions:
  - 3 related to recruitment advertising → 7 answers
  - 3 related to habits/rules of ECs → 7 answers
  - 3 related to social media → 6 answers
  - 1 related to role of BAPU → 7 answers

# Advertising/Awareness

---

**Q1: Which kind of advertising/awareness is being used by your unit?**

- Posters
- Brochures/Flyers
- Social Media
- Article in newspaper for general awareness
- Report/interview of someone from the unit to explain business in TV show or radio
- Interview in TV show or on radio of volunteers / patients participating in CT
- Presence at events where target are potential volunteers/ HCPs

# Advertising/Awareness

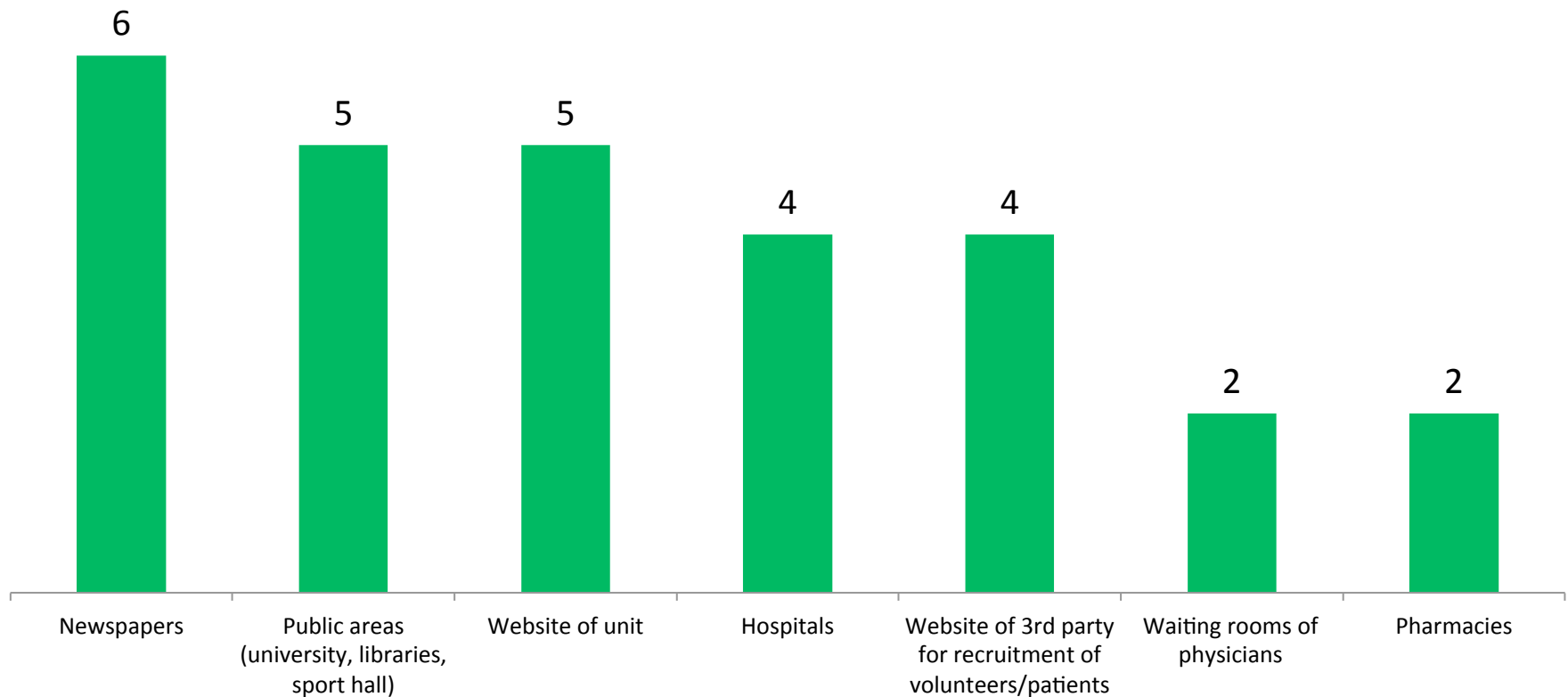
**Q1: Which kind of advertising / awareness is being used by your unit?**

## Posters

- In hospitals
- In waiting rooms of physicians
- In pharmacies
- In public areas (university, sport hall, libraries, .....)
- In newspaper
- On website of the unit
- On dedicated website of 3<sup>rd</sup> party of which core business is recruitment of HVs/patients

# Posters

Where do the units put their posters?  
7 answers



# Advertising/Awareness

**Q1: Which kind of advertising / awareness is being used by your unit?**

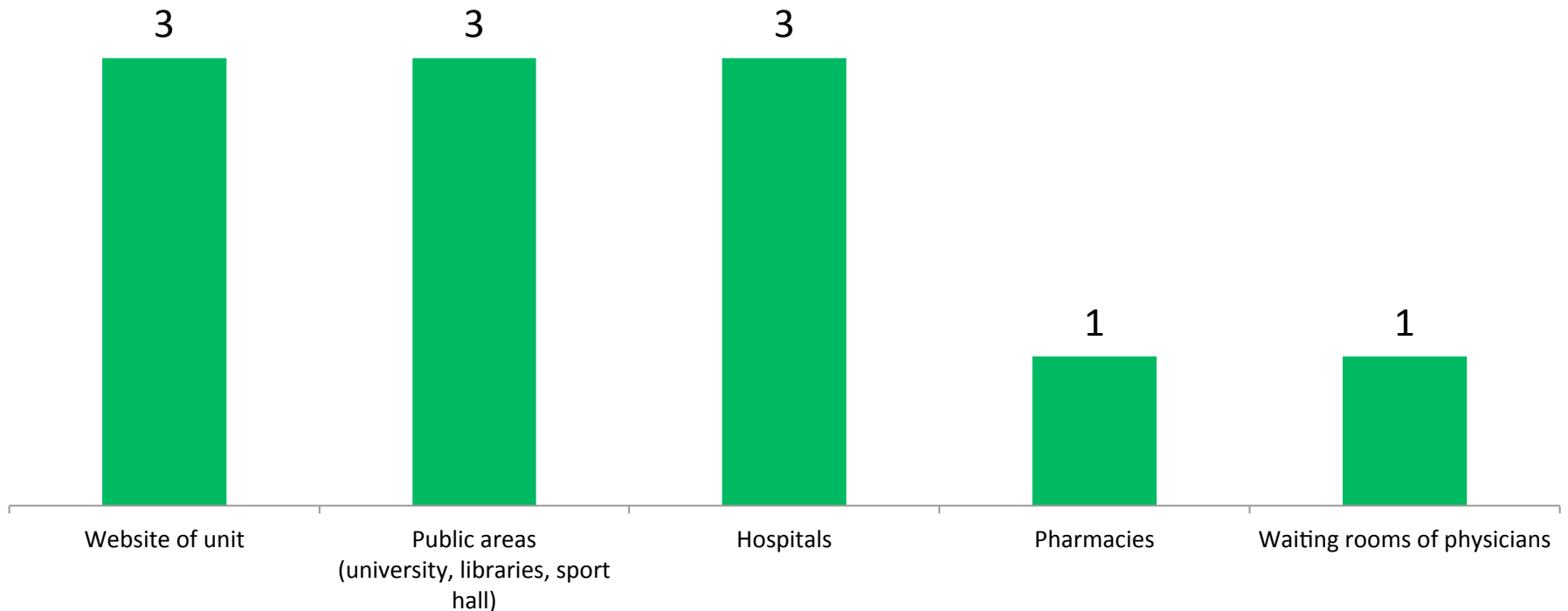
**Brochures/Flyers**

- In hospitals
- In waiting rooms of physicians
- In pharmacies
- In public areas (university, sport hall, libraries, .....)
- On website of unit

# Brochures / Flyers

Where do the units put their brochures/flyers?

7 answers



# Advertising/Awareness

**Q1: Which kind of advertising / awareness is being used by your unit?**

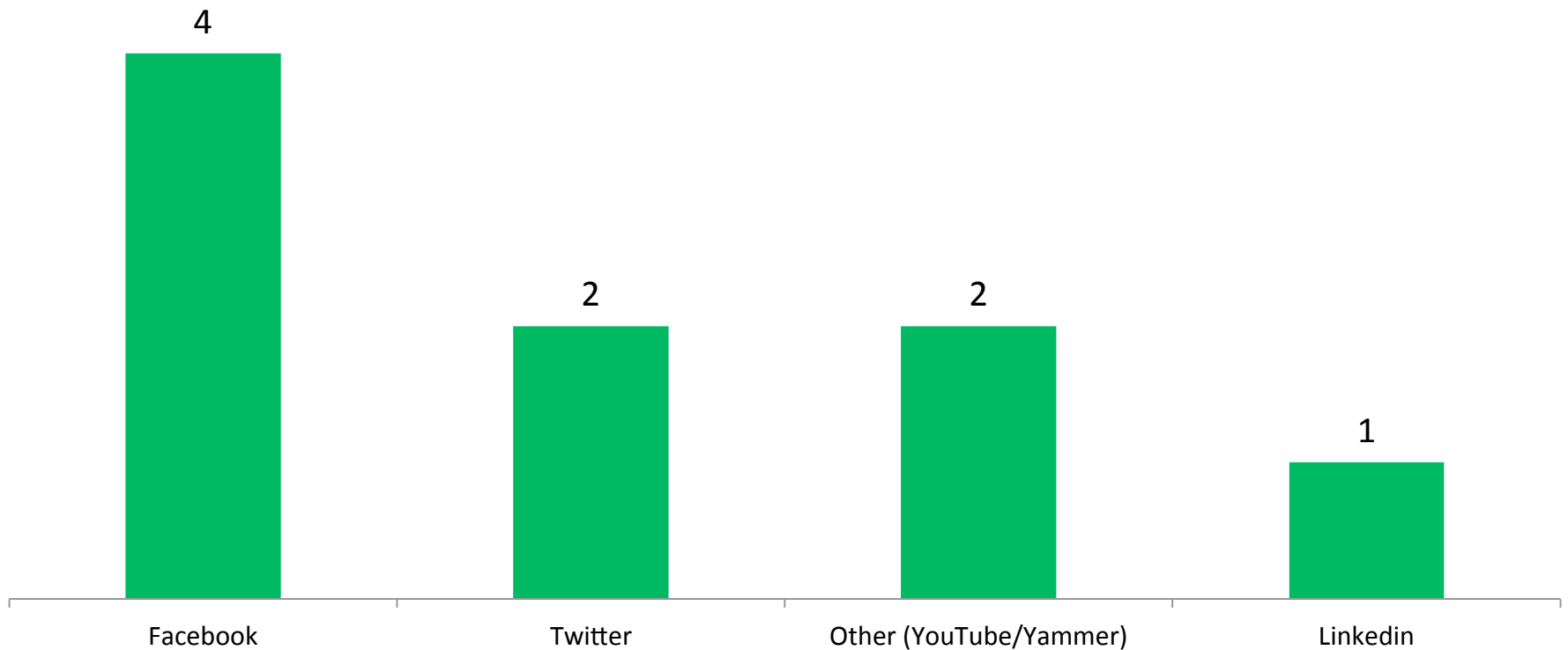
**Social Media**

- Facebook
- Twitter
- LinkedIn
- Other (specify)



# Social Media

## Social media used by units 7 answers



# Advertising/Awareness

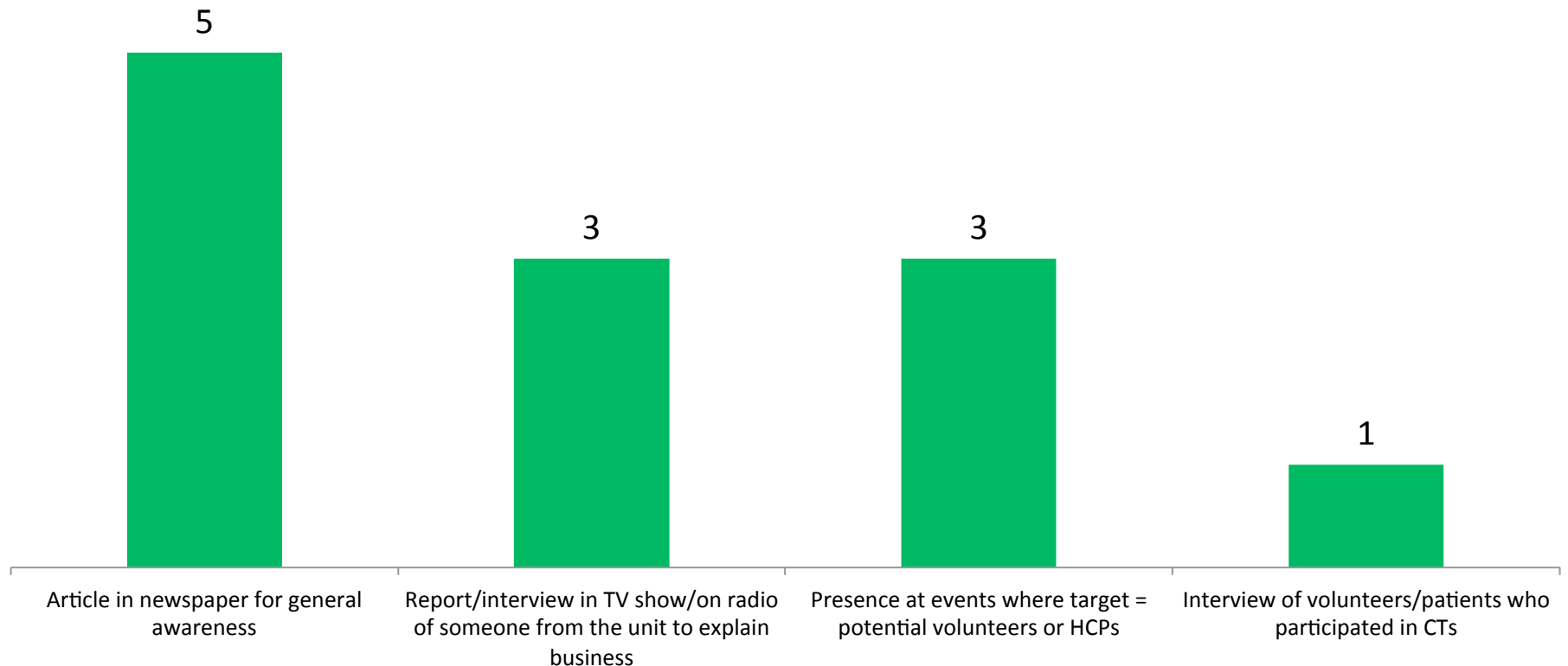
---

**Q1: Which kind of advertising / awareness is being used by your unit?**

- Posters
- Brochures/Flyers
- Social Media
  
- Article in newspaper for general awareness
  
- Report/interview in TV show/on radio of someone from the unit
  
- Interview in TV/on radio of HVs/patients participating in CT
  
- Presence at events where target are potential volunteers/ HCPs

# Other kind of advertising/ awareness

## Other kind of advertising/awareness 7 answers



# Purpose of advertising

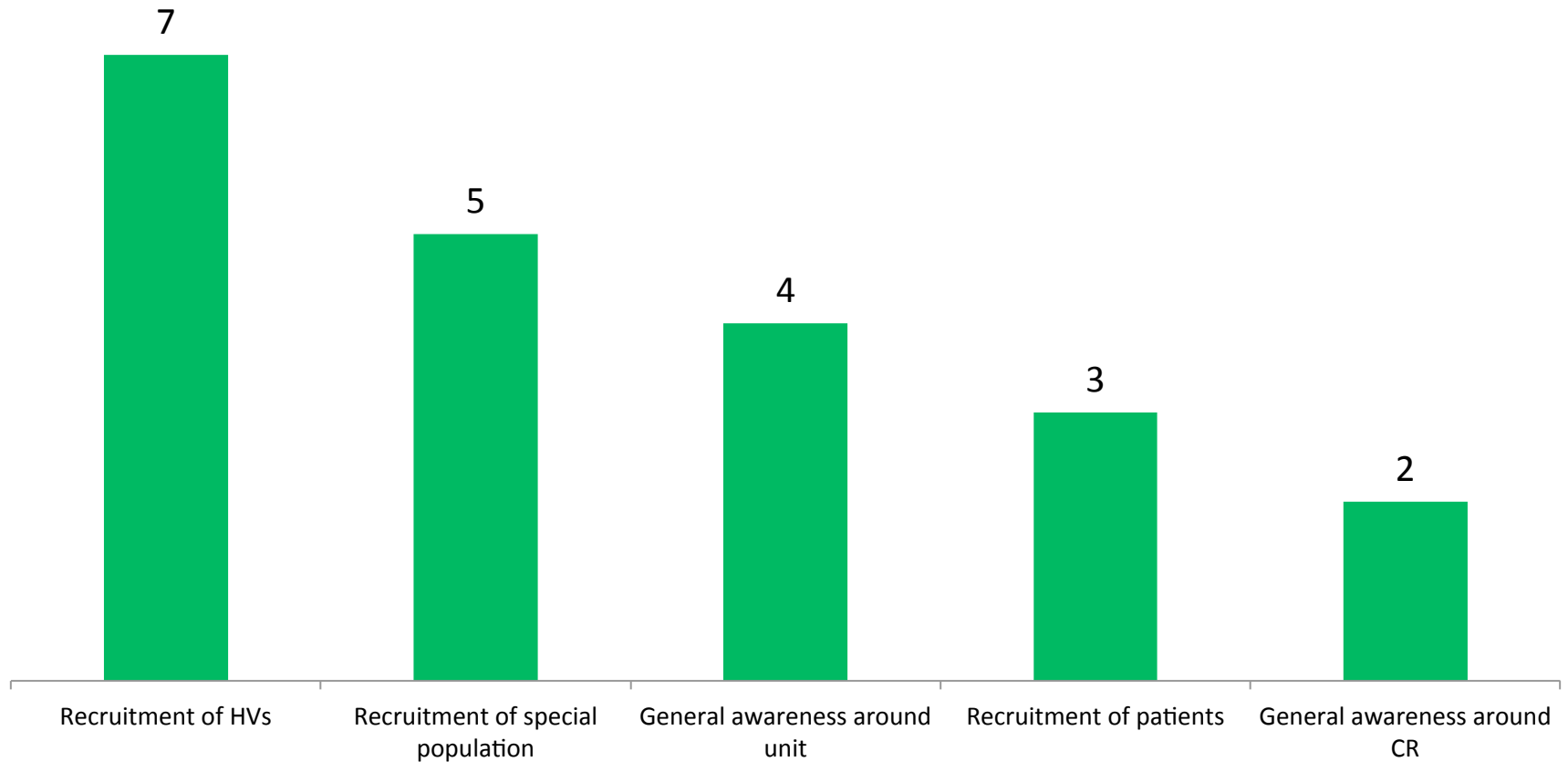
---

## Q2: Purpose of advertising being used in the units?

- Recruitment of healthy volunteers
- Recruitment of special population (elderly, overweight, Japanese)
- Recruitment of patients suffering from a given disease
- General awareness around clinical research
- General awareness around given unit

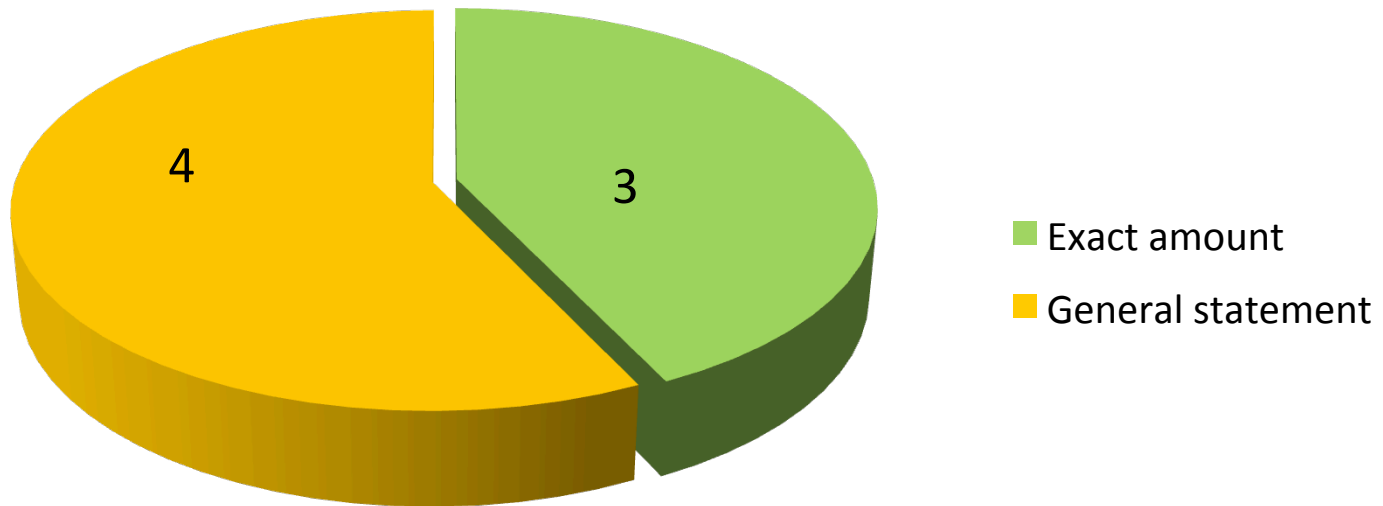
# Purpose of advertising

Purpose of advertising  
7 answers



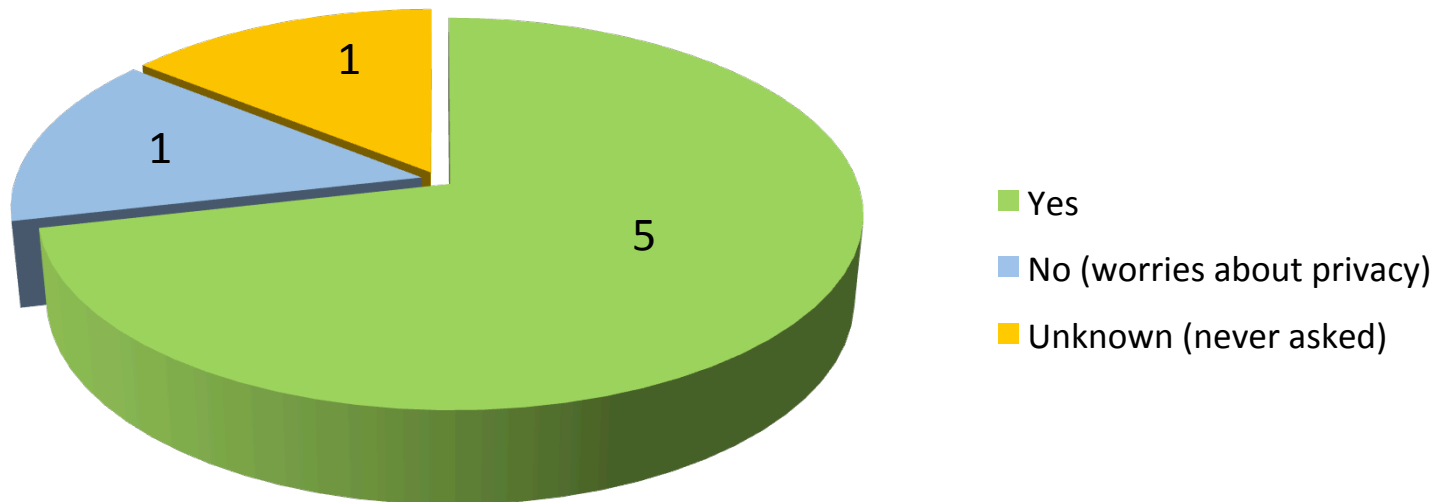
# Financial compensation on advertising

**Q5: How is financial compensation mentioned on recruitment advertising?** 7 answers



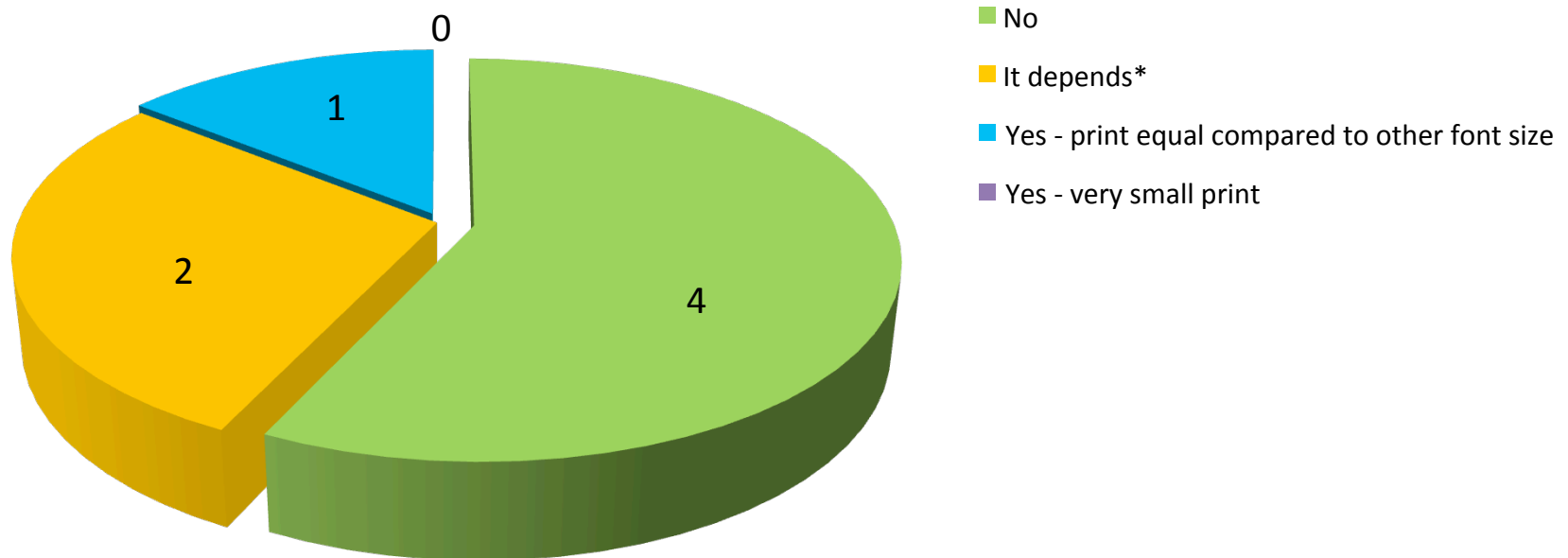
# Current point of view of ECs

**Q3: Is the EC you are usually working with, open to new technologies and digital approach in terms of recruitment campaign?** 7 answers



# Current point of view of ECs

**Q4: Does the EC you are usually working with, accept that financial compensation appears on the advertisement?** 7 answers



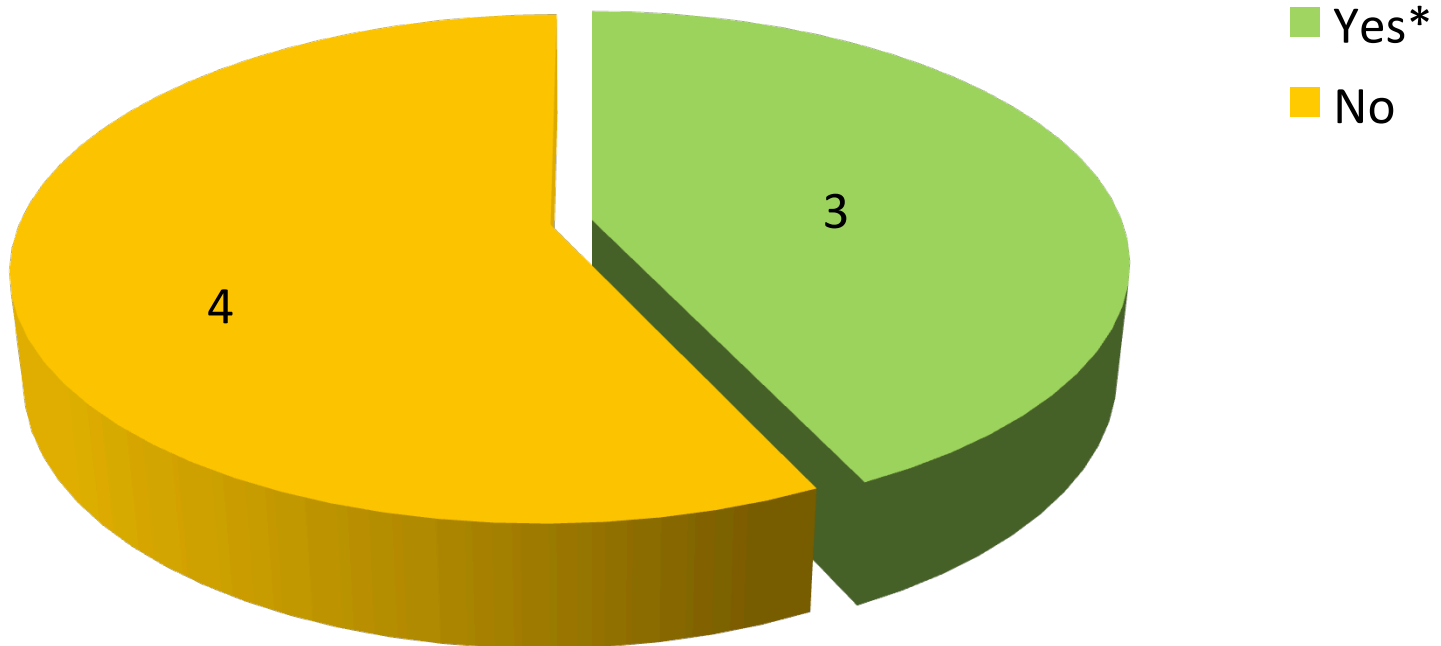
\*Before: no but Now: yes

\*Only if amount/visit, never total fee



# ECs and future

**Q9: Due to new legislation, are there concerns in the continuation of current practices around advertising if no longer free choice of EC?** 7 answers

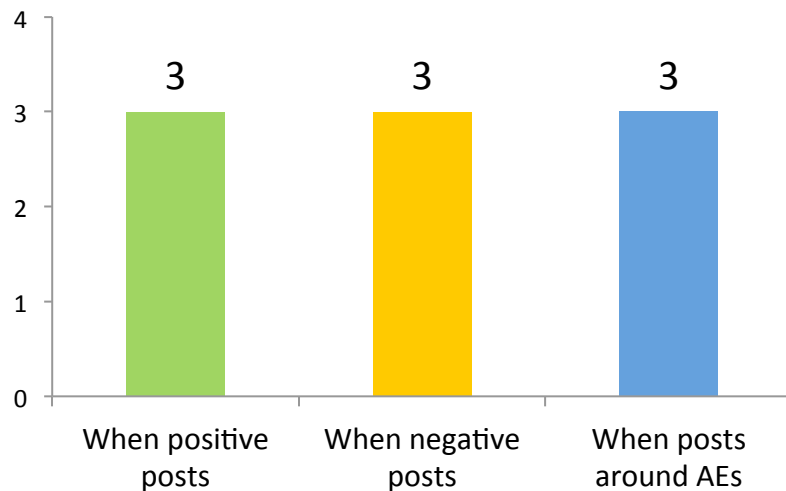


\* National point of view is needed

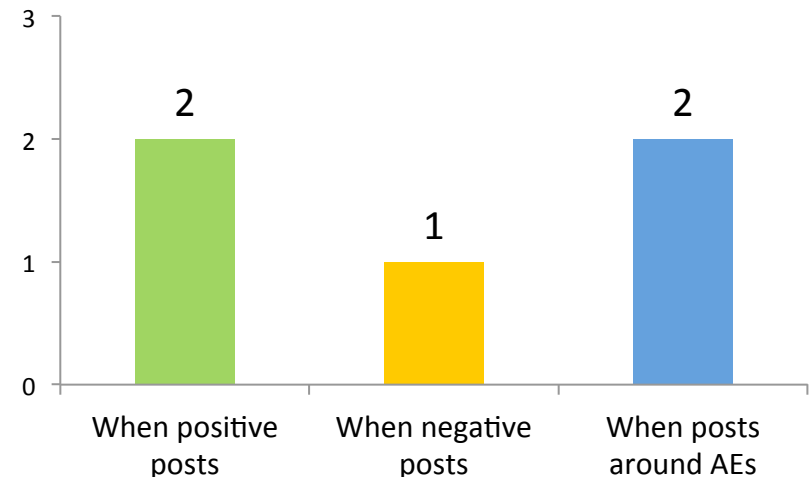
# Use of social media

**Q6: Knowing that social media often includes a 2-way communication, if someone asks a question or comments, do you react?** 6 answers

No

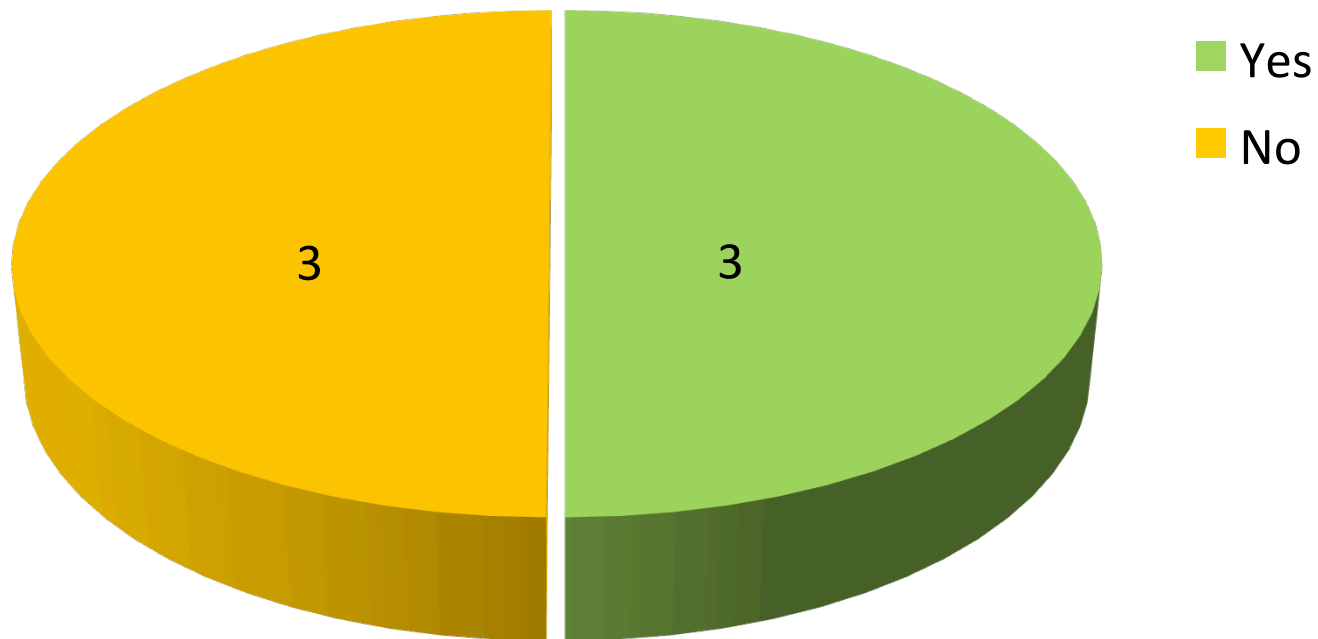


Yes



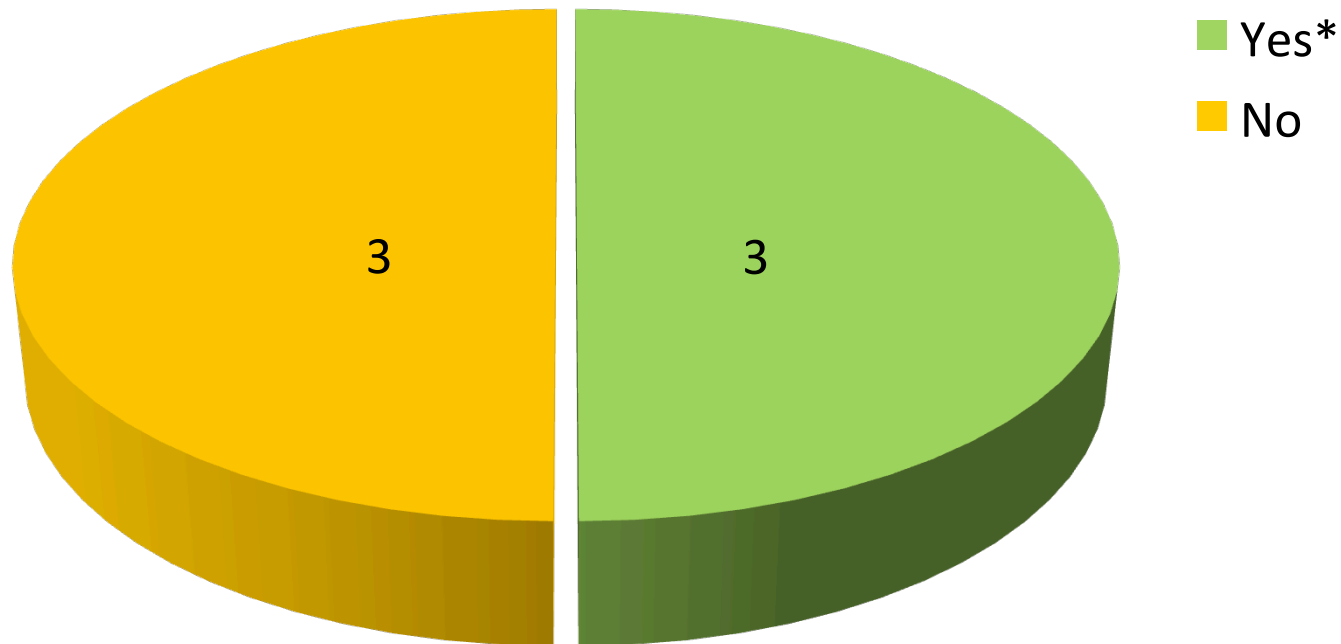
# Use of social media

**Q7: Is 2-way communication blocked when social media is used?** 6 answers



# Use of social media

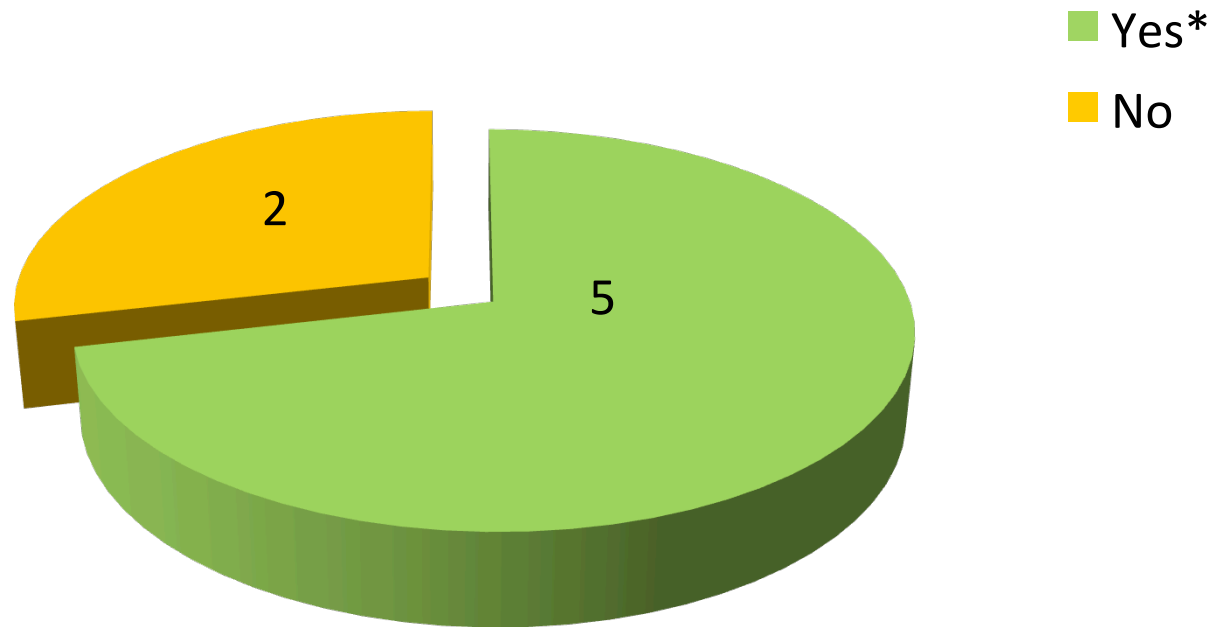
**Q8: When social media is used, is someone responsible for the communication follow-up?** 6 answers



\* Time spent /week differs

# Role of BAPU

**Q10: Do you have any expectations on the role of BAPU regarding visibility and awareness?** 7 answers



\*see next slide

# Expectations on role of BAPU

- BAPU should **improve the awareness in ECs** that it is in the interest of early clinical development in Belgium as a whole to have national points of view on important ethical issues.
- **Awareness** of possibility to be a healthy volunteer in clinical trials.
- Yes, for **visibility and awareness of Clinical Research** in general.
- To make sure people are **aware of the clinical trials** that are needed to develop new medicines.
- For healthy volunteers, **get general awareness up** (cfr 2031 campaign only talks about patients in studies)

# Conclusion

---

Practices of the units are different

Point of view of ECs are different



Ethical standards and expectations of the different ECs  
should be comparable



**To all have the same chances**