

## **Bullet Points for Recruiting**

- Begin with an appreciative comment such as:  
    “Hello. I understand that you have a lot on your plate these days and I just want to thank you for taking part in this study.”
- Make the explanation of the study simple – like explaining it to your grandparents.
- At the end of the description, ask if all of this makes sense and listen.
  - Here you are listening for any needed clarification AS WELL AS for any emotional response to what was heard.
- Practice reflective listening
  - Reflective listening examples can be seen on the internet. In general, it requires the listener to say back words they heard to the participant in an obvious attempt to make certain that the listener has it right. There is no need to solve problems at this point – unless they are easy to solve and a request for such has been made by the participant. Reflective listening alone can increase a participant’s comfort level and build rapport.
- As you build your script ask yourself the following question. “Does this show support and help build confidence without being misleading IN ANY WAY?” The key here is to understand that most people do not have experience with clinical trials and many are not terribly comfortable with the healthcare system. We, as providers and researchers, live in this world. The potential participants do not and they may bring with them anxieties that are completely normal.
- When you hear anxieties, normalize them by saying something like: “I understand that this can seem a bit anxiety provoking right now. That’s totally normal. What you are doing is new to you and it’s fine to feel a little anxious about it. If there is anything that I can do to help you with that, I’m here for you.”
- You should think of yourself as an advocate, but one that doesn’t need to solve problems or to make things “better.” Your job is just to express empathy and gratitude and to show the participant that she has support from the beginning. This will also help ensure that the participant makes an informed choice on whether or not to enter into the study.