Working Group #3 Agenda

Recruitment Planning: Motivation, Disruptive Innovation and Leveraging New Technologies

We will approach recruitment planning from 3 different perspectives. First, from the perspective of the sponsor and site team, then from the perspective of the study participant and finally we will look at ethical aspects of recruitment, especially in terms of using social recruitment tools.

The panelists will make brief presentations to introduce topics from each perspective and then lead the audience in a group discussion. Panelists and attendees will be asked to share differing opinions, new ideas and practical approaches from their own experiences.

**Session 1: The Sponsor’s & Site Team’s Perspective Part 1** (Thursday, 10:00 – 12:00)
- Intros & Agenda Review
- Recruitment & Retention Plans
- Centralized Trial Support

**Session 2: The Sponsor’s & Site Team’s Perspective Part 2** (Thursday, 3:00 – 4:30)
- Recruitment Strategy
- Practical Applications

**Session 3: The Study Participant & Community Perspective** (Friday, 10:00 – 12:00)
- Intros & Agenda Review
- Potential Study Participant Education and Community Support
- Patient-driven Initiatives & Social Aspects

**Session 4: Recruitment from an Ethical Viewpoint** (Friday, 2:30-3:30)
- Ethical Implications of Recruitment Technology

**Expected Deliverables**
- Mock Recruitment Plan
- List of Recruitment Resources