



Developing an Approach to Enhance Recruitment for a Cluster-Randomized Implementation Trial: Leveraging Deliberative Participation and Credible Messengers

Objective: Recruit hospitals to a cluster randomized controlled trial (RCT) aimed at improving discharge antibiotic prescribing

Setting and Participants

ROAD Home project (Reducing Overuse of Antibiotics at Discharge)

Settings: In-person meeting of a hospital quality improvement collaborative

Participants: Representatives from 69 eligible acute care hospitals in Michigan.



Interventions

Date of Recruitment: November 1, 2023

Method: Small group recruitment sessions

Approach: Deliberative Participation:
-Recruiting hospitals in structured discussions
Credible Messengers:
-Trusted individuals presenting the trial



Outcomes

Primary: Recruitment Success:
-51 of 69 hospitals (74%)

Secondary: Participant Feedback:
-Clear trial purpose: 94%
-Clear time commitment: 87%
-Deliberative participation helpful: 82%
-Very satisfied with session: 82%



Conclusion: A novel, theory-informed recruitment strategy using deliberative participation and credible messengers is feasible and effective for engaging hospitals in cluster RCTs. Despite being time-intensive, it led to over-recruitment in a short timeframe.



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