

Enrollment and Retention in the Longitudinal Outcome Study

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Objectives

- Background
 - Who We Are

- Pre-Enrollment
- Enrollment
- Retention



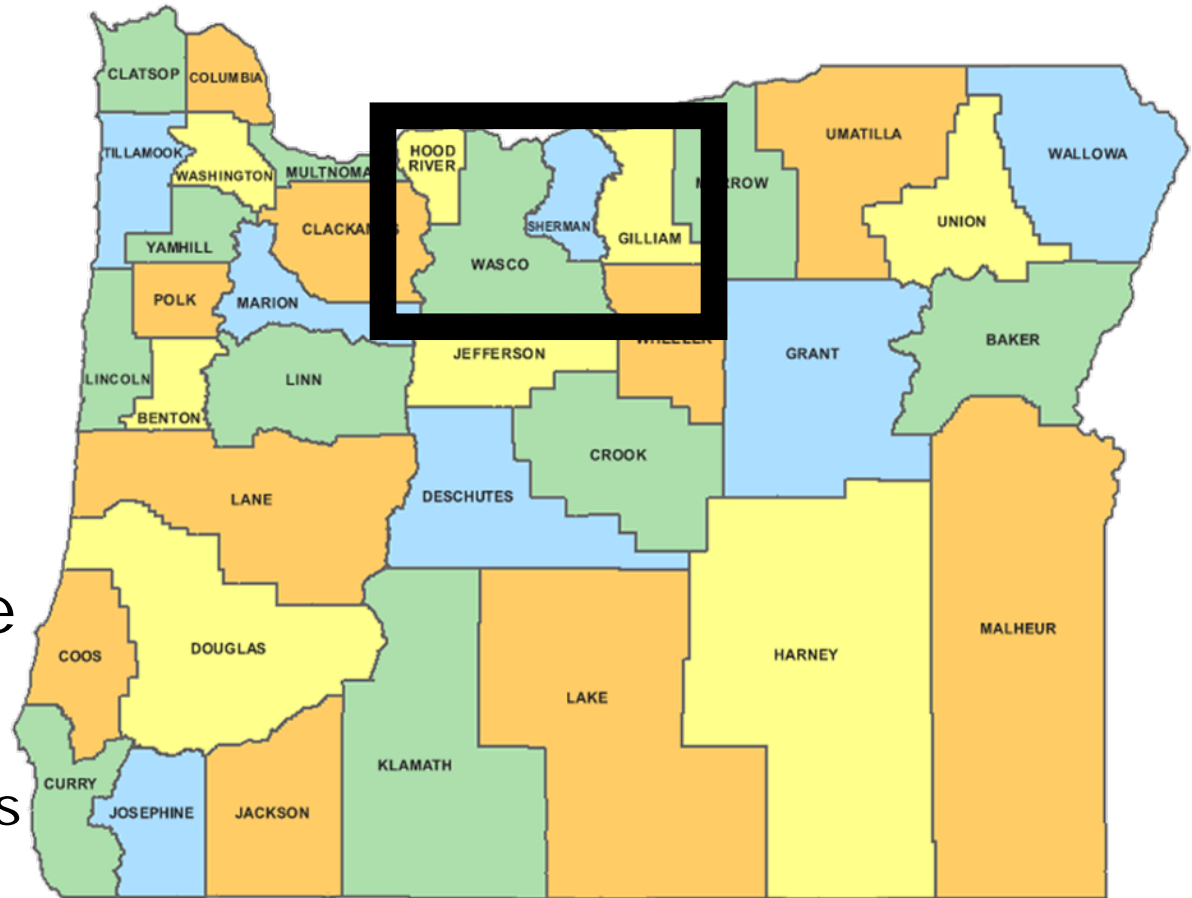
**What Matters?
Ideas and Tools**

Who We Are

Columbia River
Wraparound

Phase IV SOC site
Four counties

- 5,500 square miles
- Rural & frontier counties



Who We Are: Staffing

2.0 FTE TOTAL STAFFING

On-Site/ Local

- Program Evaluator
- 3 Data Collectors:
 - English Speaking
 - Bilingual/
Bicultural
 - Family Member

Off-Site/ Not Local

- Principal Investigator
- Data Analyst
- Graduate Research Assistant



Who We Are: Enrollment and Retention

Enrollment:

- 95% rate for those eligible

Retention:

- Over 20% higher than the national retention rate for our cohort (all time points).



Pre-enrollment Structural Basics

What Matters?

- Tick tock, when to start the clock
 - *Six missed enrollments because of the clock*
- Money “Matters:”
 - Type of incentives
 - Amount of incentives
 - Structure of incentives



Enrollment: Selling the “Product”

What Matters?

- What's The Product?
 - The Evaluators vs. The Study
- Who sells what?
 - Clinicians vs. Evaluators
- What's the Sell?
 - Turf, Pitch, Training
 - In Person: Establishing Relations & Interest

Oooh... Please don't say THAT!...



Enrollment: Staffing Structure

What Matters?

- Cross consent
- Cross scheduling
- Schedule baseline at enrollment

Always available!

Move it along!

Minimize call backs!



Hiring for Retention

What Matters?

- Personality- HUGE

The Right Person: Securing the not-so-teachable...

- Families and youth involved in hiring
- Mock Interview; Confidentiality scenario- what would you do if...
- Know your people



Staff Retention

Keeping a keeper

(*staff* retention versus *study* retention)

- Paid to chase
- Flexibility
 - Life
 - Job
- Autonomy
- Trust
- Professional development



Retention: Getting the Data

What Matters?

"Can I call the world to find you?"

Permission to Chase

"Don't call us... we'll call you..."

The Reminder Factor

"Don't come to us, we'll come to you..."

Courtesy

"By the way, can I bring you anything?"



Retention: Getting the Data

What Matters?

Location, time, pace of interview... all family driven.

Convenience

Last minute accommodations

Service

Cross duties, fast call backs, fast bookings, after hour call backs

Compensation

Graduated incentives

Trust

Confidentiality and non-intervention

No Surprises: "Recall this question can trigger a mandatory report..."

Enrollment and Retention

What May *Not* Matter

- The brochure
 - The understanding of the study
 - Thank you cards
 - Incentive Amount
 - Above market value
 - Draw for large amount
 - Evaluation Respondent Celebrations
 - Mugs and magnets
 - The Gift of Individualized Reporting (“I’d prefer the mug thanks...”)
- Socioeconomic context?*

Still good reasons to implement, just unrelated to retention



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Questions/ comments/ requests for
materials?

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