Logic Model: Recruitment, Conduct and Retention

**Audience:** Sponsors/CROs, sites/investigators

**Purpose:** To provide a sample of activities, linked to their intended effects (outputs, outcomes and impact), that might be included during study recruitment, conduct and retention of a trial that is aiming to achieve representative enrollment. A non-exhaustive sample of key performance indicators for these study implementation activities is also provided in order to demonstrate how this logic model can be used to construct performance metrics.

**Considerations for use:**

- See *Introduction to Logic Models* for detailed instruction on the use of logic models in general and as related to the *Achieving Diversity, Inclusion, and Equity in Clinical Research Guidance Document*. 
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**Inputs**
- Value for resources
- Staff time
- Study design
- Recruitment plan

**Activities**
- Track screen failure rate demographics
- Provide tailored recruitment materials for target population(s)
- Pilot test recruitment strategies in target population(s)
- Prioritize convenience of trial participation (by addressing barriers to access/participation)
- Solicit relevant patient and/or community input on recruitment strategies and conduct

**Outputs**
- Screen failure demographic data available during study implementation
- Tailored recruitment materials for target population(s) available at site
- Planned recruitment strategies tested in target population(s)
- Evidence of prioritization of convenience/accessibility in study protocol and site-specific recruitment plan
- Evidence of patient and/or community input during recruitment and study conduct process

**Outcomes**

**Short**
- Data on recruitment success in target population available during study implementation
- Evidence that trial recruitment and retention strategies prioritize target population(s)

**Med/Long**
- Enrollment demographics meeting targets
- Target population(s) recruitment/retention strategies/materials for future use
- Reduced loss to follow-up in target population(s)
- Drug with efficacy and safety/risk evidence in representative populations

**Impact**
- Widespread understanding of heterogeneity of effect of marketed drug
- Increased diversity of product’s clinical trial populations
- Decrease in health disparities for disease area (aspirational)