

TAKEAWAY: Retention efforts work best when aligned with what matters to



participants: learning, helping others, expert guidance, and convenience.

Maximizing Retention Through Participant Engagement: The U.S. POINTER Alumni Extension Study

PRESENTER:

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BACKGROUND

Study retention is critical for the success of any clinical trial. Participant attrition undermines causal inferences and precludes definitive conclusions. Few studies have examined motives for enrolling in research studies and follow-up studies. Effective methods for maintaining and retaining participants through follow-up periods are scarce.

PURPOSE

To report methods to retain participants to a 4-year follow up observation period following a 2-year RCT.

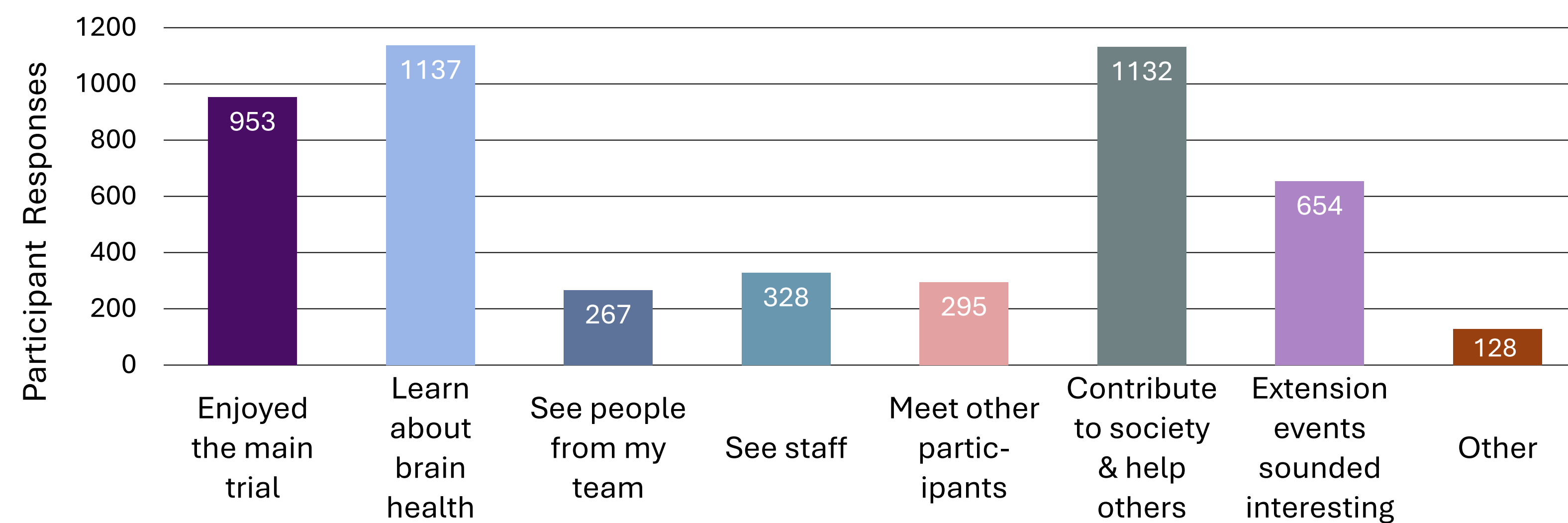
METHODS

1. Surveys collected from 1614 (76%) of U.S. POINTER participants consented to the Extension.
2. Events designed using results from the 16-question survey.
3. 5 sites created monthly brain healthy events in the recruitment communities.

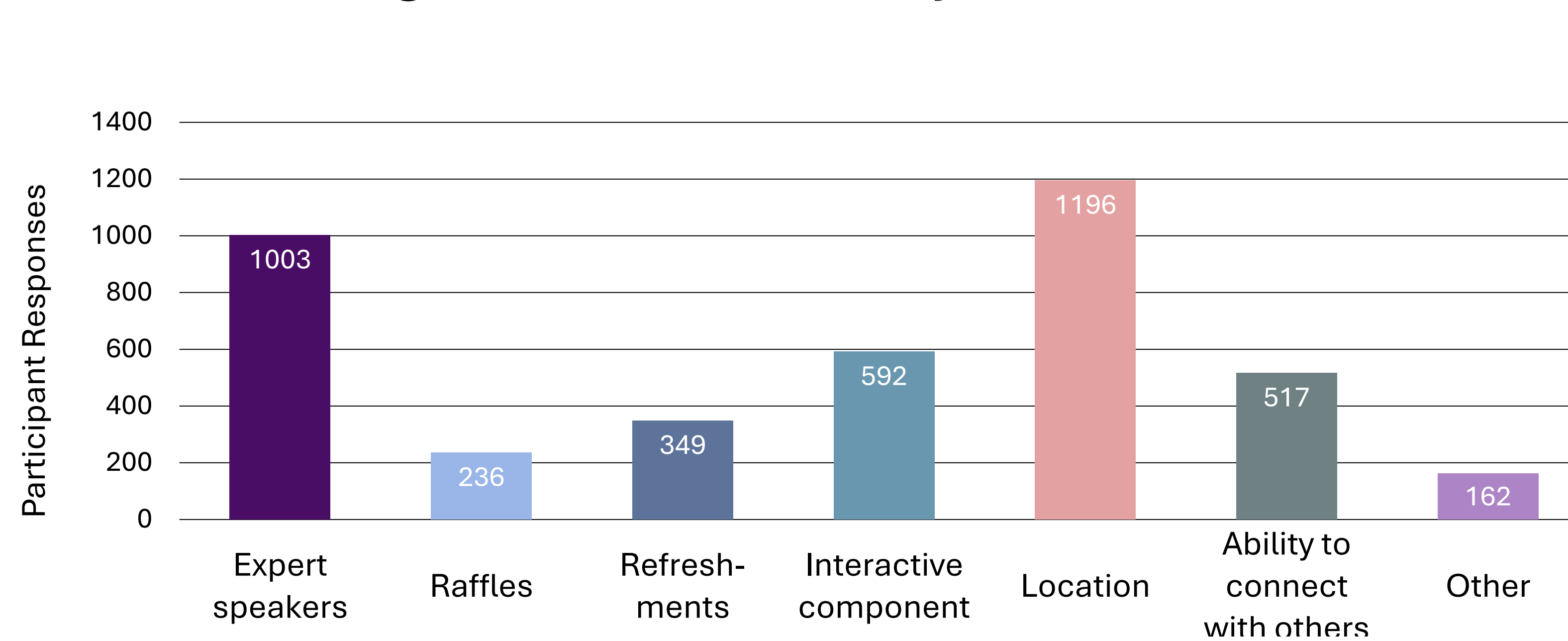
RESULTS

- Participants value continuing education, helping others, location, and expertise.
- Study-wide average monthly contacts:
 - Events = 9
 - Attendees = 120
 - Unique attendees = 108
 - First-time attendees = 31
- **Clinic retention of the Extension:**
 - Year 1 = 90%
 - Year 2 = 84%

Reasons for Enrolling in Alumni Extension Study



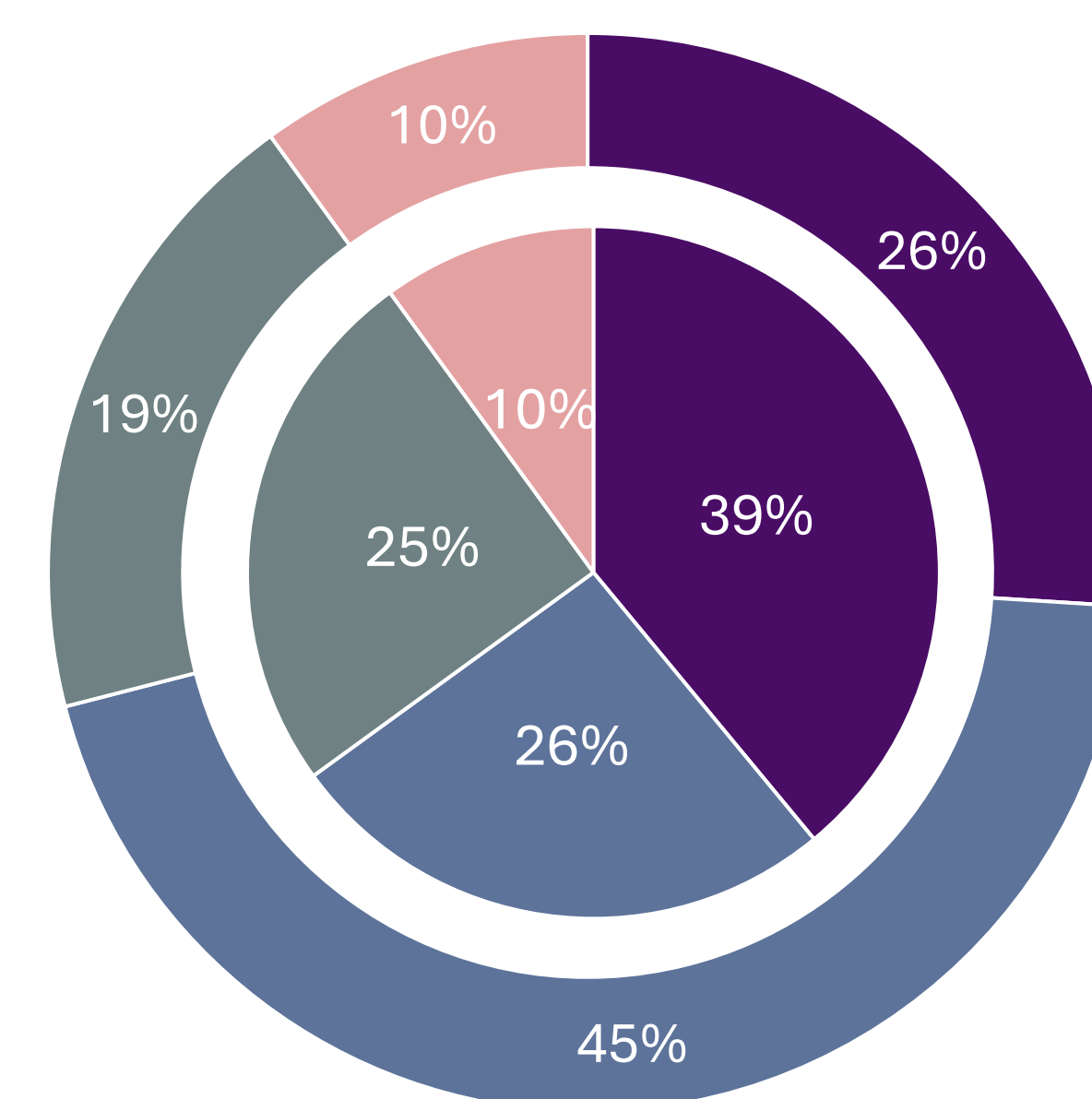
Motivating Factors for Community Event Attendance



Community Event Attendees

	Overall Count	Attended ≥1 Events	No Event Attended
Participants	1585	1001 (63%)	584 (37%)
Age	68.1	68.4	68.0
Female %	1076 (68%)	735 (73%)	341 (58%)
Minoritized Ethnic and Racial Groups	502 (32%)	326 (65%)	176 (35%)
Lives Alone	434 (27%)	298 (30%)	136 (23%)
Education - Some College or Higher	1510 (95%)	974 (65%)	536 (35%)

Events Offered and Attended



Outer Ring = Events Offered
Inner Pie Chart = Participants Attended

- Educational Presentations
- Physical Activity
- Social Gatherings
- Interactive Workshop

Scan to email poster authors a question



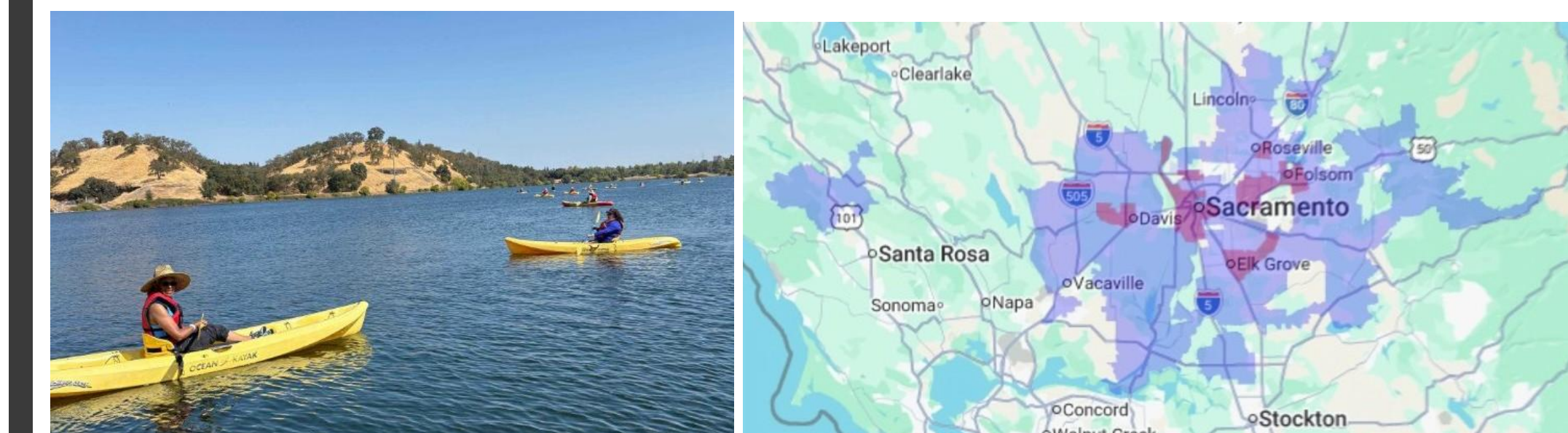
Geomapping of Retention Events at 5 Sites

Participant Zip Codes (Blue) Community Event Zip Codes (Red)

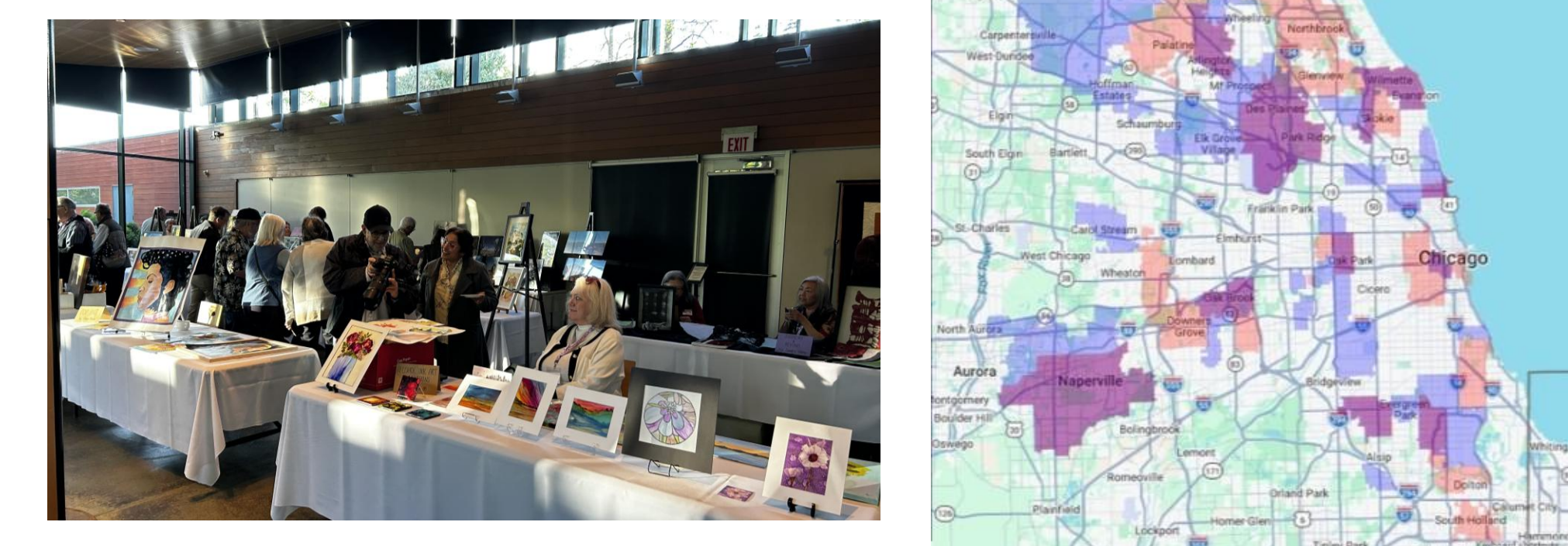
North Carolina



Northern California



Chicagoland



Houston



New England/Rhode Island



Funded by the Alzheimer's Association
POINTER-24-1186201 EXT

Scan for U.S. POINTER Study Results

