

Elevating Research Recruitment Efforts

National recruitment of 5m volunteers

The Our Future Health research programme aims to recruit 5 million representative volunteers across the UK. Volunteer criteria specifies aged 18 and over, living in England, representative population sample. The programme will create an incredibly rich dataset for research, leading to major new innovations in the prevention, detection, and treatment of diseases such as dementia, cancer, diabetes, heart disease and stroke. Our Future Health partnered with iPLATO to boost their volunteer recruitment efforts across the country.

Accessing patient populations

Considerations:

- Already deploying other methods, such as letters and adverts.
- Required scheduled communications to be sent to patient population lists, near mobile and fixed onboarding sites.
- Managing capacity constraints and changing locations, flexibility and responsiveness is required.
- Little pre-existing market awareness within the NHS.

Engagement

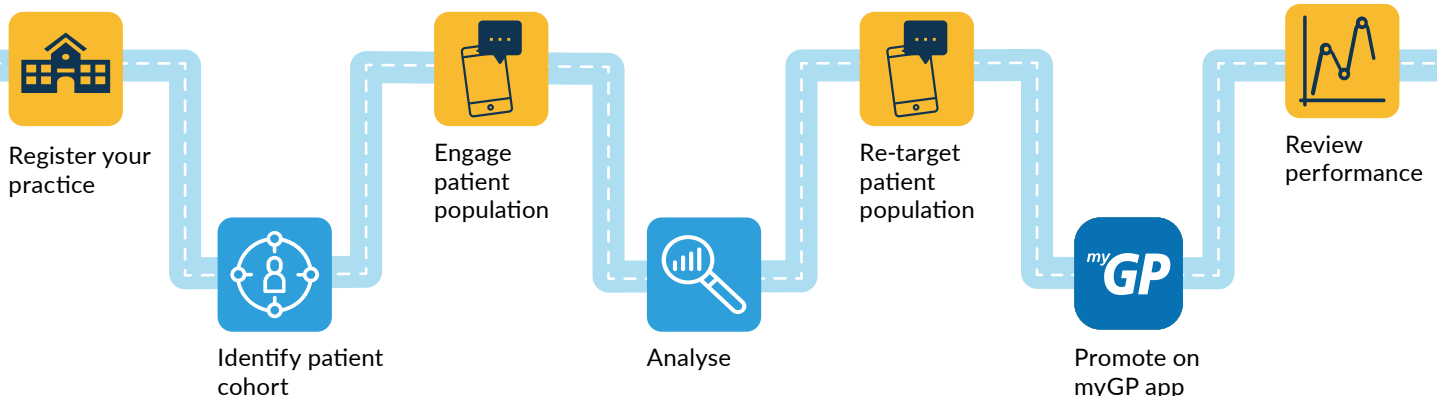
- Health system wide engagement.
- Information webinars for onboarding.
- Clinical safety and information governance-centred.
- Follow-up collateral and supporting assets.
- Deploy patient recruitment at scale.



Results

- Direct messaging Click-through rates of 15% from patients
- 37% Click-through rate for myGP app users

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Our
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Health



Discuss with our sales team by emailing: sales@iplato.com

Practice involvement in recruitment

iPLATO is contacting practices in your area to gain consent to invite your patients to participate in the world-leading Our Future Health research programme.

GP-endorsed communication is a leading and highly effective engagement method. Compared to traditional methods which usually achieve between 2-5% uptake, GP endorsed text messages are proven to drive higher engagement levels within patient populations, including deprived communities. In partnership with NHS England, Our Future Health is aiming to achieve full volunteer recruitment as cost-efficiently as possible. This approach is supported by coverage on the patient facing health app, myGP, promoting the programme to patients.

Registering your practice

The online registration process only takes a few minutes to complete. Sharing your opted-in contacts: Patients who have opted-out will not be shared. iPLATO's secure NHS email account, which is used to transfer this information, ensures the safety of patient data is the priority. Information Governance and the safety of patient data are achieved through the DPIA policy which iPLATO rigorously adheres to. Data is encrypted and stored securely according to strict security standards, for the sole purpose of understanding health and disease.

Register your practice by visiting <https://consent.mygp.com/our-future-health/>

In practice...

Within South West London, Balham Park Surgery patients received a message inviting them to join the programme. Impressively, over 1,900 patients were engaged to start the sign up process which was 15% of the patients who received the invite.

"The registration process was simple and wasn't too long to complete either, it took around 5 to 10 minutes. The appeal for us was to show support for the Our Future Health project which looks set to make a difference in the future of many people."

By registering, we have given our patients the opportunity to take part and are pleased to see a great click-through response rate."

Dr Shital Shah, from Balham Park Surgery, South West London Integrated Care Board



"Someone like me, who is of Indian ethnic origin but born here in the UK, is most likely underrepresented in clinical trials or health research. A lot of drugs and healthcare have been developed based on the majority of the population, who are Caucasian.

"Taking part in Our Future Health feels like something I can do as an individual citizen to change that. Hopefully the insights that Our Future Health provide will give us the ability to create treatments that work better for everybody, because we will have a much broader, diverse population that's being studied compared to much of the research that's been done so far."

Maneesh Juneja,
Our Future
Health Volunteer

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