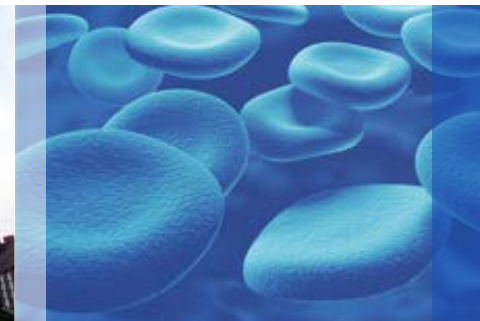


## DCRI Site Community

# Communication Survey Results

March 2015



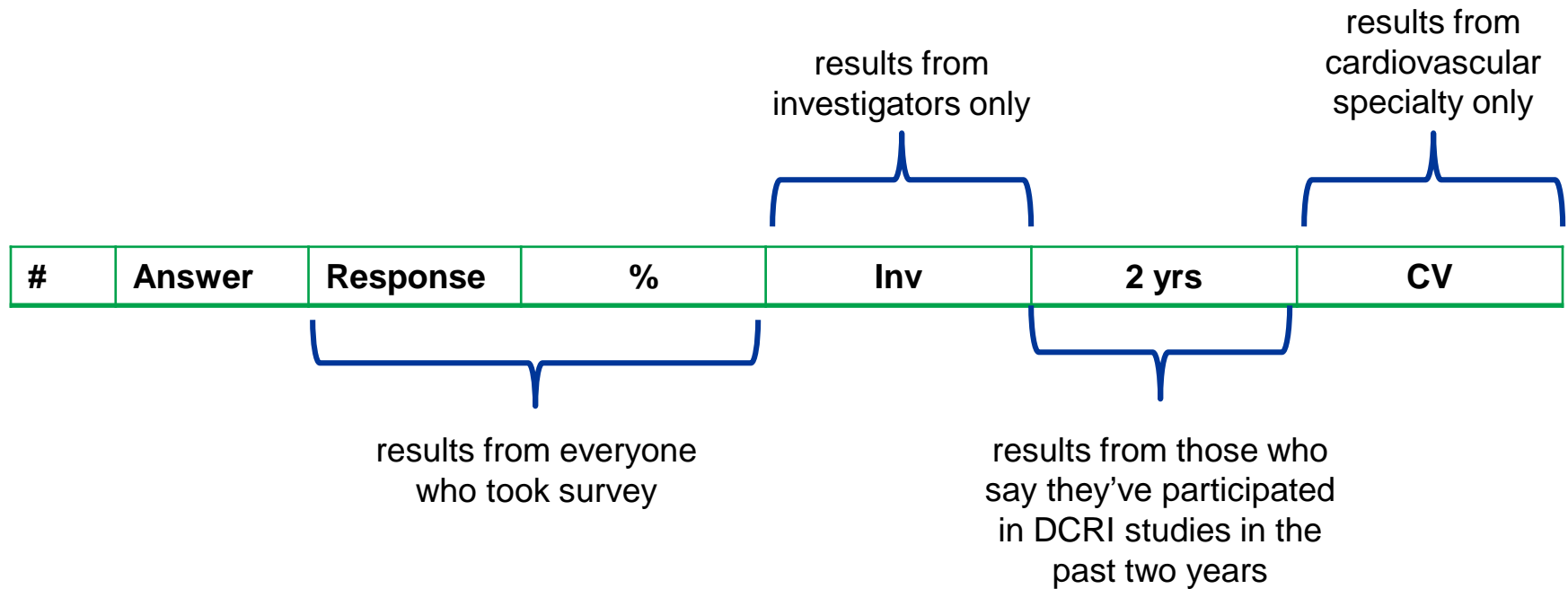


## Survey – Summary of Results

- 34,581 surveys distributed
- Respondents primarily study coordinators (71%)
- Over 50% academic/hospital based
- Over 75% participate in 4 or more clinical trials each year
  - 77% participated in a DCRI trial in the last 2 years
- 75% are interested in routine communication from DCRI
  - Educational Opportunities (69%), Newsletters (59%), and Operational Best Practices (47%)
- Social media preference: Facebook (48%), LinkedIn (43%), Twitter (7%)



# Survey – Filters Applied





## 1. I am a(n):

#	Answer	Response	%	Inv	2 yrs	CV
1	Investigator (or Sub-investigator)	294	29%	100%	26%	24%
2	Study Coordinator	716	71%	0%	74%	76%
	Total	1,010	100%	100%	100%	100%

## 2. My primary practice type is a:

#	Answer	Response	%	Inv	2 yrs	CV
3	Other	70	7%	5%	7%	5%
1	Private practice / outpatient clinic	404	40%	37%	41%	45%
2	Academic / hospital clinic	543	53%	58%	52%	50%
	Total	1,017	100%	100%	100%	100%



### 3. I conduct:

#	Answer	Response	%	Inv	2 yrs	CV
1	Commercially-sponsored clinical trials	335	33%	27%	33%	32%
2	Government-funded clinical trials	30	3%	7%	2%	2%
3	Both commercial and government clinical trials	637	64%	66%	64%	65%
	Total	1,002	100%	100%	100%	100%

### 4. I typically participate in \_\_ clinical trials per year:

#	Answer	Response	%	Inv	2 yrs	CV
1	< 1	32	3%	7%	2%	2%
2	1-3	203	20%	38%	18%	18%
3	4-6	293	29%	22%	30%	30%
4	7-10	225	22%	11%	23%	23%
5	> 10	263	26%	22%	28%	27%
	Total	1,016	100%	100%	100%	100%



## 5. My primary specialty is

#	Answer	Response	%	Inv	2 yrs	CV
1	Cardiovascular Medicine	482	50%	42%	54%	100%
2	Cardiovascular Surgery	32	3%	4%	3%	0%
3	Endocrinology	48	5%	5%	5%	0%
4	Gastroenterology / Hepatology	40	4%	5%	4%	0%
5	Hematology / Oncology	16	2%	1%	1%	0%
6	Immunology and Rheumatology	14	1%	1%	1%	0%
7	Infectious Diseases	38	4%	5%	4%	0%
8	Nephrology	7	1%	0%	0%	0%
9	Neurosciences – Neurology and Neurosurgery	42	4%	6%	3%	0%
10	Pediatrics and Pediatric Sub-specialties	71	7%	10%	7%	0%
11	Primary Care / Family Medicine	94	10%	12%	9%	0%
12	Psychiatry	23	2%	4%	2%	0%
13	Pulmonary	37	4%	3%	4%	0%
14	General / Vascular Surgery	28	3%	2%	3%	0%
	Total	972	100%	100%	100%	100%



## 6. I have participated in Duke Clinical Research studies in the past two years.

#	Answer	Response	%	Inv	2 yrs	CV
1	Yes	776	77%	68%	100%	84%
2	No	201	20%	26%	0%	13%
3	I don't recall	36	4%	6%	0%	3%
	Total	1,013	100%	100%	100%	100%

## 7. I feel my relationship with DCRI is:

#	Answer	Response	%	Inv	2 yrs	CV
1	Very strong	207	20%	16%	26%	24%
2	Strong	345	34%	27%	40%	37%
3	Average	271	27%	28%	27%	26%
4	Not very strong	76	7%	15%	5%	6%
5	I don't feel that I have a relationship with DCRI	117	12%	14%	3%	6%
	Total	1,016	100%	100%	100%	100%



## 8. Are you interested in receiving routine communications from DCRI?

#	Answer	Response	%	Inv	2 yrs	CV
1	Yes	766	75%	80%	75%	77%
2	No	249	25%	20%	25%	23%
	Total	1,015	100%	100%	100%	100%





## 9. Please select the top three types of communications you would like to receive from DCRI:

#	Answer	Response	%	Inv	2 yrs	CV
1	Annual Report	107	14%	19%	14%	13%
2	DCRI Quarterly Newsletter	446	59%	53%	61%	62%
3	DCRI notices as they happen (news, staff updates, etc.)	156	21%	21%	22%	24%
4	Educational opportunities (webinars, training, etc.)	526	69%	53%	68%	70%
5	Operational recommendations (best practices for recruitment, retention, budgets, etc.)	355	47%	38%	47%	43%
6	Presentations / Publications	275	36%	49%	35%	34%
7	Surveys (opportunities to provide feedback on study design and trial operations)	159	21%	27%	20%	19%



## 10. My preferred communication frequency is:

#	Answer	Response	%	Inv	2 yrs	CV
1	Weekly	118	12%	11%	12%	13%
2	<b>Monthly</b>	<b>401</b>	<b>40%</b>	<b>37%</b>	<b>40%</b>	<b>41%</b>
3	Quarterly	207	21%	26%	20%	19%
4	I prefer only study-related communications	282	28%	26%	28%	27%
	Total	1,008	100%	100%	100%	100%

## 11. Do you currently receive DCRI's email newsletter?

#	Answer	Response	%	Inv	2 yrs	CV
1	Yes	255	25%	21%	30%	26%
2	<b>No</b>	<b>559</b>	<b>55%</b>	<b>54%</b>	<b>49%</b>	<b>51%</b>
3	I don't know	202	20%	25%	22%	22%
	Total	1,016	100%	100%	100%	100%



## 12. If DCRI had an active social media channel presence, on which channels would you most likely participate...

#	Answer	Response	%	Inv	2 yrs	CV
1	Facebook	370	48%	34%	48%	48%
2	Twitter	53	7%	10%	6%	7%
3	LinkedIn	327	43%	46%	43%	40%
4	Google+	200	26%	32%	25%	27%

## 13. How likely would you be to visit a DCRI online discussion forum for your area of research?

#	Answer	Response	%	Inv	2 yrs	CV
1	Very likely	145	14%	12%	14%	15%
2	Likely	483	48%	45%	46%	46%
3	Not likely	384	38%	42%	40%	39%
	Total	1,012	100%	100%	100%	100%



## 15. How does DCRI communication content (relevance, credibility) compare to communications you receive?

#	Answer	Response	%	Inv	2 yrs	CV
1	More relevant and credible	158	16%	20%	17%	17%
2	About the same	518	51%	43%	56%	54%
3	Less relevant and credible	19	2%	1%	2%	2%
4	I don't know	315	31%	35%	25%	27%
	Total	1,010	100%	100%	100%	100%

## 16. My preferred way to receive communications is by:

#	Answer	Response	%	Inv	2 yrs	CV
1	Text message (SMS)	8	1%	2%	1%	1%
2	Email	958	95%	94%	96%	95%
3	Mail	13	1%	2%	1%	1%
4	Website portal	26	3%	2%	3%	2%
	Total	1,005	100%	100%	100%	100%



## 17. Do you feel that DCRI values your clinical research site as a research partner?

#	Answer	Response	%	Inv	2 yrs	CV
1	Yes	889	89%	79%	92%	91%
2	No	105	11%	21%	8%	9%
	Total	994	100%	100%	100%	100%

## 18. Do you value DCRI as a research partner?

#	Answer	Response	%	Inv	2 yrs	CV
1	Yes	950	96%	93%	98%	97%
2	No	37	4%	7%	2%	3%
	Total	987	100%	100%	100%	100%



## 20. (Optional) My age is:

#	Answer	Response	%	Inv	2 yrs	CV
1	18-25	17	2%	0%	2%	2%
2	26-35	130	14%	4%	15%	16%
3	36-45	197	21%	17%	21%	19%
4	<b>46-55</b>	<b>321</b>	<b>34%</b>	<b>36%</b>	<b>34%</b>	<b>33%</b>
5	56-65	253	27%	<b>36%</b>	25%	27%
6	66-75	26	3%	6%	3%	2%
7	>75	5	1%	1%	1%	0%
	Total	949	100%	100%	100%	100%

## 21. (Optional) My gender is:

#	Answer	Response	%	Inv	2 yrs	CV
1	Male	260	28%	<b>73%</b>	26%	28%
2	<b>Female</b>	<b>668</b>	<b>72%</b>	27%	<b>74%</b>	<b>72%</b>
	Total	928	100%	100%	100%	100%