



Maine Medical Center
Research Institute

Center for Outcomes Research and Evaluation
39 Forest Avenue, Portland, Maine 04101
207-662-1493

The Maine site will use the following overall recruitment strategy:

1. Target a potential volunteer audience geographically close to and engaged in Maine Medical Center
2. Expand recruitment efforts to a geographically wider audience to maintain target rates of recruitment
3. Leverage strong ties between the site investigators and primary care providers in the MaineHealth network

The following are tactics that will be used in the context of the strategic elements:

1. Works on Wellness (WOW!) member email
 - a. MaineHealth has over 10,000 employees in its workplace wellness program who undergo health screening annually.
 - b. The wellness program enrollment system allows targeted email to be sent to employees meeting general criteria for D2d (ie over 30y of age, fasting plasma glucose 100-125).
 - c. There are 2,200 employees known to meet the criteria in 1b who will receive a D2d recruitment email.
2. Electronic “e-news” is a daily 1 page announcement of important events at Maine Medical Center and MaineHealth. An announcement will be sent repeatedly to the 10,000 recipients
3. Announcements and stories about D2d will be placed in newsletters to Maine Medical Center medical staff and to the 1,500 physicians within the affiliated “Community Physicians of Maine”.
4. Online remarketing campaign will place D2d advertisements on web browsers of any person in the counties surrounding Portland, Maine who has entered search terms for “prediabetes”, “vitamin D”, or similarly relevant terms
5. A landing page will link Maine Medical Partners Diabetes Center with the Maine site page on the national D2d website
6. Facebook advertising for D2d will target fans of the American Diabetes Association and similarly relevant groups that reside within the counties that include and surround Portland, Maine (e.g. there are currently 760 fans of the American Diabetes Association in the 10 mile radius around Portland; they, in turn, have friends with whom information about the study can be shared)

7. The site P.I. has already contacted the medical directors of 6 large primary care practices/centers in the greater Portland area and is adding to this number in order to arrange placement of D2d brochures, tear pads (with D2d logo, information, and contact numbers/email; these are already being printed).
8. Site co-Investigator is working with primary care practices in the Mercy Hospital system of Portland to disseminate information as described in #7
9. The site P.I. has arranged with medical directors and practice administrators of high volume primary care practices/centers in the greater Portland to deploy recruitment kiosks in multi-practice buildings in the fashion of a health fair or similar event.
10. We are exploring the costs of a direct mail campaign
11. Public relations initiatives will be undertaken with local media, including press releases and potential interviews with the site PI, site co-Investigators and study coordinator on statewide broadcast media for National Diabetes Month in November or other time as appropriate
12. Paid broadcast advertising will be considered based on responses to more targeted marketing