



## WEGO Health Patient Leader Tip Sheet

### 6 Steps for Recruiting Other Patients

Through your health journey, you've managed to build a network of fellow patients and caregivers. This network provides tremendous value when it comes to recruitment projects – a value that companies are ready to pay for. You have the network, but now what? We're giving you our **Top 6 Tips for Nailing Your Next Recruitment Engagement.**

#### Step 1: Discuss Target Participants

Determine specific deliverables or recruitment criteria *prior* to the start of recruitment. (e.g., current treatment(s), past treatment(s), age, sex, condition area, etc.)

#### Step 2: Get Organized With Your Deliverables and Timeline

Discuss with your client whether they have a preference how you collect responses.

- Does the client want all the individuals you screen or just those qualified?
- Will the client provide a screener survey or do you need to create the survey?

★ *Remember- the more work on your part, the higher your bill rate should be in your proposal!*

Using tools like [SurveyMonkey](#) or [GoogleSheets](#) can help you easily collect data and help screen responses.

You'll also want to make sure you and the client have an agreed upon timeline.

#### Step 3: Find an Incentive

Determine if an incentive is necessary for individuals to complete your survey or project.

- Longer surveys take more of an incentive to be completed.
- Incentives can include gift cards, cash, or non-monetary compensation.

To find an appropriate incentive, review what the project requires from the participant.

★ *Make sure that your client has an incentive in their budget, as it will definitely impact your success in recruiting participants.*



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### Step 4: Determine Communication Channels

Social Media	Personal Outreach	Networking
<ul style="list-style-type: none"><li>• Schedule out posts to ping your network and make them as personal as you can.</li><li>• Reach out to online health groups, Facebook groups, or foundations you're a part of. Make sure to ask admins if it's ok to post in their groups or to ping their network.</li><li>• Utilize influential and popular hashtags to get in front of the right audience. <a href="#">Check out this article of 14 powerful hashtag tools to use.</a></li><li>• Boost Facebook posts for an effective and inexpensive way to get more exposure for your content. <a href="#">Check out this post for tips.</a></li></ul>	<ul style="list-style-type: none"><li>• Send personal emails, private direct messages, and even phone calls to people in your network who you believe would be interested.</li><li>• Keep in mind: one-on-one outreach seems to be the most successful in recruitment projects.</li></ul>	<ul style="list-style-type: none"><li>• Reach out to fellow Patient Leaders and ask them to share your inquiry with their social circles or health communities.</li></ul>

### Step 5: Create Your Content

Creating Engaging Media: Will images, text, or video resonate more with your target audience?

Keep it Short: Limit your post to include the following:

- *Brief Background* - At a high-level, tell your audience what you're asking for.
- *Incentives* - Try highlighting participant incentives right away to draw them in.
- *Deliverables* - Make it clear what the participant will need to complete.
- *Estimated Time* - Provide an honest estimate of how long the task will take.
- *Be open about your affiliation* - If you're helping to field this survey for a client, make sure that you disclose this information up front.

### Step 6: Communicate

- Keep the client updated with where you are in your recruitment - transparency is key.
- Finding the recruitment to be difficult? Reach out to the client to discuss your challenges and create a new game plan.