

CASE STUDY



Proud to Assist Creighton University Osteoporosis Research Center in Groundbreaking Cancer Study



CHALLENGE

Execute scientific approach to recruitment in order to meet specific criteria for medical studies including those defined by government grant.

OUTCOME

Obtained qualified participants for groundbreaking research study and a subsequent validating study.

METHODOLOGY

RDD Telephone Survey and Postcard/IVR Survey

The Creighton University Osteoporosis Research Center is an international center of excellence in bone research. In addition to providing patient care, the team carries out laboratory-based clinical research. The MSR Group has aided in recruiting volunteer research study participants multiple times over the years. This case study describes one of those projects.

Part 1 -

SITUATION

In 2000, researchers at the Creighton University Osteoporosis Research Center (ORC) contracted with The MSR Group to recruit participants for a four-year trial involving calcium and Vitamin D supplementation. The participants were enrolled in the study between May 2000 and July 2001 and the study itself took place during 2000-2005.

METHODOLOGY

Study participants were to be women mainly over 55 representing the population of a nine-county, largely rural area in eastern Nebraska. The MSR Group identified potential participants for the study, calling randomly selected telephone numbers from all households with listed numbers in the sample area using computer-assisted telephone interview (CATI) technology. Participants were then further screened by ORC based on additional health-related criteria. Calls were made until a total of 1,180 women were found who met the inclusion and exclusion criteria and were willing to participate in the four-year study.

RESULTS

While The MSR Group was not involved in the ongoing portion of the research study, the recruiting efforts paid off as 1,024 women completed the four-year study. The final results were exciting and garnered a great deal of attention in both the medical community and the mainstream press. In this study, researchers found the women taking Vitamin D had a 60% or greater reduction in cancer risk than those who didn't take this supplement. This finding was published in the American Journal of Clinical Nutrition and picked up by multiple news sources.

Research has continued in this area, and the ORC obtained a federal grant from the National Institute of Health to further study the potential link between Vitamin D and cancer. This led to another recruiting project for The MSR Group.

Part 2 -

METHODOLOGY

The second study was much narrower in its scope, as the federal grant was very specific in how it should be recruited and structured. The ORC opened a clinic in a local community and the study's terms required all participants to be residents of that geographic area. In order to apply the scientific selection principles required, The MSR Group used mail instead of telephone. Recipients were directed to an automated phone line where they completed an IVR response questionnaire. Compiled responses were screened for accuracy and qualified respondents were sent to the ORC for further screening to fit the study requirements.

RESULTS

This study is ongoing and is scheduled for completion in 2013.

CONCLUSIONS

The MSR Group has the expertise to handle the detailed, sensitive screening involved in medical studies. Just as importantly, the quality and accuracy of our work means clients like the Creighton University Osteoporosis Research Center can depend on The MSR Group to ensure their work is scientifically valid. Rest assured your project will be handled with the utmost professionalism, too.