Subject Recruitment Copywriting Suggestions

Clinical Trial Print Advertisement/Flyer

Headline: A question that references the condition/symptom being studied and uses the word “you” or “your.” The headline should be no more than 10 words, if possible. And one, easy to understand, page.

Examples:

Do you have trouble sleeping?
Do you or a loved one have Alzheimer’s disease?
Do you have sleep apnea?
Does your child have trouble sitting still or paying attention?
Do you smoke?
Are you HIV positive?
Do you have frequent headaches?
Are you 65 or older and in good health?

Superhead/Subhead, the same in every ad:

You may be eligible to participate in a research study

Body Copy: The copy may be divided into five sections, 1) Brief explanation of study, which answers the questions “what” and/or “why”; 2) Simple, easy to understand bulleted list of criteria for participation; 3) Requirements for participation; 4) Compensation (if appropriate); 5) study contact information

Examples:

Doctor Name or Doctors at Weill Cornell Medicine are studying the effectiveness of a new investigational device for the treatment of intermittent insomnia.
• You may be eligible to participate if:
• You are over 21
• You have trouble sleeping
• You are not taking sleep medication

Example: Doctor name or Doctors at Weill Cornell Medicine/NewYork-Presbyterian are studying the effectiveness of a new investigational device for the treatment of intermittent insomnia.

You may be eligible to participate if:

• You are over 21
• You have trouble sleeping
• You are not taking sleep medication
The research study requires:

- An overnight stay at the Weill Cornell Medical College sleep center
- Two follow-up visits

Compensation: Compensation will be available for completed study visits.

[INSERT STUDY CONTACT DETAILS]
[INSERT JCTO URL STUDY POSTING]

IRB protocol #
Study expiration date