



**Patients Canada**

# **Recruiting Patient/Caregiver Partners**

A discussion from a patient partner perspective

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## Declaration of Conflict

To the best of my knowledge, I have no conflicts of interest. I do not have a personal commercial or financial interest or gain from this material or this presentation.

## Acknowledgements

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# Agenda

1. Background
2. Recruiting & on boarding

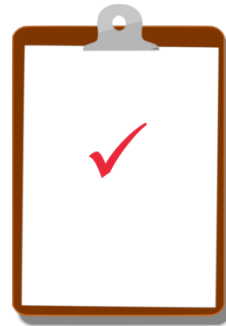
# Why do POR?

Citizens are 'in'



Involving us in healthcare is more and more the norm

Criteria for \$



Many funders require we be on the research team

New venture



Researchers are not yet experienced with us as partners



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“Citizen engagement is meant to ensure that funded research reflects the needs and values of Canadians...”

CIHR’s Framework for  
Citizen Engagement

# Partners vs subjects

Working together



Studying the subject



# Can citizens partner on any type of research?

CIHR defines the types of research as:

1. Biomedical
2. Clinical
3. Health Systems / Services
4. Social Cultural / Environmental / Population Health



# What are your concerns as researchers about partnering with patients?



# Recognizing your concerns

- Time to involve and partner with us
- We, as citizens, may not know enough to contribute
- Dealing with our emotions arising from bad experiences as patients
- Lack of clarity of our role
- Lack of clarity for how to involve us



**What do you think are our concerns as patients partnering in research?**

# Dealing with our concerns

- Tokenism
- Not being taken seriously
- Time and financial commitments
- Not understanding what is being discussed
- Concern that nothing changes ...

INFORMATION  
SHARING

CONSULTATION

COLLABORATION

PARTNERSHIP

# What are ways of involving us?



# Agenda

1. Background
2. Recruiting and on boarding

# Recruitment process

This is **not** like recruiting subjects for research. It's more like a hiring process:

1. Develop a job description
2. Develop a candidate profile
3. Make the need known – the recruitment piece and the method
4. Screen and interview candidates
5. Sign up candidates as partners and panelists
6. Bring us on board

# What does the public want to know about a project?

# Defining the project for the public

What is the relevance of the project to us, the public?

Who benefits and how?

Is it sustainable?

What is success?



# Items for the job description

Role description

Stage 1

Stage 2

Stage 3

Stage 4

Stage 5

Partners +/or panel



Support + compensation



Measurement



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# What aspects inform a candidate profile?

# Practical aspects of a candidate profile

Method



- Quantitative
- Qualitative
- Mixed methods

Location



- Geographic scope
- Sites of care
- Rural - urban

Commitment



- Project length
- Time commitment

# Personal aspects of a candidate profile

What type of person will add value to your project?

Experiences:

- Patient and/or caregiver
- Ability to move beyond our own personal issues
- Real world
- Patient advisor
- Lens

Soft skills:

- Communication
- Collaborative
- Confidence



# Attracting and sourcing candidates

Two things are needed to attract and find those of us willing to be candidates:

- An excellent recruitment piece
- A game plan for where and how to distribute the piece

# Recruitment piece

This is not the same as the subject recruitment piece.

This is the “sales” piece – it includes:

- The research story (the hook or sales pitch)
- Target candidate = those of us with interest in the research area
- Commitment required
- Contact info
- Catchy design/look



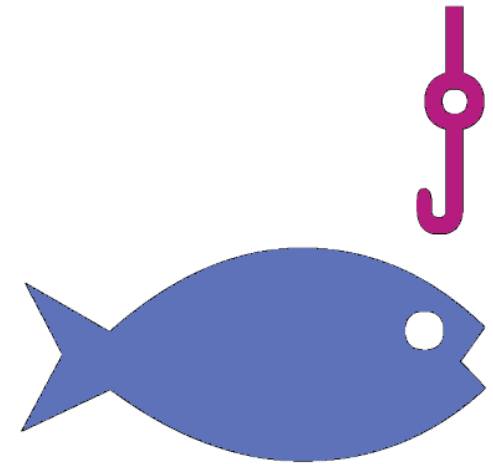
# The research story – what's the hook?

Why is the research important to us?

What is the potential societal good of the research?

Why is it important that we be involved?

What is the benefit to us in partnering on this research?



# Where and how to distribute the piece

Physical locations that permit posting notices

Social media - with attachment or link to online site

Informal networks – emails to those you know

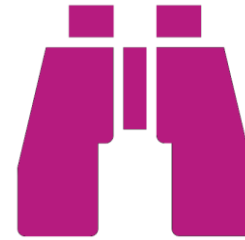


# Where can you find candidates?

# Sources

Where to find those of us who might be interested in research:

- Your network
- PFAs
- Community organizations
- Community centres
- Health centres
- Disease based organizations
- Patient, caregiver groups
- Social media



## Selecting partners and panelists

Select at least 2 as team partners and at least 2 as extra panelists to handle potential attrition over the duration of the project

- Screen candidates by phone
- Interview with more than one team member to ensure fit – for the team and for us

Schedule on boarding activities

# What is needed for on boarding?

# On boarding

Pre-participation materials

Orientation to partnership

- For citizen partners
- For panelists
- For researchers and other team members

Introductions and initial team meeting



# A Recruitment Plan includes...

- What we will do – and what you will do
- Who we are
- Where to find us
- How to reach us
- How to bring us on board



## Conclusion: Recruiting for successful partnerships

1. Have a plan and start early
2. Think differently – we're partners not subjects
3. On boarding well is the spring board to a fruitful partnership

# Questions?

Thanks for participating!  
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