Call Me Maybe: Increasing participant response in longitudinal reproductive health research

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Disclosures

No conflicts of interest or disclosures.
Learning Objectives

At the conclusion of this presentation the learner will:

1. Recognize that characteristics of populations in different studies affect rates of loss to follow-up

2. Appraise how different populations respond to different modalities of contact

3. Incorporate considerations of population contact preferences into design of follow-up strategies
Background

Loss to follow-up is a major threat to validity in longitudinal research.

Why would participants who agree to be in a longitudinal study become lost to follow-up?

We're sorry, but the number you have reached...

Has information overload forced participants to only accept contact attempts if they can identify a personal relationship?

Different populations may have different answers to this question.
Background

- Prior phone survey research indicates that people are less likely to answer calls from unknown contacts
- We wanted to create that “personal relationship”
Hypothesis
Methods

- Nothing
- 6 wk
- 6 mo
- 12 mo

or

Nothing
### Participant Follow-up Rates by Clinic

<table>
<thead>
<tr>
<th>Clinic</th>
<th>Programmed</th>
<th>Non-programmed</th>
</tr>
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<tbody>
<tr>
<td>TAb</td>
<td>145 (52%)</td>
<td>135 (48%)</td>
</tr>
<tr>
<td>BC4U</td>
<td>199 (45%)</td>
<td>245 (55%)</td>
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</tbody>
</table>

#### Demographics

- **Age (years):**
  - TAb: 26 ± 6
  - BC4U: 21 ± 2

- **Race/Ethnicity:**
  - Black: 9% (TAb), 8% (BC4U)
  - Hispanic: 21% (TAb), 27% (BC4U)
  - White: 59% (TAb), 50% (BC4U)
  - Other: 11% (TAb), 15% (BC4U)

#### Contraceptive Method Left with

- **IUD:**
  - TAb: 60% (Programmed), 33% (Non-programmed)
  - BC4U: 18% (Programmed), 7% (Non-programmed)

- **Implant:**
  - TAb: 15% (Programmed), 37% (Non-programmed)
  - BC4U: 31% (Programmed), 7% (Non-programmed)

- **SARC:**
  - TAb: 13% (Programmed), 27% (Non-programmed)
  - BC4U: 29% (Programmed), 33% (Non-programmed)

- **Other or None:**
  - TAb: 12% (Programmed), 3% (Non-programmed)
  - BC4U: 3% (Programmed), 3% (Non-programmed)

#### Follow-up Rates

- **6 wk:**
  - TAb: 31% (Programmed), 60% (Non-programmed)
  - BC4U: 34% (Programmed), 60% (Non-programmed)

- **6 mo:**
  - TAb: 18% (Programmed), 7% (Non-programmed)
  - BC4U: 31% (Programmed), 7% (Non-programmed)

- **12 mo:**
  - TAb: 15% (Programmed), 3% (Non-programmed)
  - BC4U: 15% (Programmed), 3% (Non-programmed)

#### p-values

- **Programmed vs. Non-programmed**
  - 6 wk: 0.001
  - 6 mo: 0.06
  - 12 mo: 0.01

**Note:** The percentages and follow-up rates are rounded for simplicity.
Hypothesis
If no phone response: Does email + weblink “salvage” work?

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</tr>
<tr>
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<td>60%</td>
</tr>
<tr>
<td>6 mo</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>12 mo</td>
<td>7%</td>
<td>30%</td>
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Conclusions

- Women enrolled in longitudinal cohorts were less likely to answer a phone call from a named “contact” than from an anonymous number.

- The ability to respond without person-to-person interaction increased follow-up greatly.
  - Non-response to phone ≠ unwillingness to complete survey.

- Different populations use different media: improve your follow-up by trying multiple strategies.
Questions?

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  - Cricket McHugh BS
  - Sandra Cano MA
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