

Advertisements

[Content](#)

Advertisements used to recruit research participants or inform the public about a research study require IRB review. The content will be reviewed for study accuracy and to ensure it adheres to the guidelines listed below.

Generally, advertisements to recruit subjects should be limited to the information that prospective subjects need to determine their eligibility and interest. When appropriately worded, the following items should be included in advertisements:

1. Name and address of the investigator and/or research facility/institution;
2. Condition being studied and/or purpose of the research;
3. Inclusion/exclusion criteria in summary form;
4. A brief list of procedures involved;
5. A brief list of possible benefits (if any);
6. Time or other commitment required (number of visits, total duration including follow-up visits, etc.);
7. Compensation/reimbursement; and
8. Location of research and contact person for further information

Additional guidelines include the following:

1. Advertisements should not emphasize monetary compensation.
2. Advertisements should not use catchy words like “free” or “exciting”.
3. Advertisements should be very clear that *research* participation is what is being solicited.
4. Advertisements should not be misleading about the purpose of the study.

For minor revisions to advertisements, such as changing a contact number or adding a stock marketing photo, or social media posts about study updates, the investigator may notify the Woman’s Hospital Research Center and this type of revision/update does not need IRB review.

[For FDA-Regulated Studies](#)

Advertisements should not make claims about the drug or device under investigation that are inconsistent with FDA labeling. The terms “new treatment” or “new medication” should not be used without explaining that the test article is investigational. No coupons or discounts on the purchase price of the investigational product should be included as compensation from the sponsor once it has been approved for marketing.