

Text Messaging for Recruitment

Content

Text messaging used to recruit research participants requires IRB review and approval. The content will be reviewed for text message strategy (defined targeted population), language, and frequency to ensure it adheres to the guidelines listed below. Text messages should be limited to recruiting prospective eligible subjects.

A. Language

When appropriately worded, the following items should be included in text message:

1. A brief opportunity description that does not include PHI or the possibility of identifiable information.
 - a. For example: Text message language examples to target a patient who recently delivered a baby...
 - i. Identifiable language example: (Not Permissible, Cannot Be Used):
“You recently delivered a baby at Woman’s Hospital. Click here to learn about a study you may qualify for [link].”
 - ii. General, non-identifiable language options: (Permissible)
“
“Click here for a Woman’s Hospital research study you might be interested in [link].”
2. When applicable, a link to the study (survey link or information link to the webpage)
3. An opportunity to opt out of receiving text messages for research opportunities from Woman’s Hospital

B. Frequency – No more than one message a week with a maximum of three attempts

Additional guidelines include the following:

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

For minor revisions to text message language and/or strategy, such as changing text content, the investigator must notify the Woman’s Hospital Research Center, and this type of revision/update may not need IRB review.

For FDA-Regulated Studies

Text messages 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

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purchase price of the investigational product should be included as compensation from the sponsor once it has been approved for marketing

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