

# **SWAT 207: Effects of an information video presented to participants on retention in a randomised trial.**

## **Objective of this SWAT**

To evaluate the effects of an information video outlining the importance of the research on retention in a randomised trial.

Study area: Retention, Follow-up, Outcomes

Sample type: Patients

Estimated funding level needed: Low

## **Background**

This Study Within a Trial (SWAT) will be embedded in the MIAMI cluster pilot randomised trial (ISRCTN85009436). The host trial aims to promote information exchange between general practitioners (GPs) and patients living with hypertension in relation to long-term antihypertensive medication use and adherence skill development.

Poor retention is a common issue in randomised trials. It can lead to missing data, which may negatively impact the validity and reliability of results.[1] Most research has focused on the efficiency of multimedia methods, such as information videos, on maximising recruitment,[2] but this effect may also apply to retention. In other studies, video methods have allowed participants to develop a better understanding of the research and increase their positive attitude towards participation.[3]

It is hoped that this SWAT will add to the limited existing literature on methods of enhancing participant retention in trials in primary care.

## **Interventions and comparators**

Intervention 1: Participants are sent a text message containing a link to an information video, approximately halfway through their participation in the host trial.

Intervention 2: Participants are not a text message containing a link to the information video.

Index Type: Participant Information

## **Method for allocating to intervention or comparator**

Randomisation

## **Outcome measures**

Primary: Number and proportion of participants who are retained in the host trial.

Secondary: Quality of patient decision making as measured by the Decision Making Questionnaire (adapted from reference 2).

## **Analysis plans**

This is a pilot SWAT so the feasibility and acceptability of this type of SWAT will be analysed through descriptive statistics and qualitative research.

## **Possible problems in implementing this SWAT**

Some participants may not have the resources to access the video online (e.g. mobile data or Wi-Fi) or a smartphone device. Some older patients may not be familiar with accessing links embedded in a text message.

## **References**

1. Gillies K, Kearney A, Keenan C, et al. (2021). Strategies to improve retention in randomised trials. *Cochrane Database of Systematic Reviews* 2021;(3):MR000032.
2. Knapp P, Mandall N, Hulse W, et al. Evaluating the use of multimedia information when recruiting adolescents to orthodontics research: A randomised controlled trial. *Journal of Orthodontics* 2021;48(4):343-51.

3. Gesualdo P, Ide L, Rewers M, Baxter J. Effectiveness of an informational video method to improve enrollment and retention of a pediatric cohort. Contemporary Clinical Trials 2012;33(2):273-8.

### **Publications or presentations of this SWAT design**

### **Examples of the implementation of this SWAT**

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