



**March 8, 2012, Coffee break call**

**Speaker:** Amanda Graham, PhD, Director of Research Development  
Steven A. Schroeder Institute for Tobacco Research & Policy Studies at Legacy®

**Topic:** *Improving Adherence to Web-Based Cessation Programs: A Social Network Approach*

**Question and Answers:**

1. Do you feel that the experience with the Integrators from the BecomeAnEX community would translate to other studies?

Answer: We have conducted training with the Integrators to help them address any confrontation that they might receive from others – either study participants or peers – in the community because of their new role as an Integrator. We have asked them to be open and honest, and to be as transparent about our process as possible. We have provided the Integrators details about how they were selected and recruited and why. Also, they could let others know that there might be an opportunity for them to become an integrator or work with the trial in the future.

2. Do the Integrators let others know that they are part of the trial or do they try to stay behind the scenes in the web community? Do others know that they are working for the trial?

Answer: We have instructed them to be transparent about their participation in the research trial and to offer their reasons why they have agreed to participate in the study. The integrators we selected are passionate and committed to helping others quit smoking, and are interested in learning whether the support and encouragement they have been providing in the community is truly effective in promoting abstinence.

3. Could you say a little more about the recruitment tool and what its application may be for other studies?

Answer: Our goal in developing the web-based clinical trials management system (“Study System”) was to automate and optimize the entire online recruitment and enrollment process for this trial and others. It automates recruitment, eligibility screening, informed consent, a baseline assessment, and stratified randomization. It also enables us to examine data throughout the course of the study, literally from the time we start recruiting, to troubleshoot and identify potential problems early on. This system was developed in-house by our development team. We worked with them to explain the needs of the investigators and research team.

3a. Did you try to find another tool to use instead of developing your own?

Answer: Some of the backend software consists of of-the-shelf products that were customized to meet our needs.

4. How did the Integrator find the new members?

Answer: The Study System includes an interface designed specifically to support the work of the Integrators. It displays only those participants that have been randomized to the social network intervention arms of the trial.

5. What else are the integrators doing in the community?

We have encouraged them both to remain active and involved in the community. We do not want their participation in the trial to alter their role or activity in the community... simply to extend what they already do to our trial participants.