RETENTION STRATEGIES
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Retention Efforts to Date:

- HPTN 064 N=210 with 95% retention for 12 months
- HPTN 076 N=19 with 95% retention
- Maintaining 95% retention over past ten years
Retention Challenges

- Financial challenges of participants
  - Poverty
  - Homelessness
  - Instability and unemployment
- Substance abuse
- Transportation
- Mental Illness
- Children and family responsibilities
- Work or School hours
- Length of Study
  - Fears about procedures
Retention Strategies

- Friendly and welcoming staff and environment
- Establishing good rapport
- Maintaining flexibility with participants
- Understanding potential conflicts
- Respect for participant time
- Retention efforts begin with pre-screening
MORE Retention Strategies

- Clarity about requirements of study participation:
  - Study length and visit duration
  - Personalized retention efforts
    - Texting, email, phone
    - Adapting to participants needs
    - Cards, all staff interactions with participants
    - Staff huddles
- Site itself
  - Décor, food/drinks, condoms, safe space, zen, events, etc.
  - Staff reflect participant population and are accessible
  - ALL contribute to retention
Missed Visits?

- Appointment reminders
  - Email, text, calls, then emergency contacts, certified letter, home visits
- Doing what ever possible and legitimate to bring participant
  - Taxi fare
  - Metro card (subway/bus fare)
  - Later or early hours on pre-set date
Lost to Follow up

- KEEP TRYING!!

- ...Study closeout

Sometimes I ask myself, what would the honey badger do?
Questions
Thank you