Creating a Study Webpage on the **RESEARCH STUDIES WEBSITE**

Clinical Research Recruitment Program

Last Updated April 2025

Clinical Research Recruitment Program
OFFICE OF THE VICE CHANCELLOR FOR RESEARCH
UNIVERSITY OF COLORADO **ANSCHUTZ MEDICAL CAMPUS**

GETTING STARTED MENU

Please use the below shortcuts to skip to the sections of the instructions that apply to you.

Each slide will have a  *in the upper lefthand corner that will allow you to navigate back to this slide.*

WHAT IS THE CU ANSCHUTZ RESEARCH STUDIES WEBSITE?

A little background

HOW TO USE ONCORE TO CREATE A STUDY WEBPAGE?

It can be little confusing

HOW TO USE THE RESEARCH ADMIN TOOL?

To customize your OnCore study webpage

HOW TO USE THE RESEARCH ADMIN TOOL?

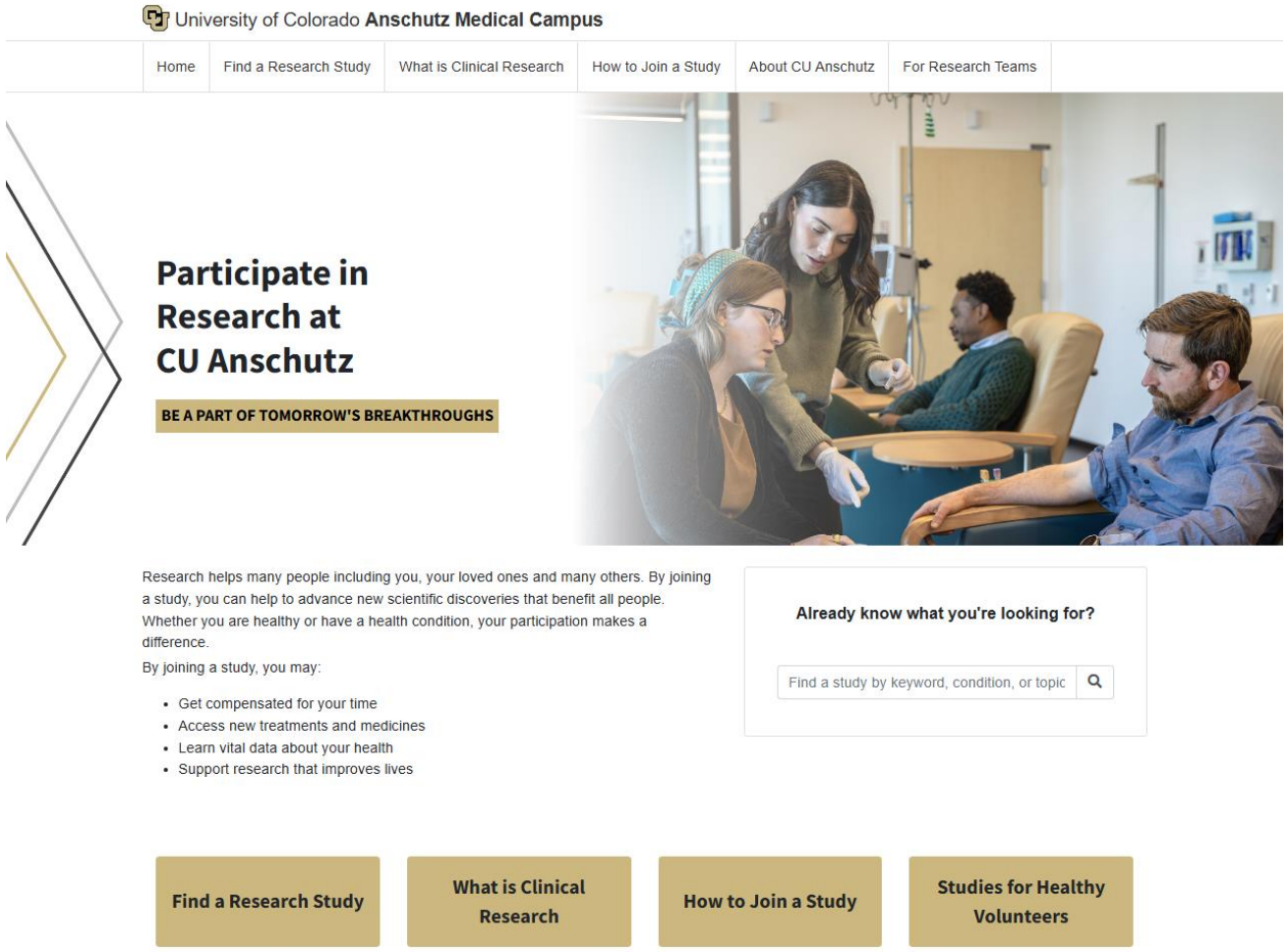
To create a Non-OnCore study webpage

REVIEW AND APPROVAL PROCESS

A second pair of eyes is always a plus

WHAT IS THE CU ANSCHUTZ RESEARCH STUDIES WEBSITE?

A LITTLE BACKGROUND



- The CU Anshutz Research Studies Website was created in 2020 and is managed by the Clinical Research Recruitment Program.
- The main goal is to share open clinical research studies on a public facing website for anyone from the community to see, search for, and contact research teams if interested.
- Research teams are responsible for maintaining their study webpages, and ensuring information is accurate and understandable.

IT'S ALL IN THE NUMBERS

987

Total number of study webpages in 2024

40,907

Number of new visitors in 2024

33,316

Total number of views in 2024

42%

Average bounce rate for all study pages in 2024

1.48
minutes

Average time spent per page in 2024

LANGUAGE REQUIREMENTS

Having a study webpage that is understandable and informative to the community we serve is the most important aspect of creating a public-facing website for your study because it increases trust and participation in clinical research.

Language Requirements

- Your study webpage **must be at or close to an 8th grade reading level.**
- The content of your study webpage must use **plain language**, which is designed to be understood quickly and easily by the reader.
- This means that you **should not** use medical jargon, complex scientific words, or any abbreviations.

Plain Language Resources

- Plain Language Section of University of Buffalo Recruitment Resources Toolkit
- Plain Language in Clinical Research by Multi-Regional Clinical Trials Center of Brigham and Women's Hospital and Harvard
- University of Michigan Plain Language Medical Dictionary
- Plain Language Guide by the JRP Working Group for Equitable Research
- Make It Clear: The Use of Lay Language in Research Recruitment by North Carolina Translational and Clinical Science Institute

HOW TO USE ONCORE TO CREATE A STUDY WEBPAGE?

OPT OUT OR OPT IN OF THE CU RESEARCH STUDIES WEBSITE

Did you know that there are **two places** in OnCore that need to be updated for your study to have a study webpage on the CU Anschutz Research Studies Website?

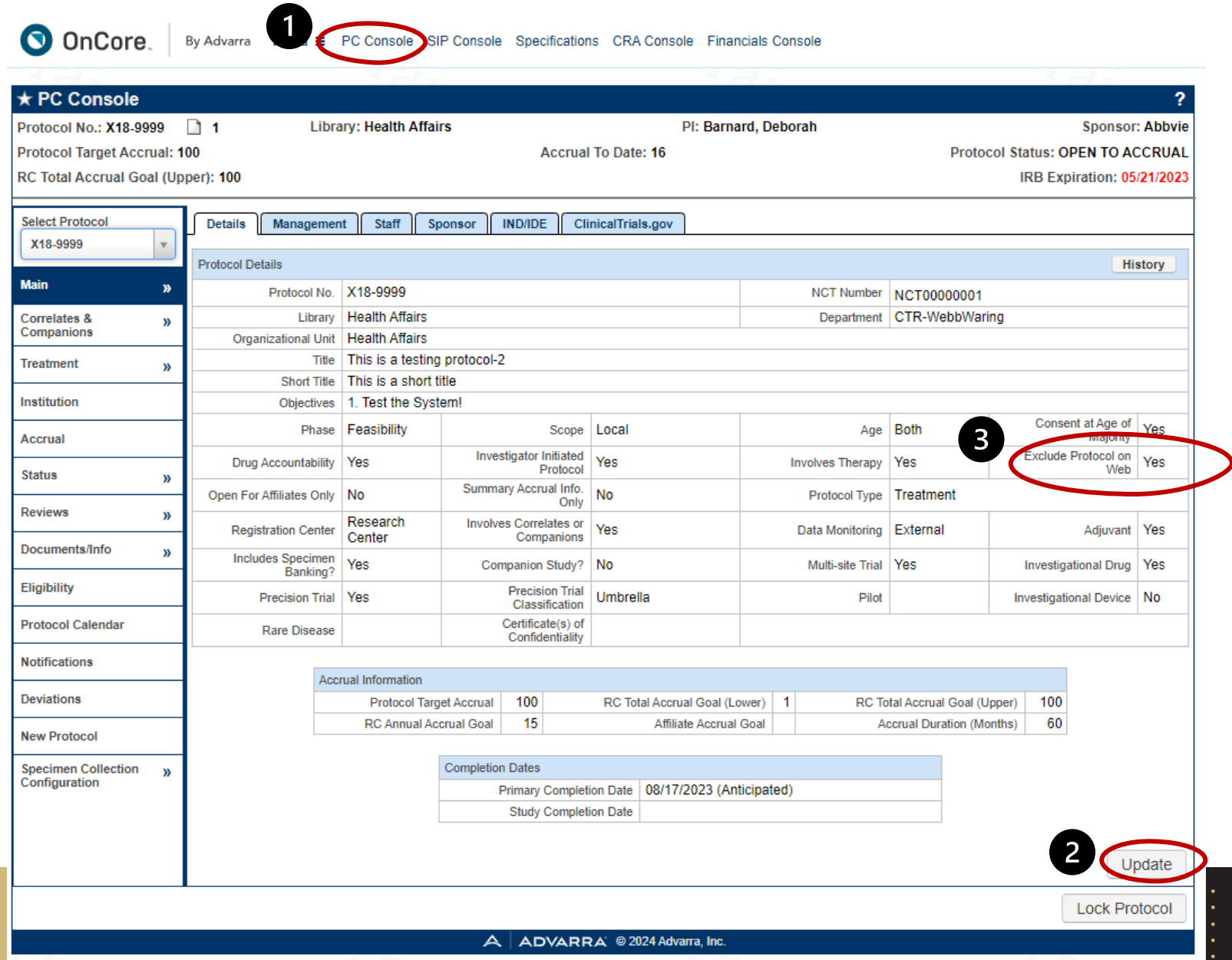
1. **PC Console > Main > Details: “Exclude Protocol on Web”**
2. **SIP Console > Select Configure Tab > Display Protocol?**

OPT OUT OF THE CU RESEARCH STUDIES WEBSITE: PC CONSOLE

PC Console > Main > Details: “Exclude Protocol on Web”

- If you do not want your study to be on the CU Research Studies Website, this box should be checked.

1. Navigate to the PC Console.
2. Click the ‘update’ button on the right-hand side of the screen.
3. Make sure the box next to ‘Exclude Protocol on Web’ is checked. After you click the ‘update’ button again, ‘Yes’ will appear next to ‘Exclude Protocol on Web’.

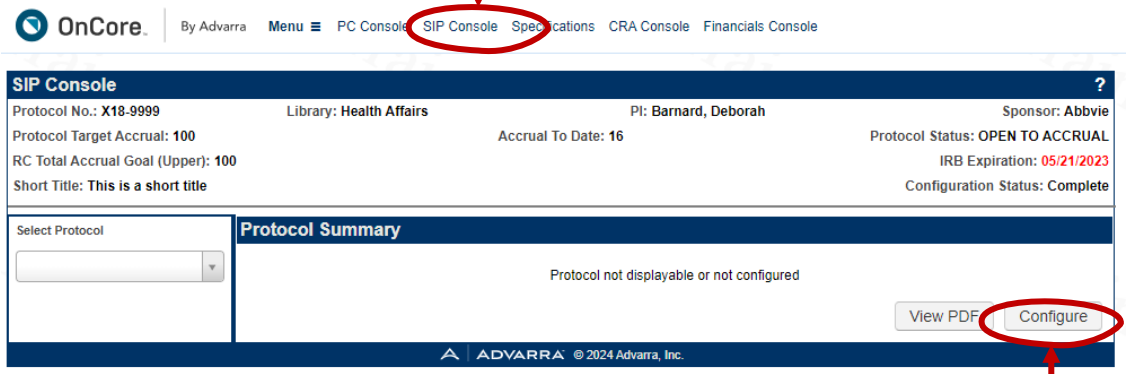


OPT OUT OF THE CU RESEARCH STUDIES WEBSITE: SIP CONSOLE

SIP Console > Select Configure Tab > Display Protocol?

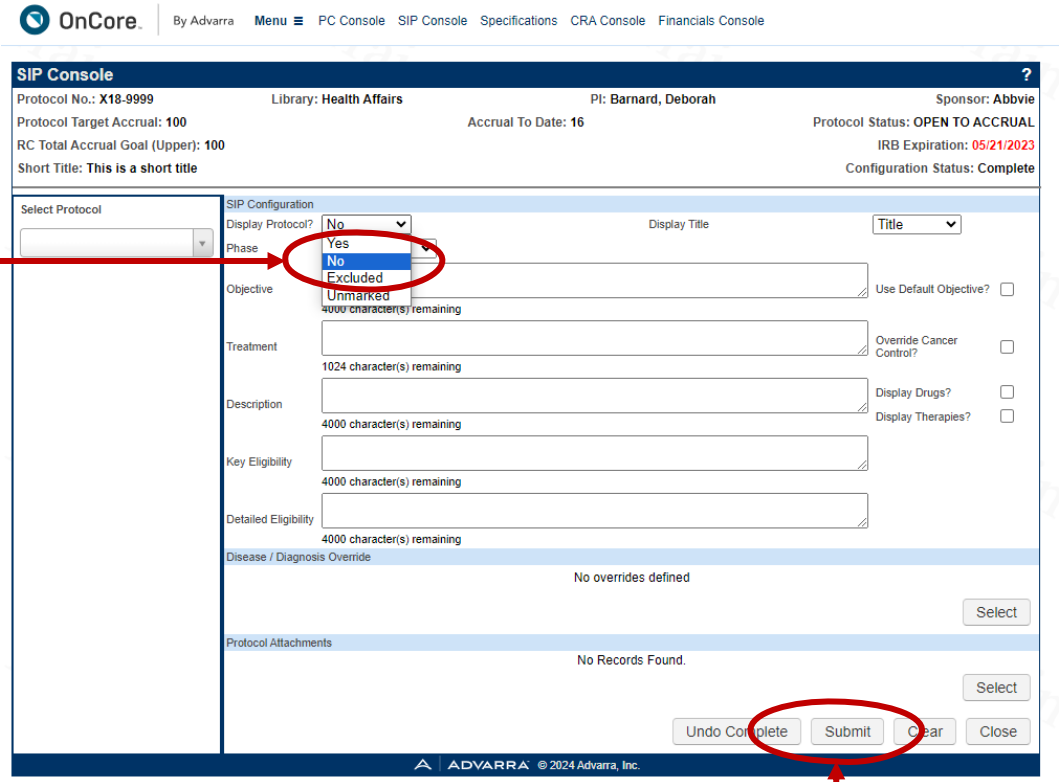
- If you do not want your study to be on the CU Research Studies Website, select 'No' from the dropdown menu.

1 Navigate to the SIP Console.



2 Click the 'configure' button on the right-hand side of the screen.

3 Select 'no' from the 'Display Protocol?' from the dropdown menu.



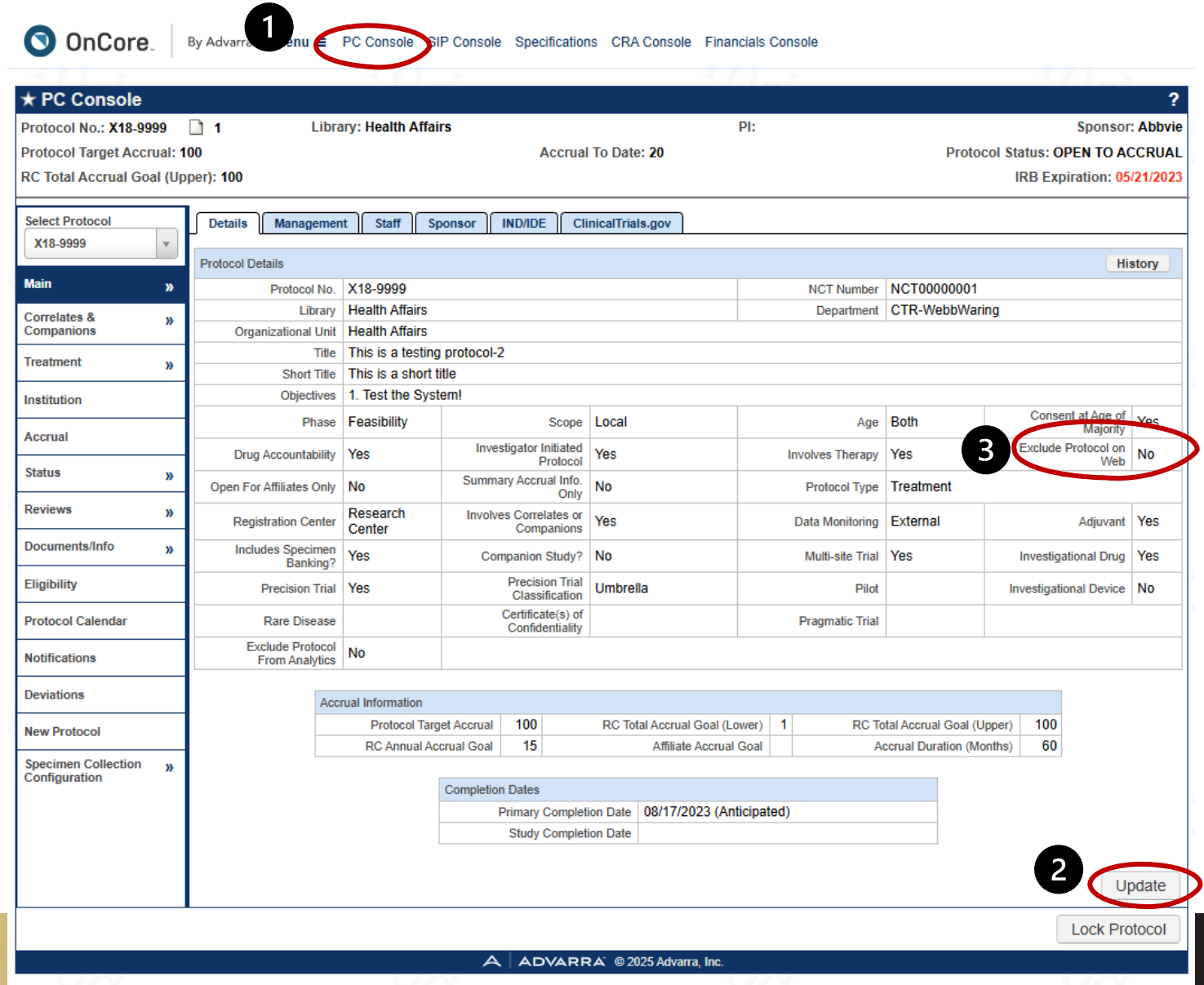
4 Click the 'submit' button.

OPT IN OF THE CU RESEARCH STUDIES WEBSITE: PC CONSOLE

PC Console > Main > Details: “Exclude Protocol on Web”

- If you want your study to be on the CU Research Studies Website, this box should be unchecked.

1. Navigate to the PC Console
2. Click the ‘update’ button on the right-hand side of the screen.
3. Make sure the box next to ‘Exclude Protocol on Web’ is unchecked. After you click the ‘update’ button again, ‘No’ will appear next to ‘Exclude Protocol on Web’.

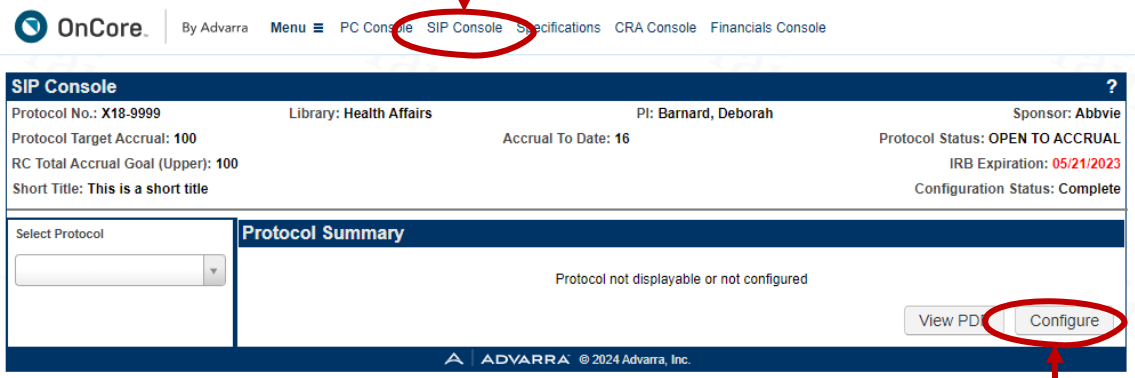


OPT IN OF THE CU RESEARCH STUDIES WEBSITE: SIP CONSOLE

SIP Console > Select Configure Tab > Display Protocol?

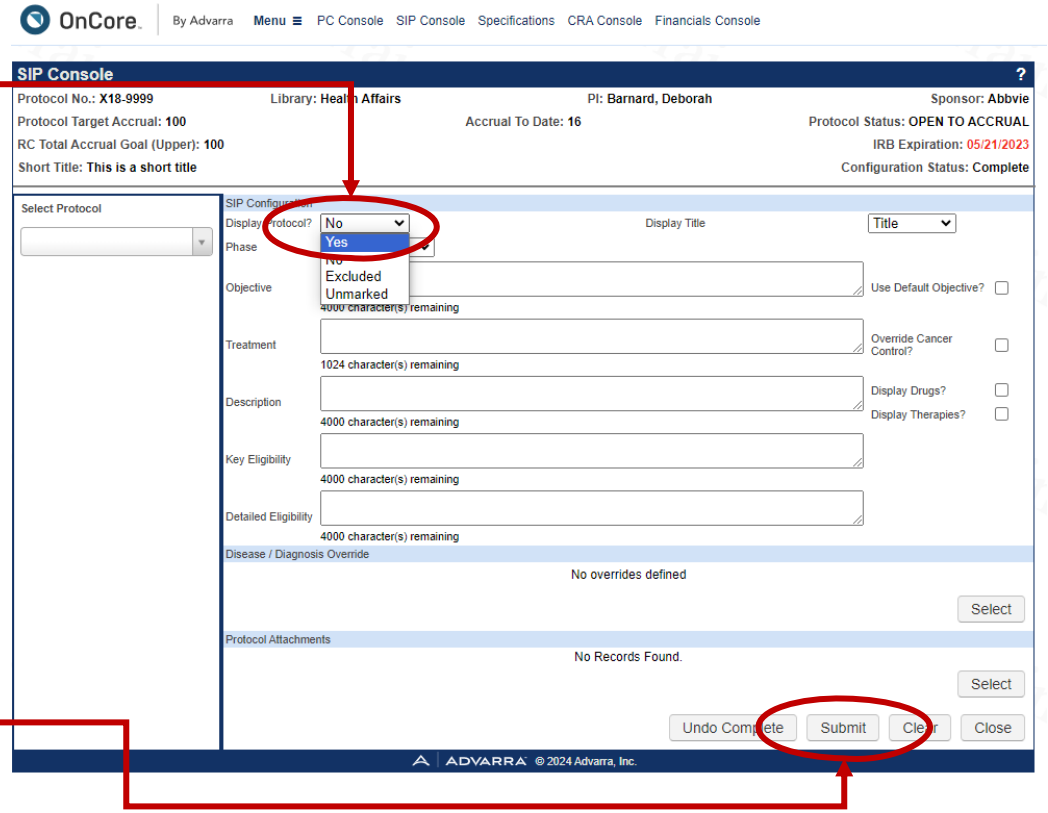
- If you want your study to be on the CU Research Studies Website, select 'Yes' from the dropdown menu.

1 Navigate to the SIP Console.



2 Click the 'configure' button on the right-hand side of the screen.

3 Select 'yes' from the 'Display Protocol?' from the dropdown menu.



4 Click the 'submit' button.

MINIMUM DATA REQUIREMENTS: OnCore

If you opt-in to have a study webpage on the CU Anschutz Research Studies Website, you need to complete the following fields:

- Title
- Objective
- Primary Contact
- Description
- Eligibility (Detailed or Key, not both)

MINIMUM DATA REQUIREMENTS: OnCore

Title: PC Console > Main > Details > Title

Note: You can change the 'Short Title' to be something more lay person friendly and then select this to be displayed as the title for your study webpage by selecting it from the 'Display Title' dropdown menu in the SIP Console.

- **Primary Contact:** PC Console > Main > Staff

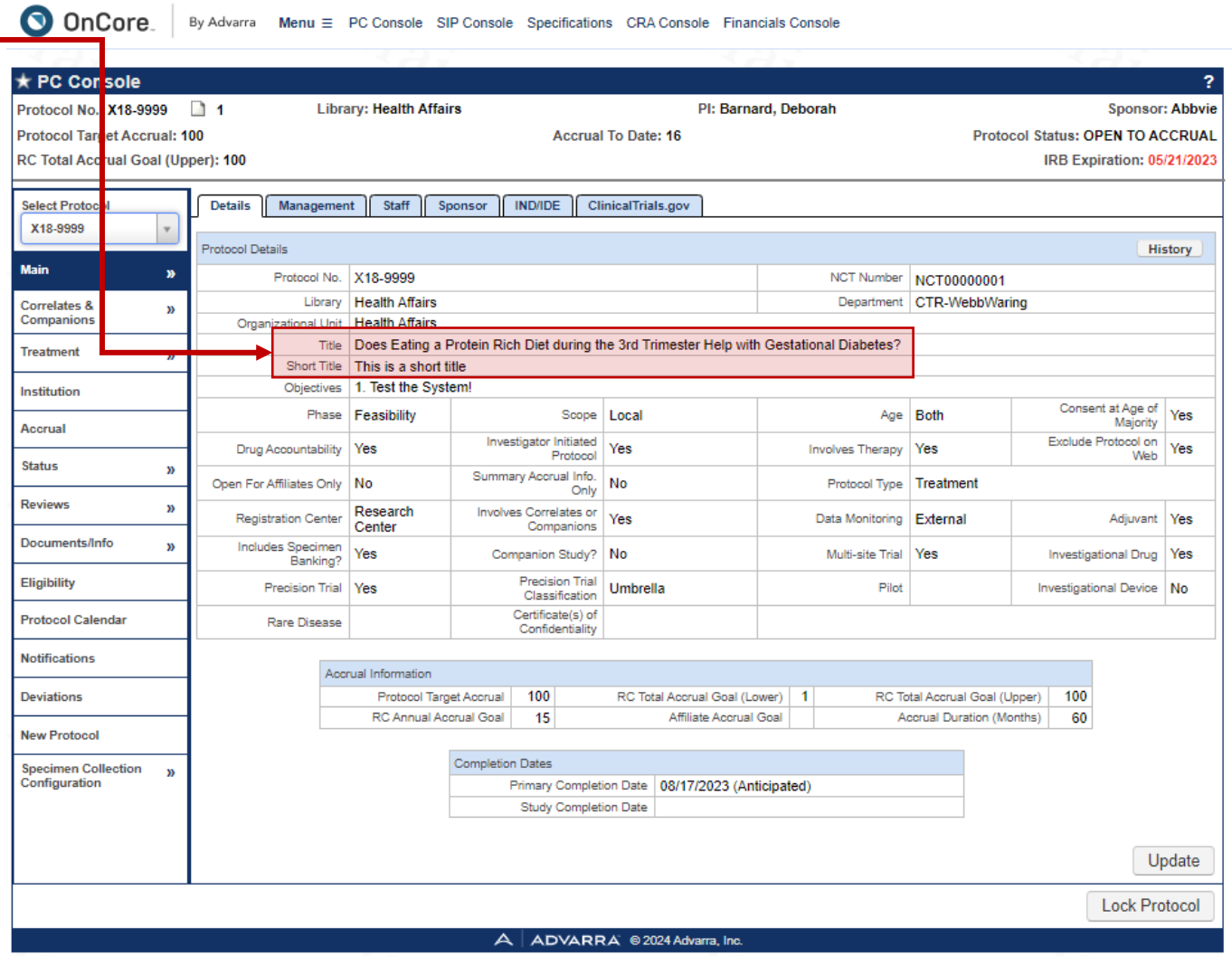
- **Objective:** SIP Console > Configure Button > Display Protocol? > Select 'Yes' from dropdown menu > Objective

Note: If you check the box next to 'Use Default Objective?' then the information from the objective field from the PC Console > Main > Details > Objective will override any information entered in the Objective field in the SIP Console.

- **Description:** SIP Console > Description

- **Eligibility:** SIP Console > Detailed Eligibility or Key Eligibility

Note: You can use either option but please only enter the eligibility criteria in one location otherwise it will duplicate the information on the website.



MINIMUM DATA REQUIREMENTS: OnCore

- **Title:** PC Console > Main > Details > Title

Note: You can change the 'Short Title' to be something more lay person friendly and then select this to be displayed as the title for your study webpage by selecting it from the 'Display Title' dropdown menu in the SIP Console.

- **Primary Contact:** PC Console > Main > Staff

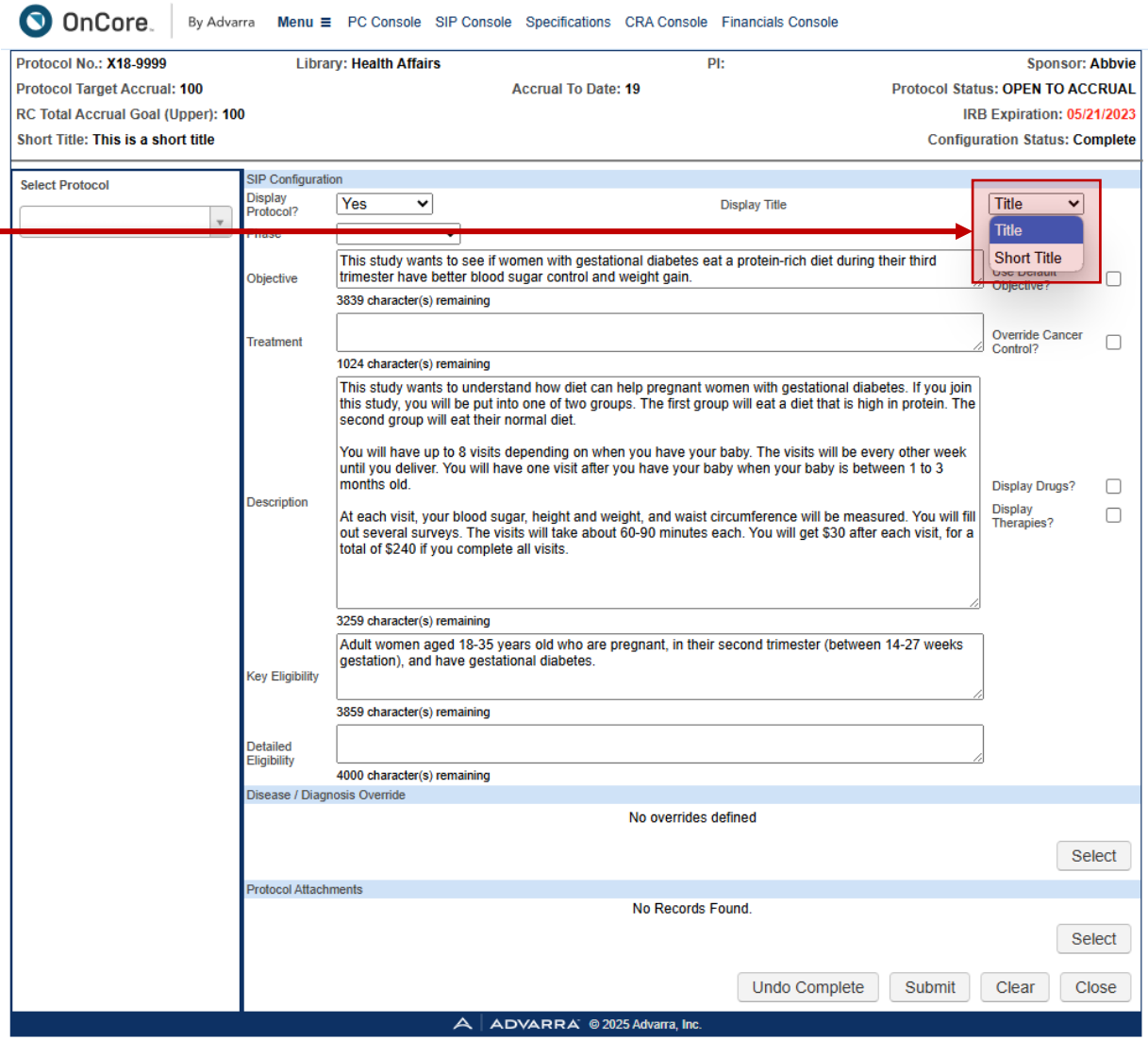
- **Objective:** SIP Console > Configure Button > Display Protocol? > Select 'Yes' from dropdown menu > Objective

Note: If you check the box next to 'Use Default Objective?' then the information from the objective field from the PC Console > Main > Details > Objective will override any information entered in the Objective field in the SIP Console.

- **Description:** SIP Console > Description

- **Eligibility:** SIP Console > Detailed Eligibility or Key Eligibility

Note: You can use either option but please only enter the eligibility criteria in one location otherwise it will duplicate the information on the website.



MINIMUM DATA REQUIREMENTS: OnCore

- **Title:** PC Console > Main > Details > Title

  Note: You can change the 'Short Title' to be something more lay person friendly and then select this to be displayed as the title for your study webpage by selecting it from the 'Display Title' dropdown menu in the SIP Console.

- **Primary Contact:** PC Console > Main > Staff

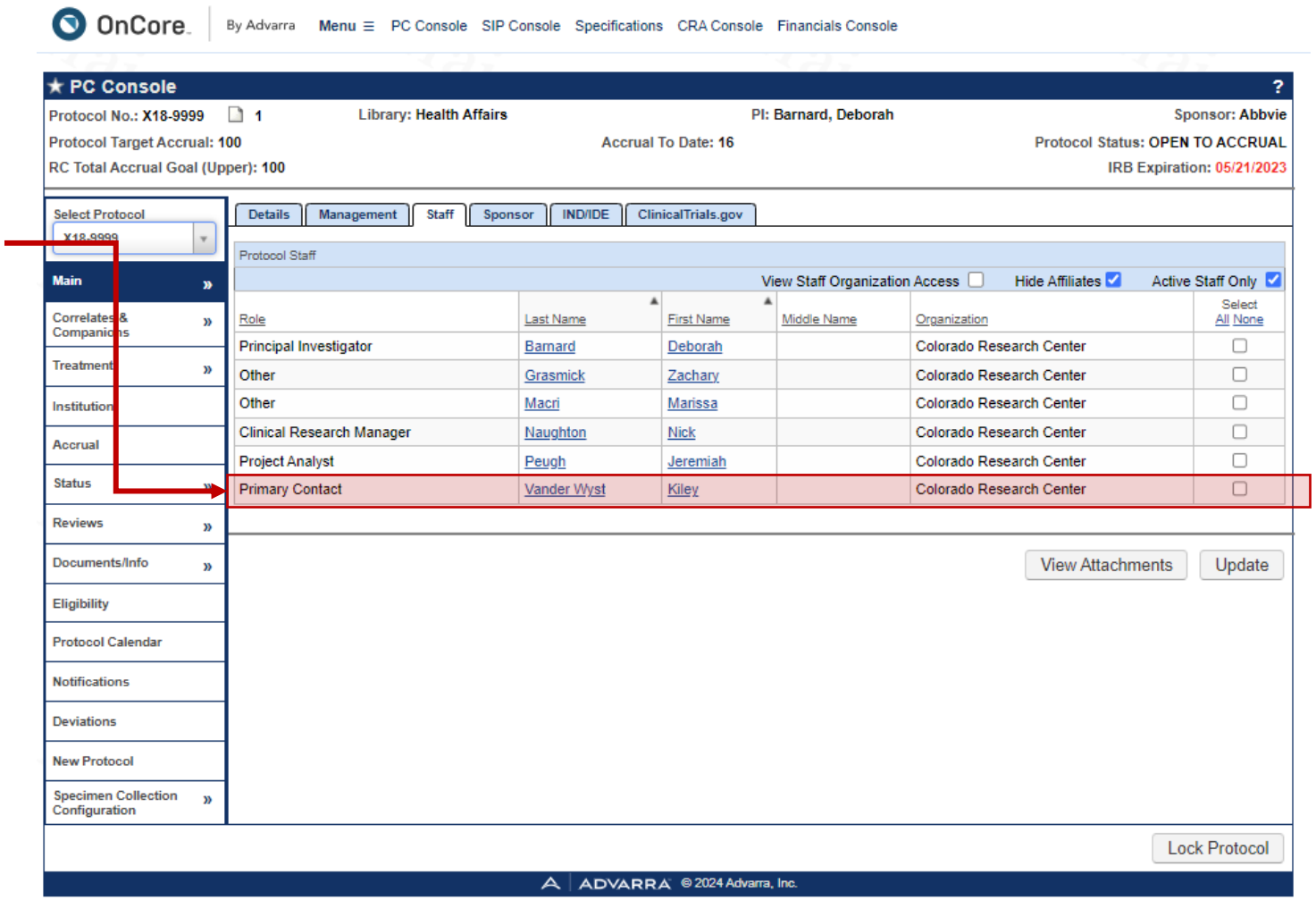
- **Objective:** SIP Console > Configure Button > Display Protocol? > Select 'Yes' from dropdown menu > Objective

  Note: If you check the box next to 'Use Default Objective?' then the information from the objective field from the PC Console > Main > Details > Objective will override any information entered in the Objective field in the SIP Console.

- **Description:** SIP Console > Description

- **Eligibility:** SIP Console > Detailed Eligibility or Key Eligibility

  Note: You can use either option but please only enter the eligibility criteria in one location otherwise it will duplicate the information on the website.



MINIMUM DATA REQUIREMENTS: OnCore

- **Title:** PC Console > Main > Details > Title

  Note: You can change the 'Short Title' to be something more lay person friendly and then select this to be displayed as the title for your study webpage by selecting it from the 'Display Title' dropdown menu in the SIP Console.

- **Primary Contact:** PC Console > Main > Staff

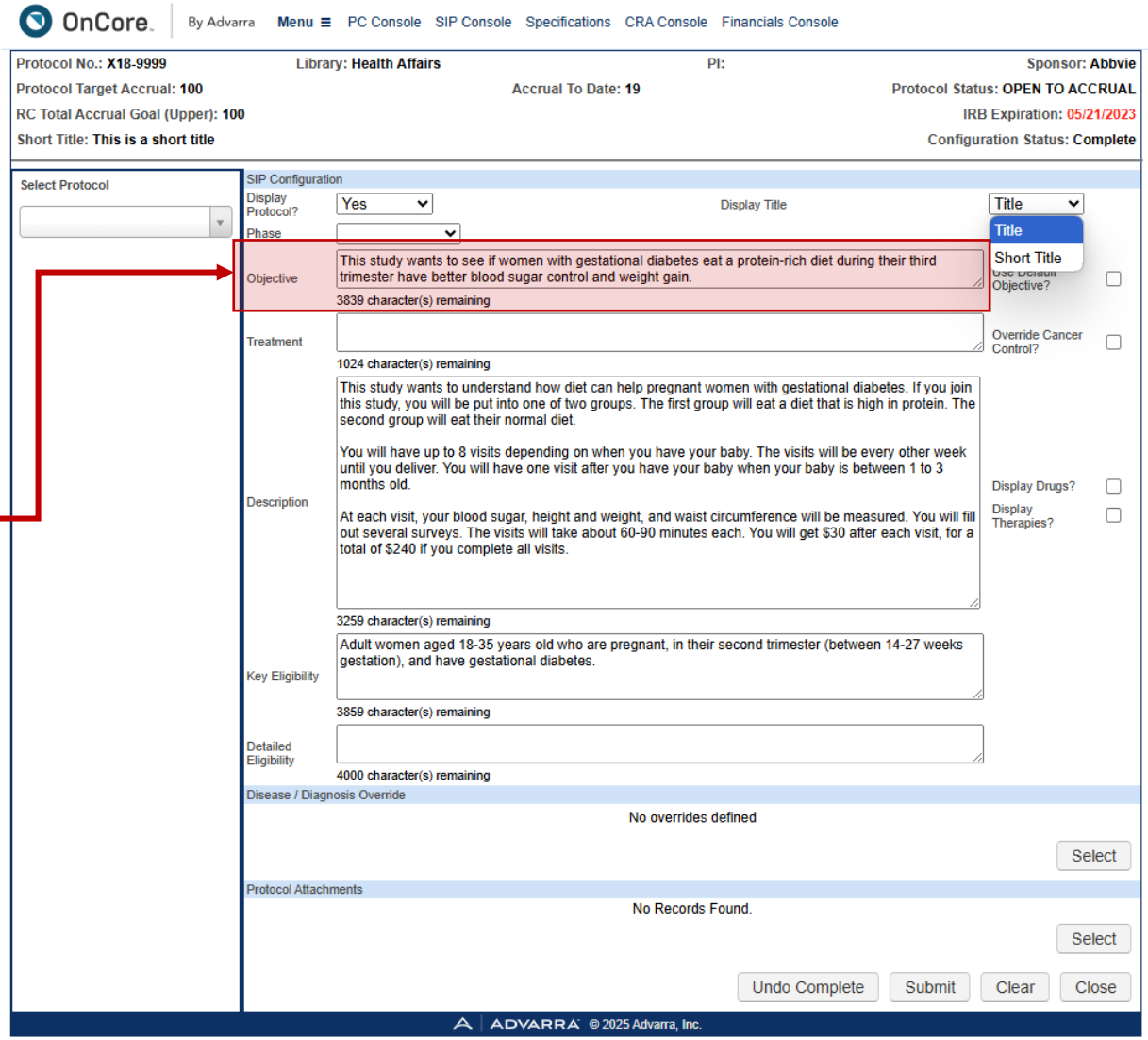
- **Objective:** SIP Console > Configure Button > Display Protocol? > Select 'Yes' from dropdown menu > Objective

  Note: If you check the box next to 'Use Default Objective?' then the information from the objective field from the PC Console > Main > Details > Objective will override any information entered in the Objective field in the SIP Console.

- **Description:** SIP Console > Description

- **Eligibility:** SIP Console > Detailed Eligibility or Key Eligibility

  Note: You can use either option but please only enter the eligibility criteria in one location otherwise it will duplicate the information on the website.



MINIMUM DATA REQUIREMENTS: OnCore

- **Title:** PC Console > Main > Details > Title

  Note: You can change the 'Short Title' to be something more lay person friendly and then select this to be displayed as the title for your study webpage by selecting it from the 'Display Title' dropdown menu in the SIP Console.

- **Primary Contact:** PC Console > Main > Staff

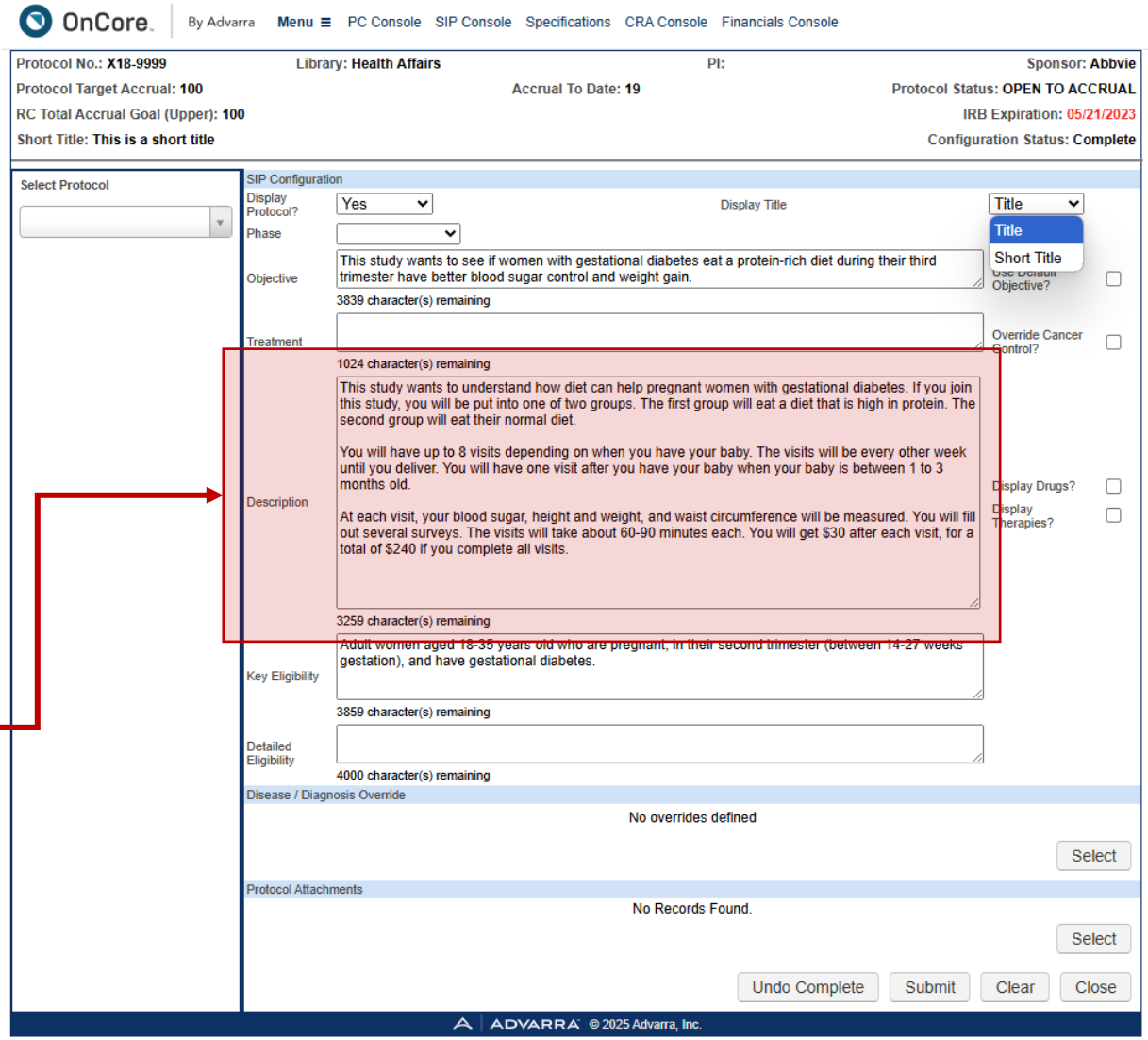
- **Objective:** SIP Console > Configure Button > Display Protocol? > Select 'Yes' from dropdown menu > Objective

  Note: If you check the box next to 'Use Default Objective?' then the information from the objective field from the PC Console > Main > Details > Objective will override any information entered in the Objective field in the SIP Console.

- **Description:** SIP Console > Description

- **Eligibility:** SIP Console > Detailed Eligibility or Key Eligibility

  Note: You can use either option but please only enter the eligibility criteria in one location otherwise it will duplicate the information on the website.



MINIMUM DATA REQUIREMENTS: OnCore

- **Title:** PC Console > Main > Details > Title

  Note: You can change the 'Short Title' to be something more lay person friendly and then select this to be displayed as the title for your study webpage by selecting it from the 'Display Title' dropdown menu in the SIP Console.

- **Primary Contact:** PC Console > Main > Staff

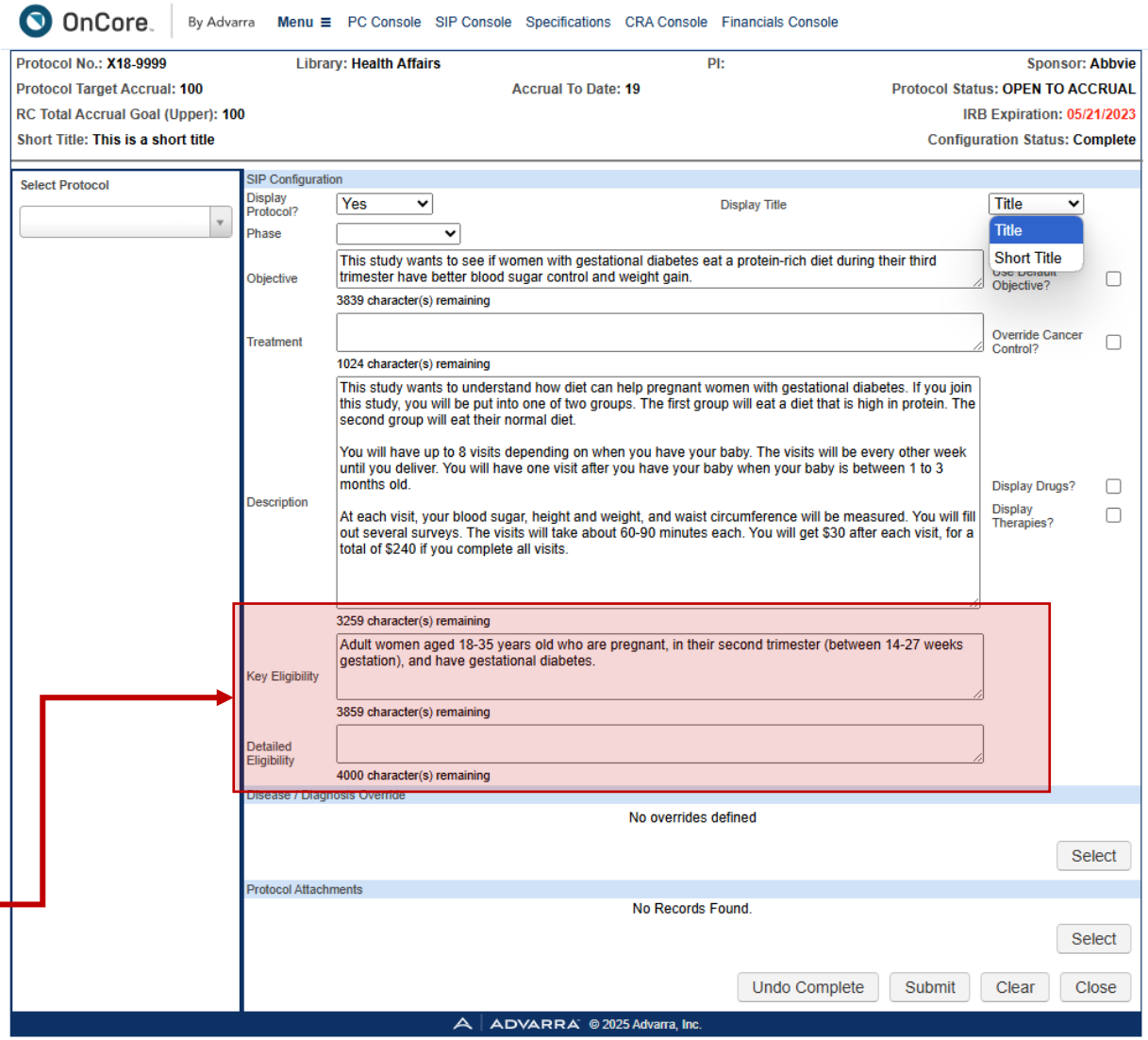
- **Objective:** SIP Console > Configure Button > Display Protocol? > Select 'Yes' from dropdown menu > Objective

  Note: If you check the box next to 'Use Default Objective?' then the information from the objective field from the PC Console > Main > Details > Objective will override any information entered in the Objective field in the SIP Console.

- **Description:** SIP Console > Description

- **Eligibility:** SIP Console > Detailed Eligibility or Key Eligibility

  Note: You can use either option but please only enter the eligibility criteria in one location otherwise it will duplicate the information on the website.

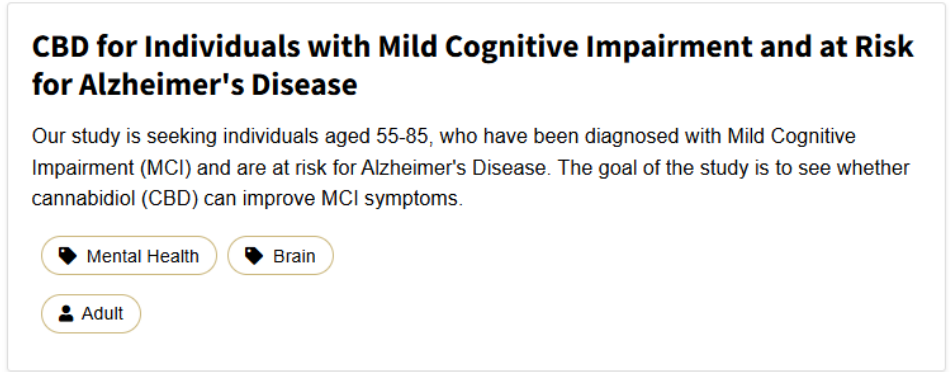


MINIMUM DATA REQUIREMENTS: OnCore

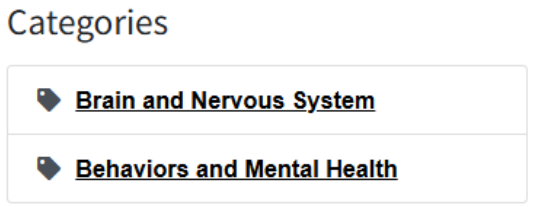
Flowchart: PC Console > Main > Management

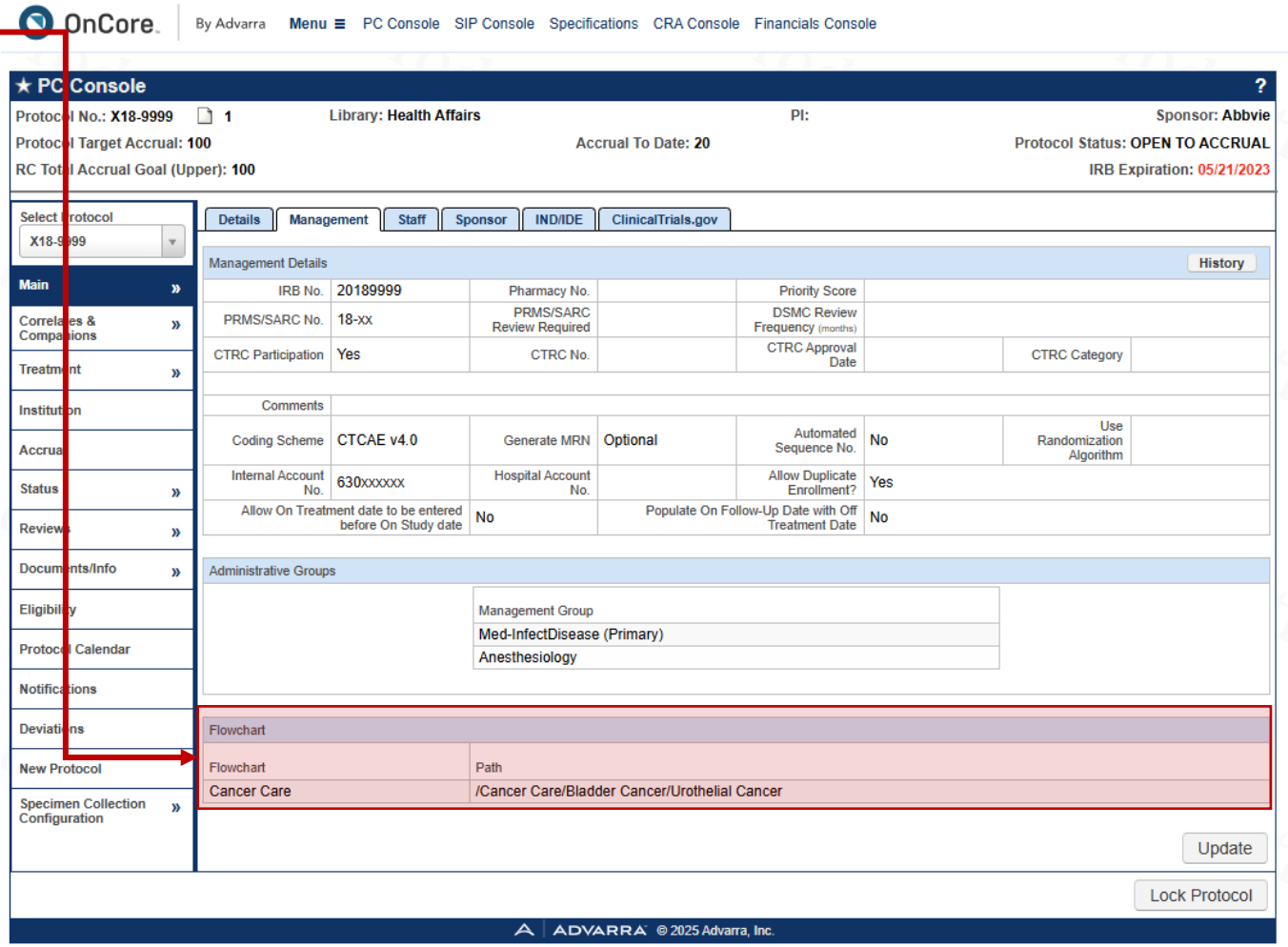
The flowchart is how you assign the different categories to your study.

The abbreviated category name will appear as **tags** as part of the study preview on the 'Find a Research Study' webpage.



The full category name will appear at the bottom of the study webpage.





HOW TO USE THE RESEARCH ADMIN TOOL TO CUSTOMIZE AN ONCORE STUDY WEBPAGE

RESEARCH ADMIN TOOL: ACCESS

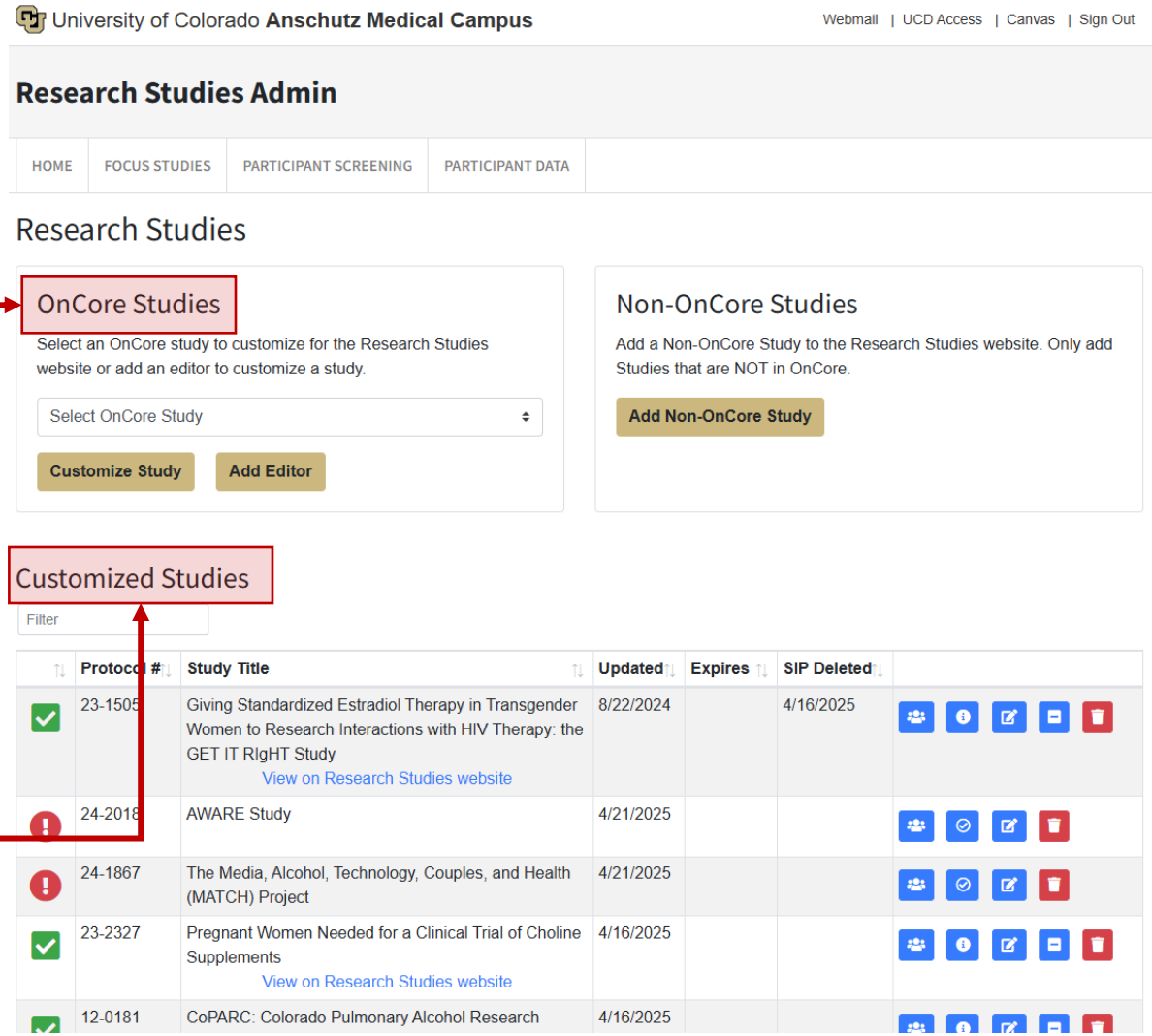
1. To access the Research Admin Tool, you will need to go to: https://som.cuanschutz.edu/ResearchStudiesAdmin/.

   Note: you must be logged into VPN to access the Research Admin Tool if you are not on campus.

2. Use your University credentials to log into the website.

If you are not the Primary Contact for the study in OnCore then no studies will appear in the 'OnCore Studies' dropdown menu.

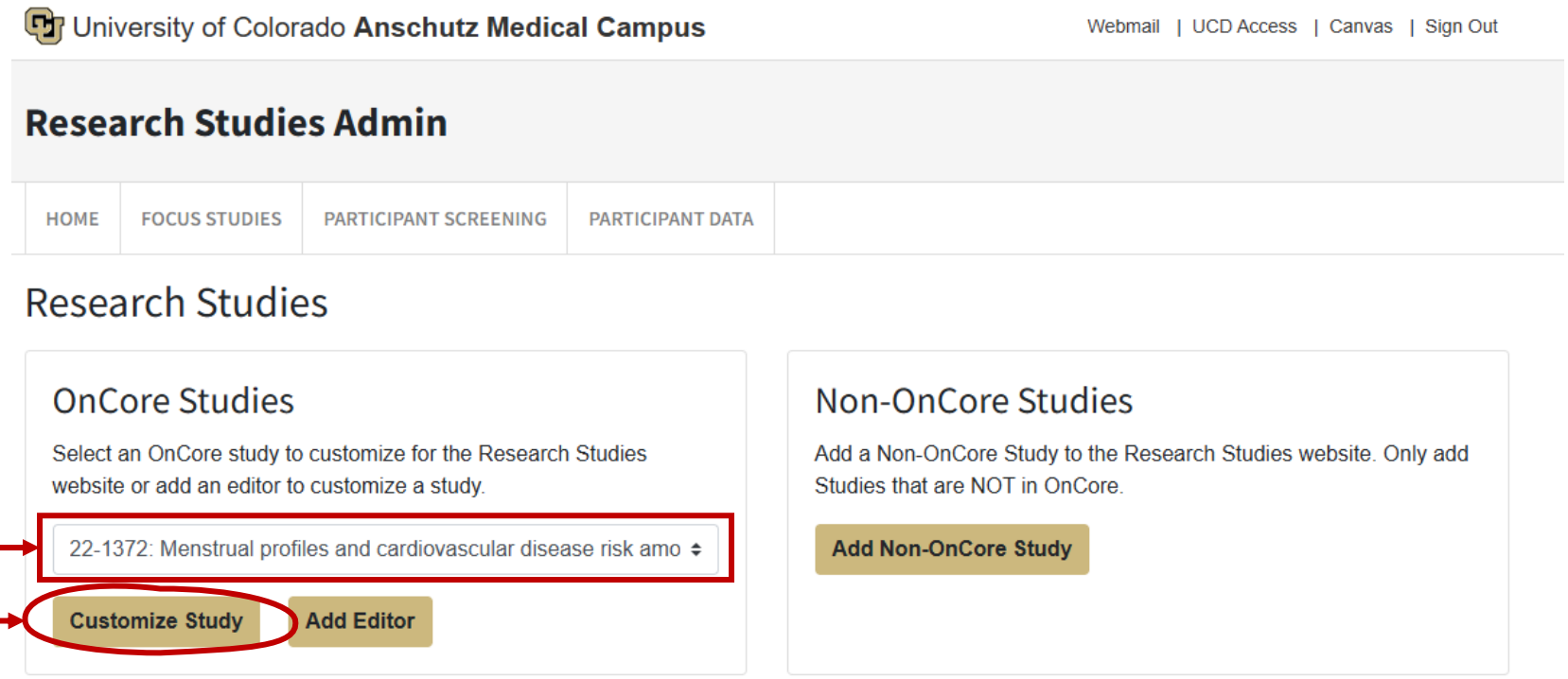
If you have not been added as the study editor for a study that has already been customized, then it will not appear under 'Customized Studies' list.



RESEARCH ADMIN TOOL: CUSTOMIZING AN ONCORE STUDY

3 Once you find the study that you wish to customize, select it from the dropdown menu, it will now appear as the selected study.

4 Click the ‘Customize Study’ button.



IMPORTANT

Only studies that you are listed as the **Primary Contact** in OnCore will appear in this dropdown menu.

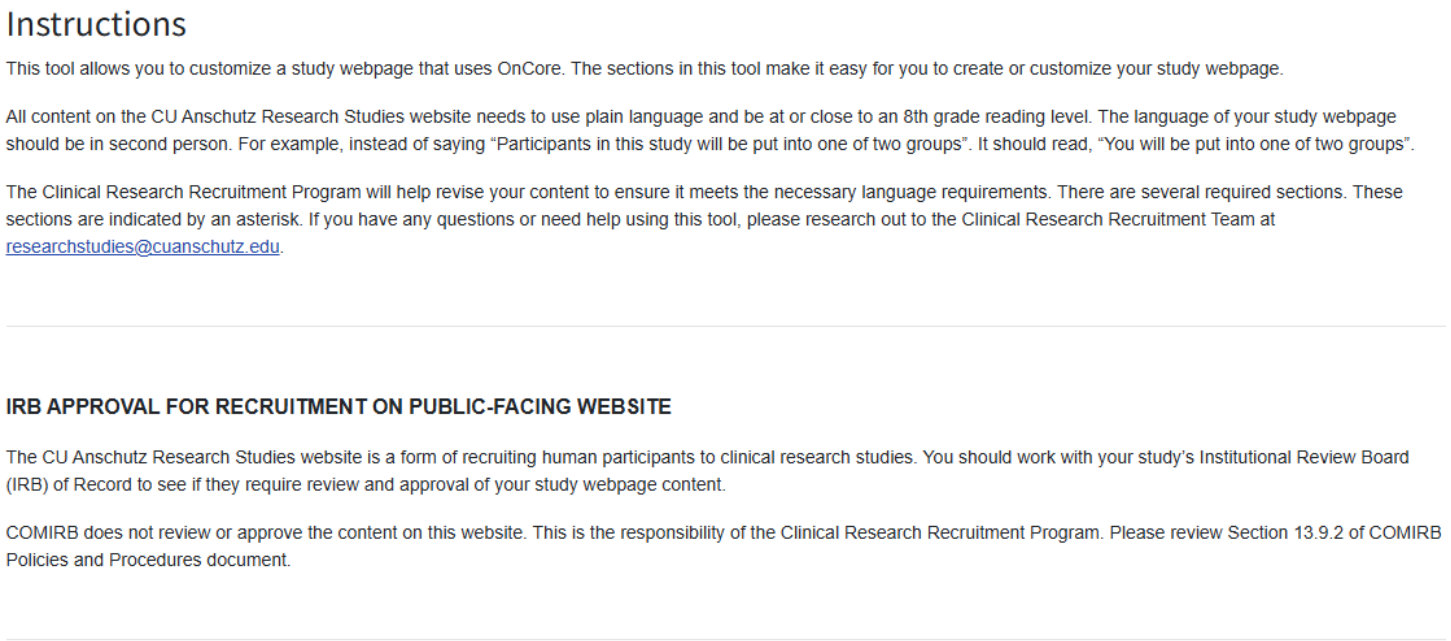
If you are not listed as the Primary Contact in OnCore, then you will need to reach out to that person and have them add you as an Editor using the Research Admin Tool.

RESEARCH ADMIN TOOL: CUSTOMIZING AN ONCORE STUDY

5 Read the Instructions section before you start to make any customizations to your study webpage. It is important that you use plain language and that the content of your study webpage is at or close to an 8th grade reading level.

If you need any help with this, please reach out to the Clinical Research Recruitment Team at ResearchStudies@cuanschutz.edu

COMIRB does not review or approve the content on this website. This is the responsibility of the Clinical Research Recruitment Program. Please review Section 13.9.2 of the COMIRB's Policy and Procedure document.



Instructions

This tool allows you to customize a study webpage that uses OnCore. The sections in this tool make it easy for you to create or customize your study webpage.

All content on the CU Anschutz Research Studies website needs to use plain language and be at or close to an 8th grade reading level. The language of your study webpage should be in second person. For example, instead of saying "Participants in this study will be put into one of two groups". It should read, "You will be put into one of two groups".

The Clinical Research Recruitment Program will help revise your content to ensure it meets the necessary language requirements. There are several required sections. These sections are indicated by an asterisk. If you have any questions or need help using this tool, please research out to the Clinical Research Recruitment Team at researchstudies@cuanschutz.edu.

IRB APPROVAL FOR RECRUITMENT ON PUBLIC-FACING WEBSITE

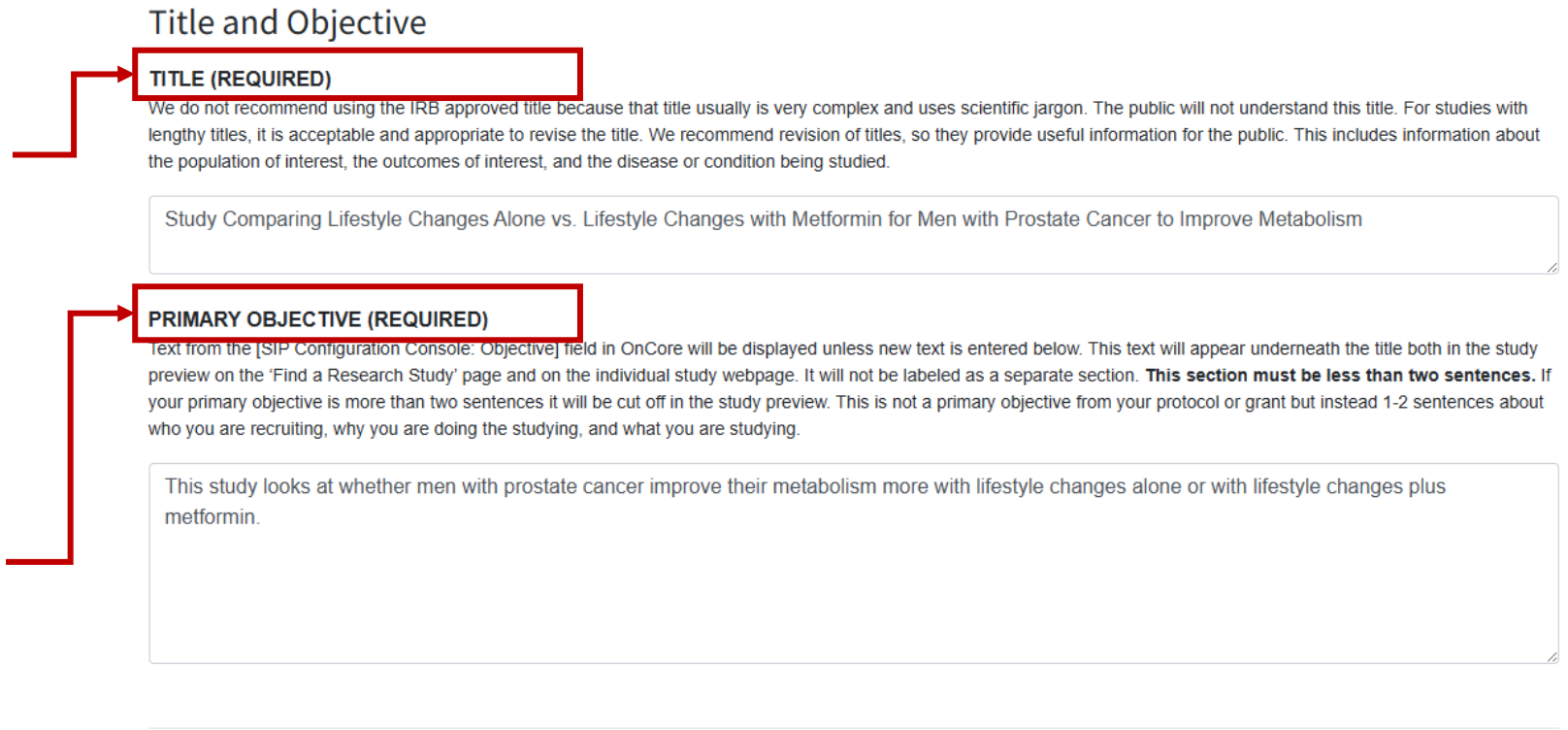
The CU Anschutz Research Studies website is a form of recruiting human participants to clinical research studies. You should work with your study's Institutional Review Board (IRB) of Record to see if they require review and approval of your study webpage content.

COMIRB does not review or approve the content on this website. This is the responsibility of the Clinical Research Recruitment Program. Please review Section 13.9.2 of COMIRB Policies and Procedures document.

RESEARCH ADMIN TOOL: CUSTOMIZING AN ONCORE STUDY

6. Your **study title** does not need to match your IRB-approved study title. This is because the IRB-approved study title is lengthy, complex, and not easily understood by the general population.

7. Your **primary objective** is not the primary objective from your protocol or grant, but instead a clear and concise **1-2 sentence statement** of the main purpose of your study. This will appear directly under your study title in the study preview box on the 'Find a Research Study' page and on the individual study webpage.



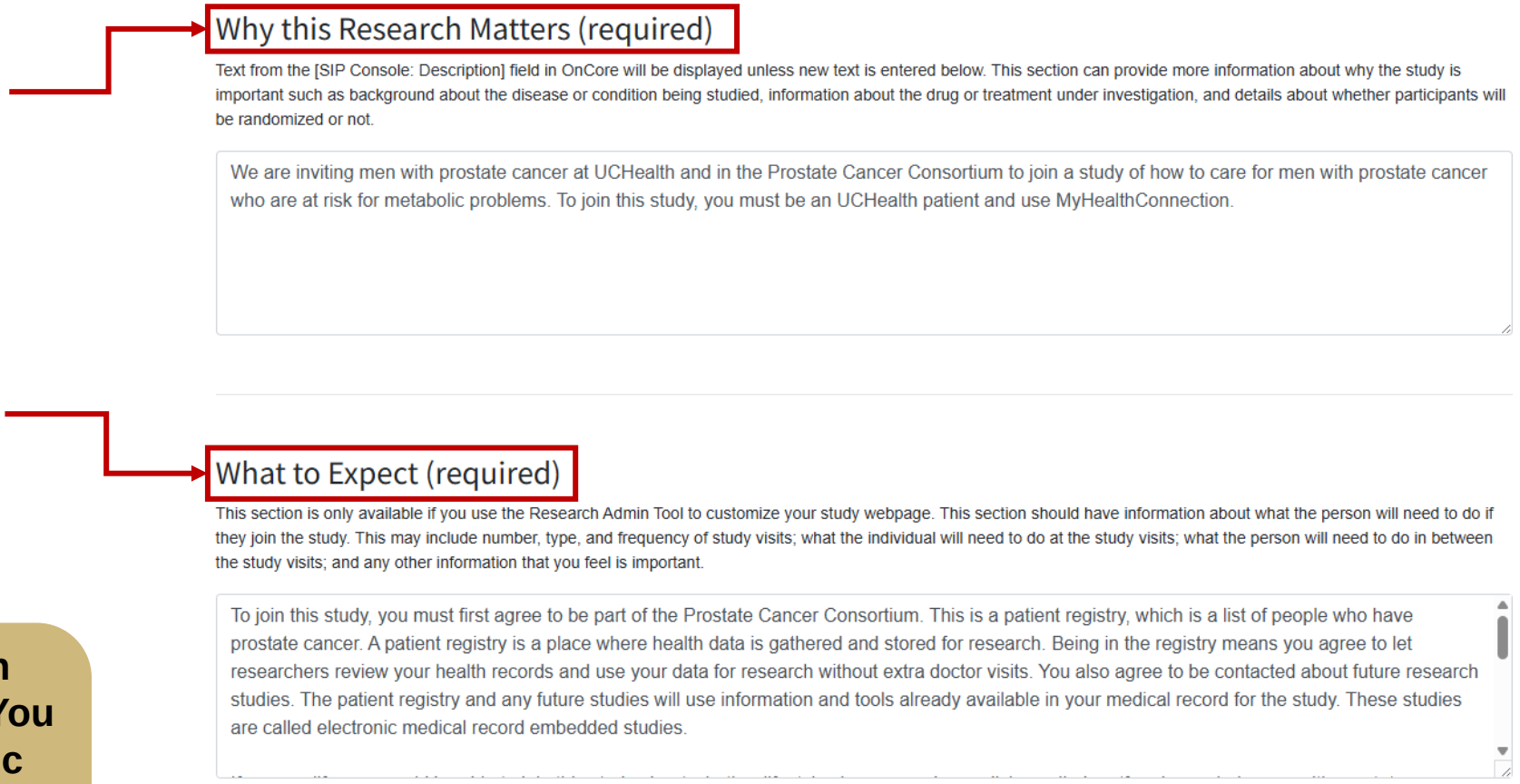
It is important that you use plain language for your title and to summarize the primary objective of the study. You should not use complex scientific language, abbreviations, or medical jargon. Please see the plain language resources provided on slide 6 or the plain language resource document provided on the CU Anschutz Research Website.

RESEARCH ADMIN TOOL: CUSTOMIZING AN ONCORE STUDY

8 Describe why your study is important, such as additional background information about the disease, population, or treatment.

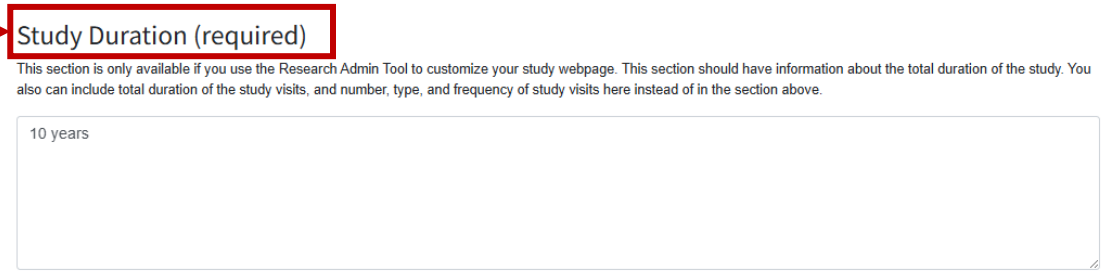
9 Use this section to separate out the lengthy details about the study and include information about what the person will need to do if they join the study. *This section is only available in the Research Admin Tool.*

It is important that you use plain language to describe your study. You should not use complex scientific language, abbreviations, or medical jargon. Please see the plain language resources provided on slide 6.

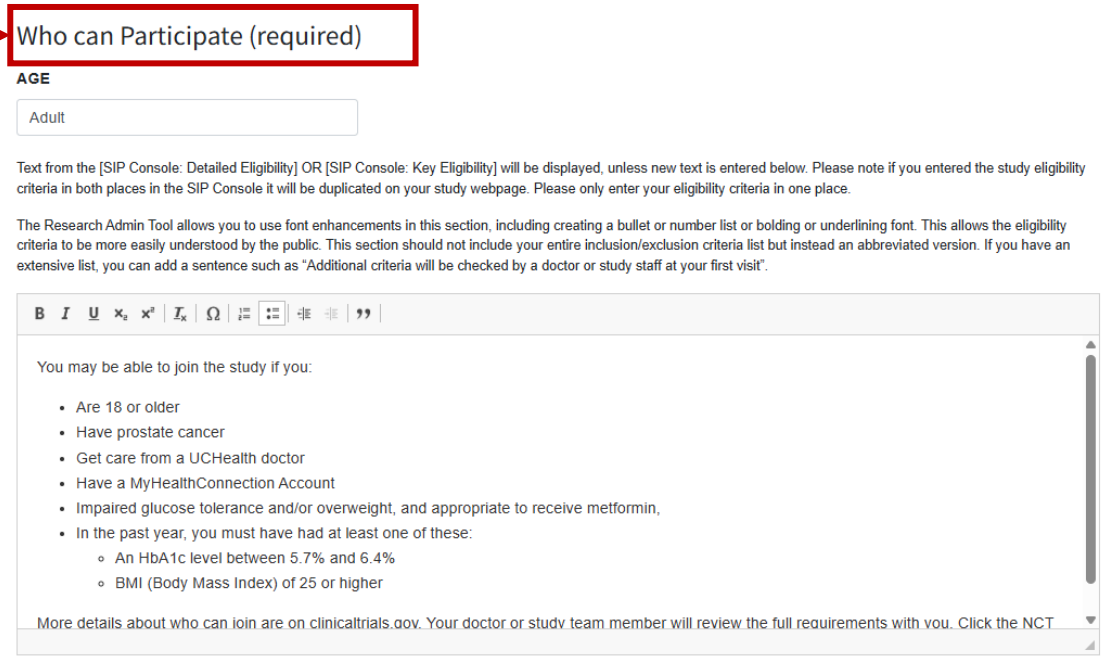


RESEARCH ADMIN TOOL: CUSTOMIZING AN ONCORE STUDY

10 Clearly state the study duration. You also can use this section to let people know the number, type, and frequency of study visits. *This section is only available in the Research Admin Tool.*



11 This section should be used for your inclusion and exclusion criteria. You should not list all your eligibility criteria but instead an abbreviated list of the most important inclusion criteria. *The Research Admin Tool allows you to use font enhancements that are not available in OnCore.*



It is important that you use plain language to for your inclusion criteria. You should not use complex scientific language, abbreviations, or medical jargon. Please see the plain language resources provided on slide 6.

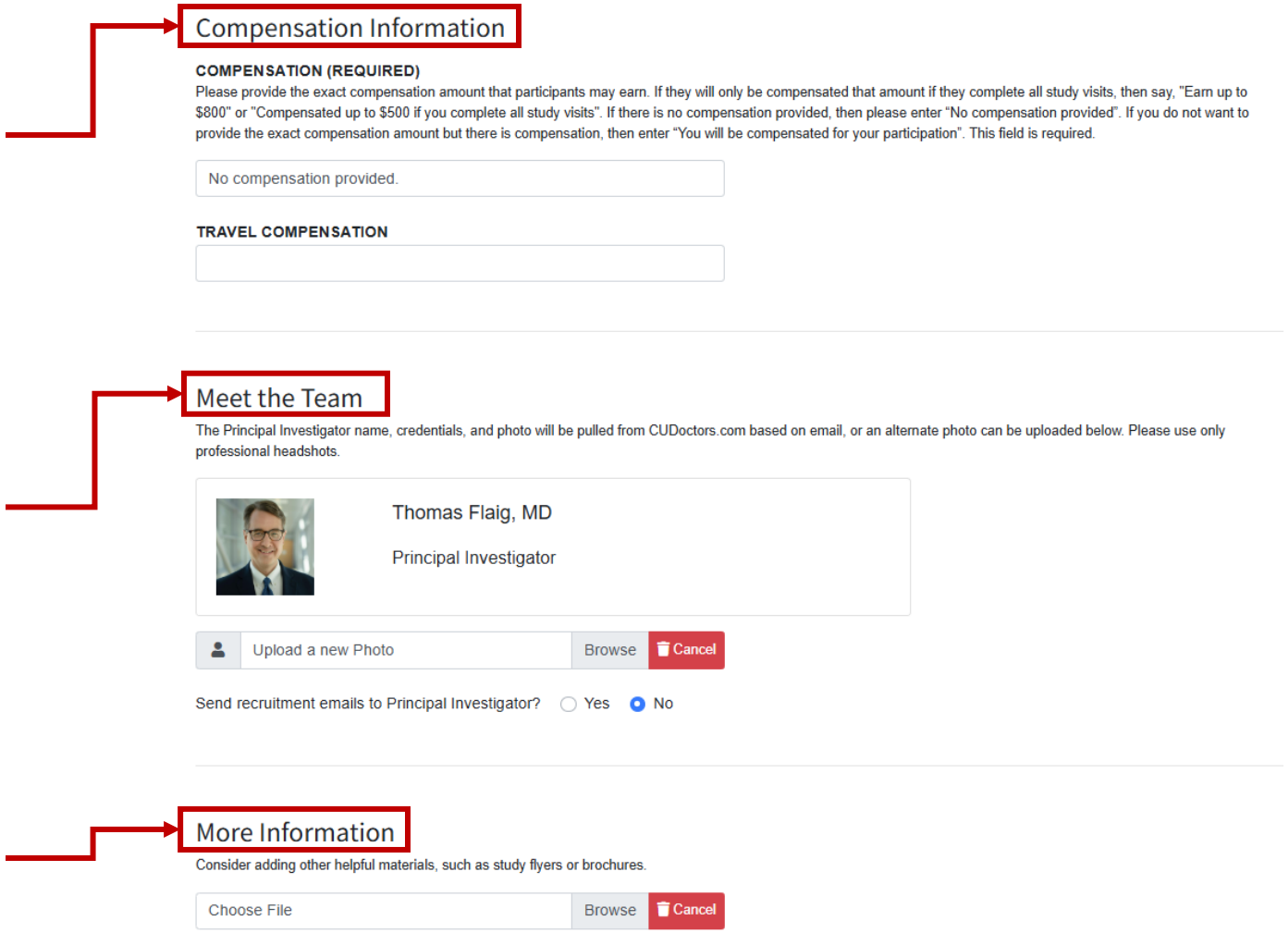
RESEARCH ADMIN TOOL: CUSTOMIZING AN ONCORE STUDY

12 It is important to include the exact compensation amount that participants will receive, or state that no compensation will be provided. *This section is only available in the Research Admin Tool.*

13 The section is where you can list the PI's name and credentials and upload an alternative photo.

If the PI does not have a CUDoctors.com profile (this will be true of any investigator that is not a clinician) then using the Research Admin Tool to upload a professional photo is important.

14 This section can be used to upload a study flyer or other participant facing recruitment materials. *This section is only available in the Research Admin Tool.*

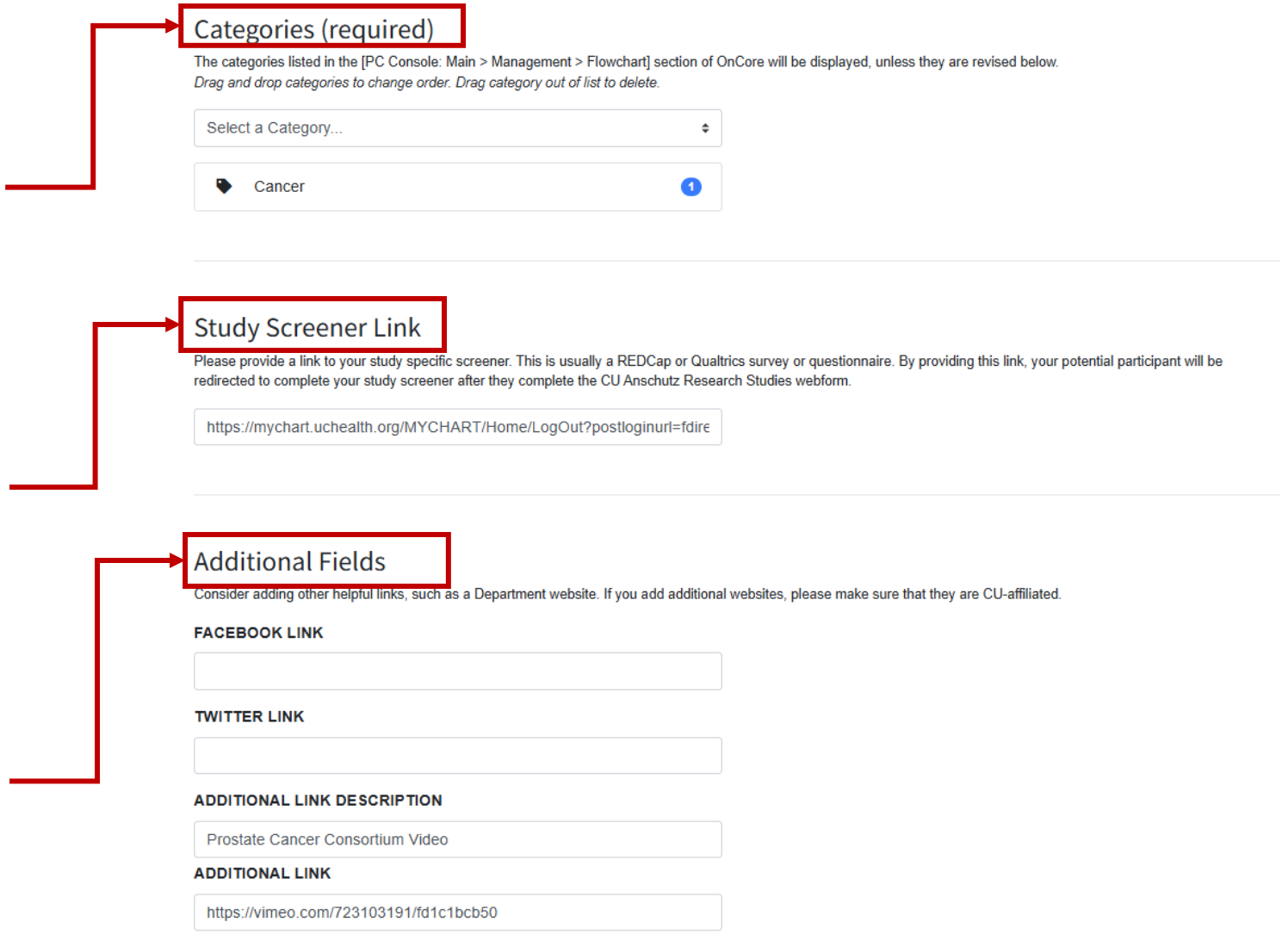


RESEARCH ADMIN TOOL: CUSTOMIZING AN ONCORE STUDY

15 It is important to select the correct categories as this is how people will find your study. The categories that you chose in the Flowchart of the Management tab in OnCore will automatically appear here, but you can change the categories if you want.

16 It is a great idea to provide the link to your study screener. Interested people will be redirected to the study screener after they complete the webform. *This section is only available in the Research Admin Tool.*

17 Here you have the option to include links to a variety of other websites. Please make sure that the website(s) are CU-affiliated. *This section is only available in the Research Admin Tool.*



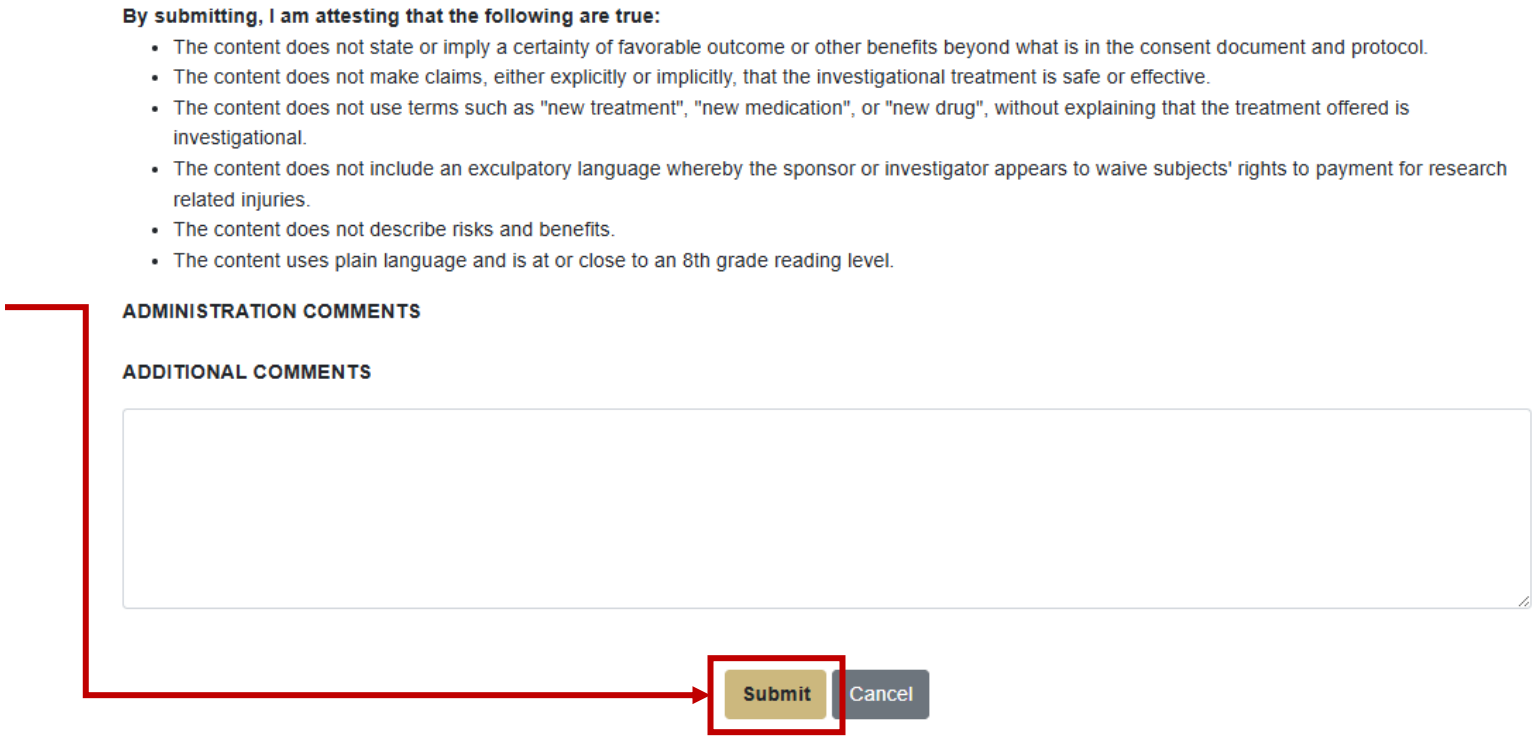
RESEARCH ADMIN TOOL: CUSTOMIZING AN ONCORE STUDY

Review the information that you submitted and make sure that there are no spelling or grammar errors.

Additionally, make sure that you are using plain language, and information is at or below an 8^{h} grade reading level.

Check that all required sections, indicated by an asterisk, are completed.

If your study webpage is complete, then hit the submit button.



HOW TO USE THE RESEARCH ADMIN TOOL TO CREATE A NON-ONCORE STUDY WEBPAGE

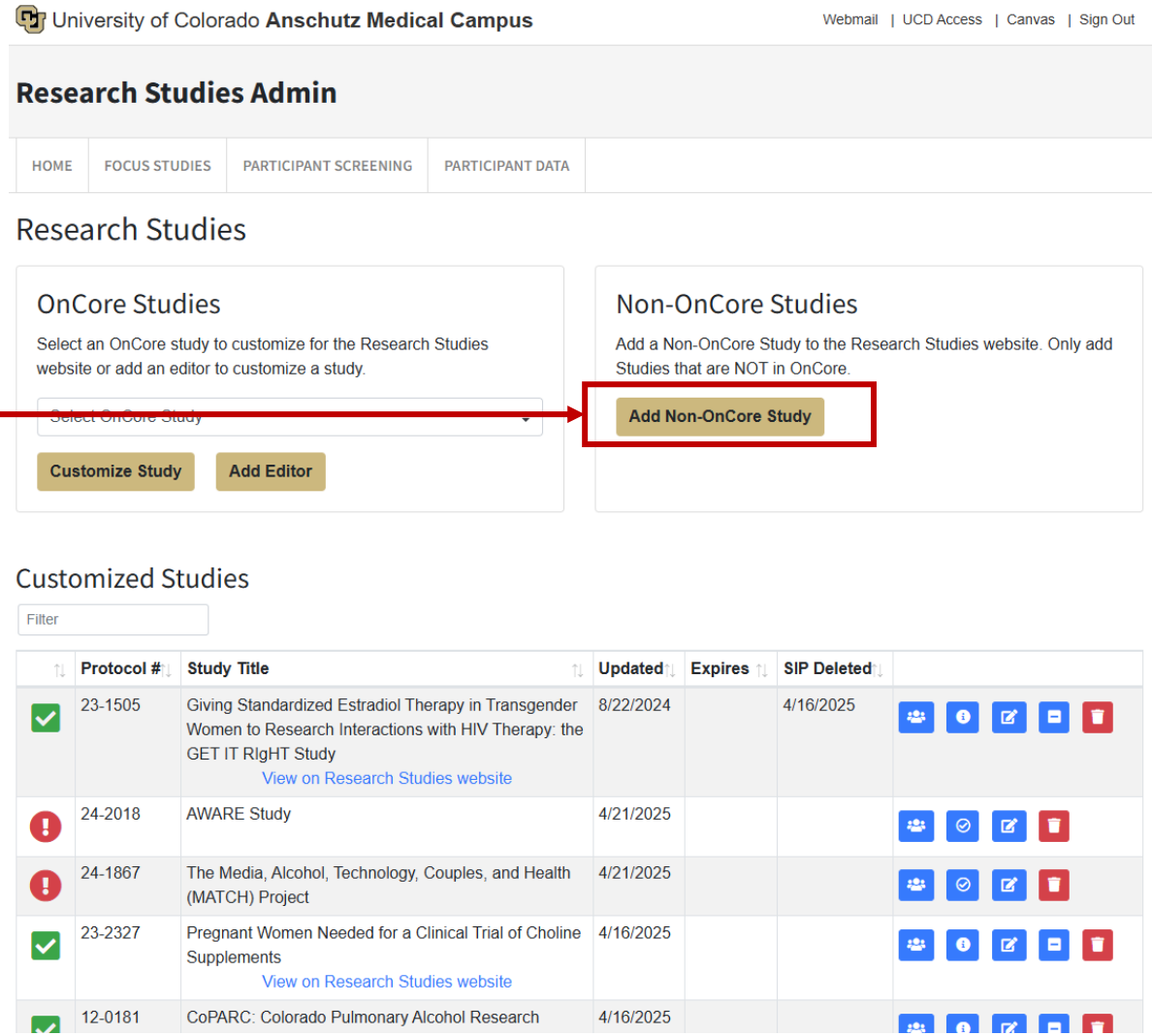
RESEARCH ADMIN TOOL: ACCESS

1. To access the Research Admin Tool, you will need to go to: https://som.cuanschutz.edu/ResearchStudiesAdmin/.

   Note: you must be logged into VPN to access the Research Admin Tool if you are not on campus.

2. Use your University credentials to log into the website.

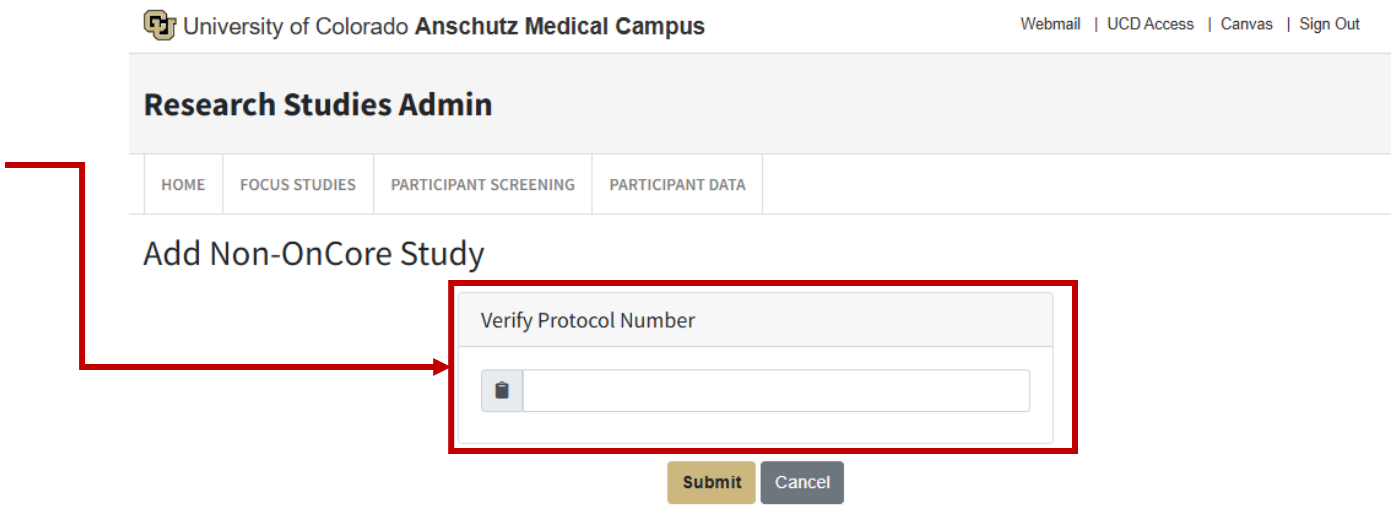
3. If you are using this tool to create a study webpage for a study that is not in OnCore, then you will need to click the ‘Add Non-Oncore Study’ button.



RESEARCH ADMIN TOOL: NON-ONCORE STUDY WEBPAGE

4. Enter the study's COMIRB# and then click 'submit'.

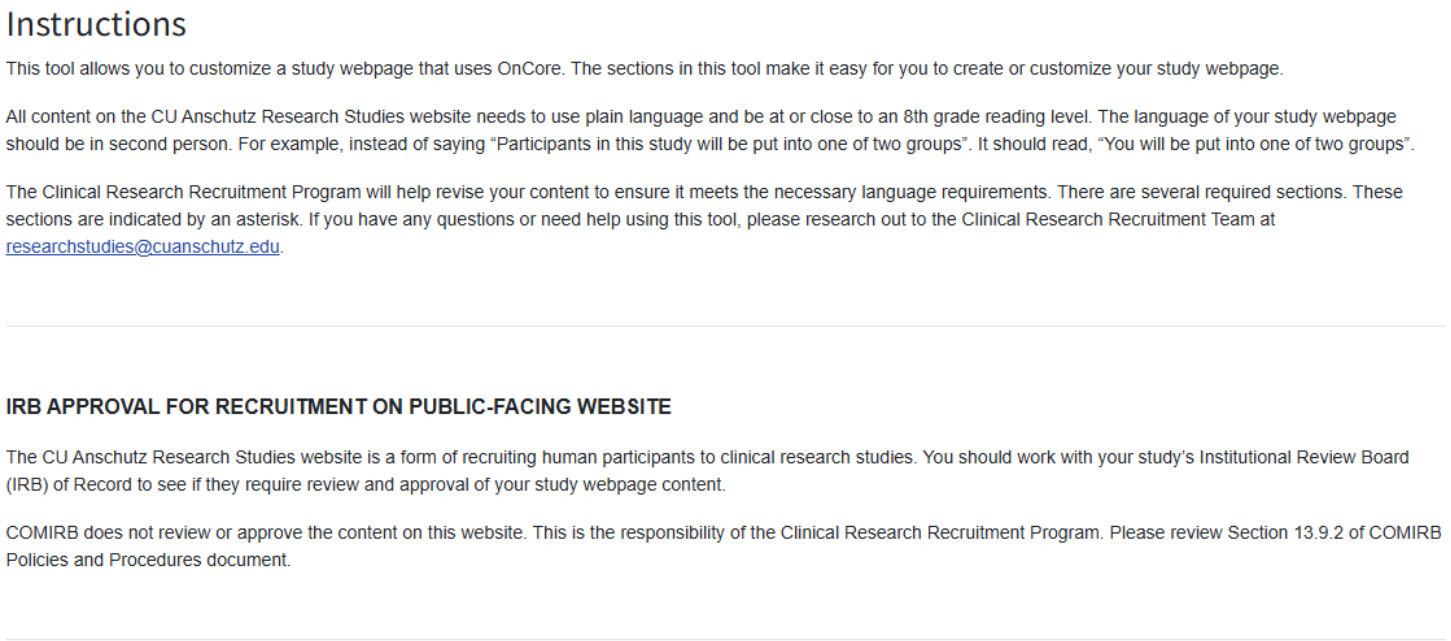
If you are creating a separate study webpage for a healthy volunteer cohort, then use the same COMIRB# as the main study webpage but add an 'x' at the end.



RESEARCH ADMIN TOOL: NON-ONCORE STUDY WEBPAGE

5 Read the Instructions section before you start to make any customizations to your study webpage. It is important that you use plain language and that the content of your study webpage is at or close to an 8th grade reading level. If you need any help with this, please reach out to the Clinical Research Recruitment Team at ResearchStudies@cuanschutz.edu

COMIRB does not review or approve the content on this website. This is the responsibility of the Clinical Research Recruitment Program. Please review Section 13.9.2 of the COMIRB's Policy and Procedure document.



Instructions

This tool allows you to customize a study webpage that uses OnCore. The sections in this tool make it easy for you to create or customize your study webpage.

All content on the CU Anschutz Research Studies website needs to use plain language and be at or close to an 8th grade reading level. The language of your study webpage should be in second person. For example, instead of saying "Participants in this study will be put into one of two groups". It should read, "You will be put into one of two groups".

The Clinical Research Recruitment Program will help revise your content to ensure it meets the necessary language requirements. There are several required sections. These sections are indicated by an asterisk. If you have any questions or need help using this tool, please research out to the Clinical Research Recruitment Team at researchstudies@cuanschutz.edu.

IRB APPROVAL FOR RECRUITMENT ON PUBLIC-FACING WEBSITE

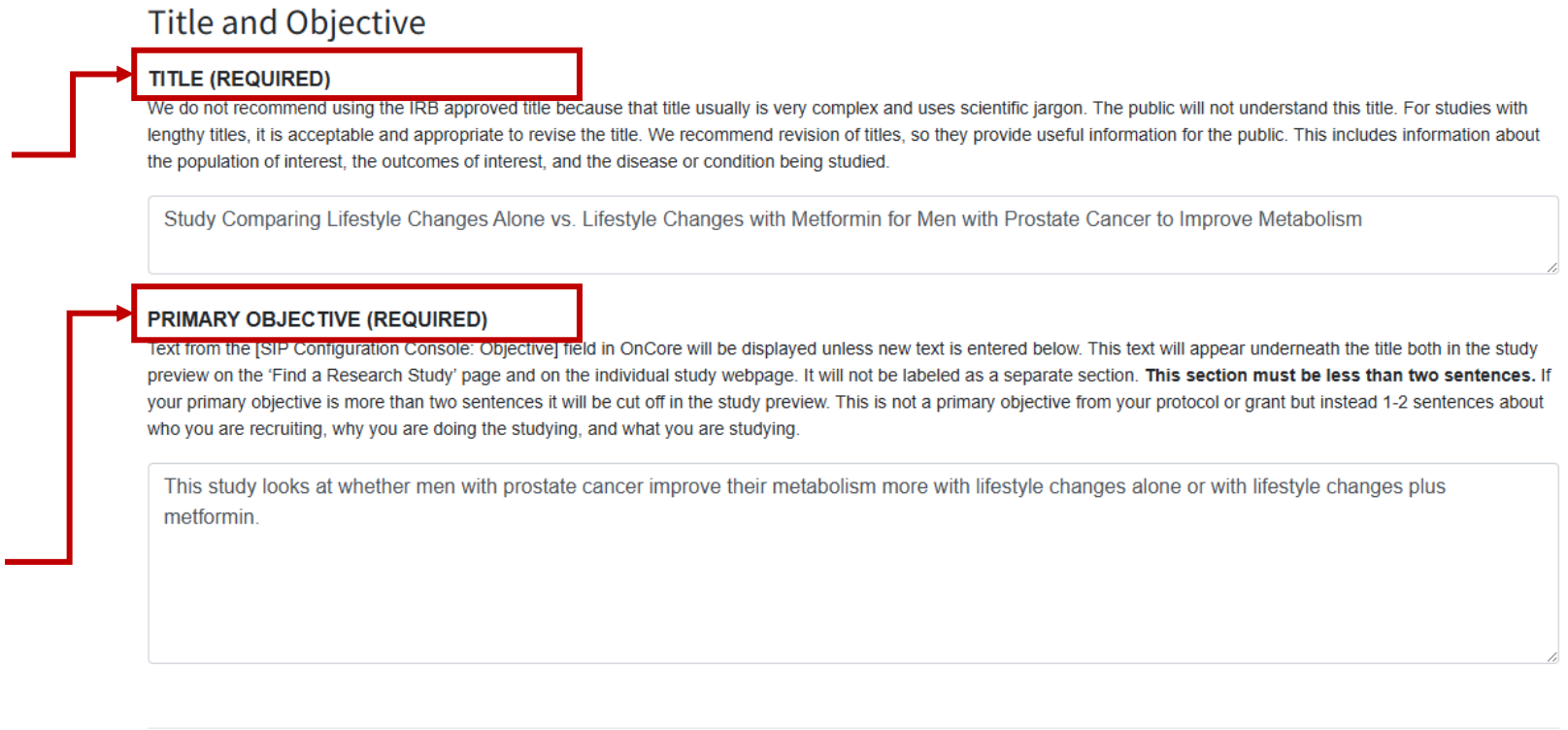
The CU Anschutz Research Studies website is a form of recruiting human participants to clinical research studies. You should work with your study's Institutional Review Board (IRB) of Record to see if they require review and approval of your study webpage content.

COMIRB does not review or approve the content on this website. This is the responsibility of the Clinical Research Recruitment Program. Please review Section 13.9.2 of COMIRB Policies and Procedures document.

RESEARCH ADMIN TOOL: NON-ONCORE STUDY WEBPAGE

6. Your **study title** does not need to match your IRB-approved study title. This is because the IRB-approved study title is lengthy, complex, and not easily understood by the general population.

7. Your **primary objective** is not the primary objective from your protocol or grant, but instead a clear and concise **1-2 sentence statement** of the main purpose of your study. This will appear directly under your study title in the study preview box on the 'Find a Research Study' page and on the individual study webpage.



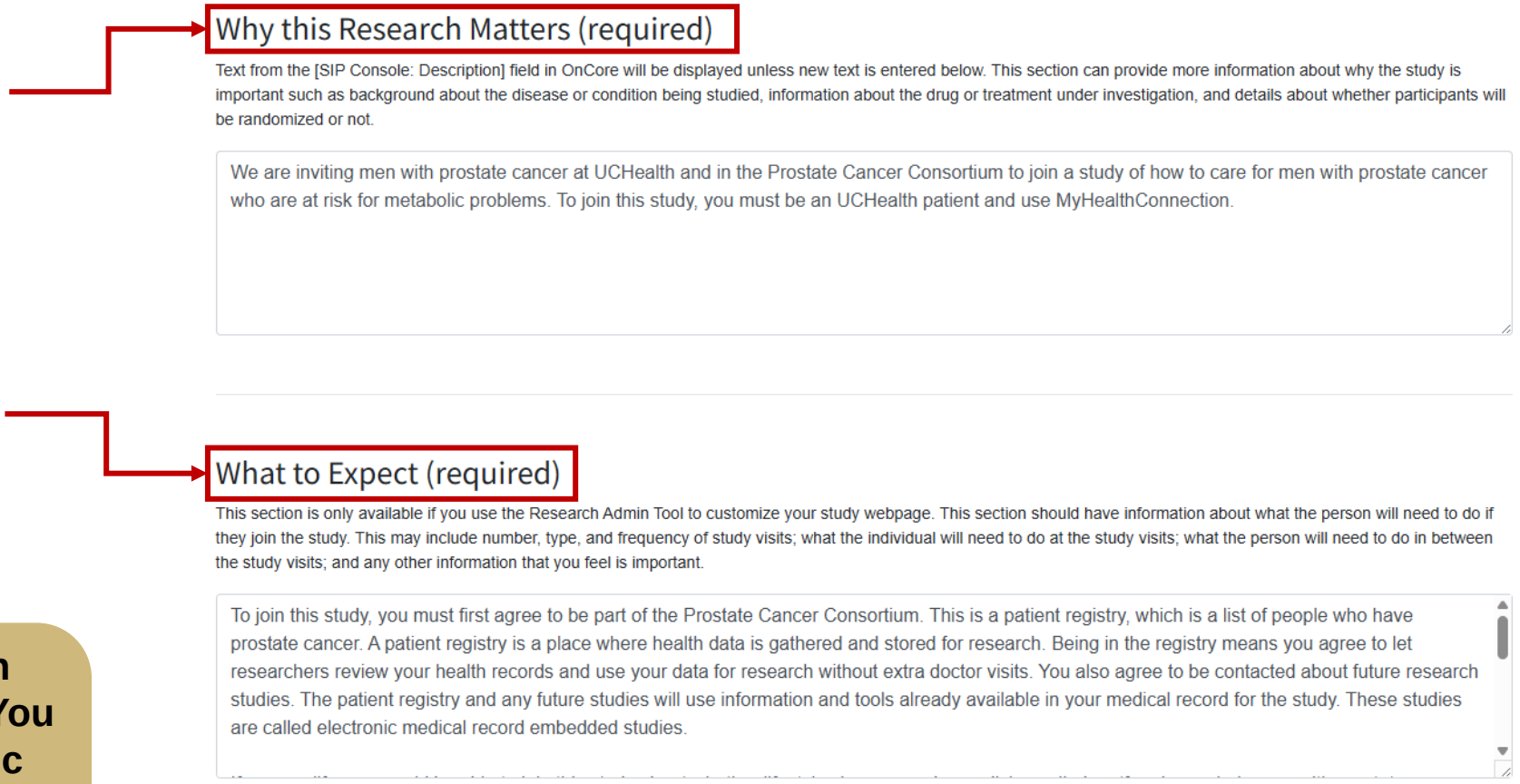
It is important that you use plain language for your title and to summarize the primary objective of the study. You should not use complex scientific language, abbreviations, or medical jargon. Please see the plain language resources provided on slide 6 or the plain language resource document provided on the CU Anschutz Research Website.

RESEARCH ADMIN TOOL: NON-ONCORE STUDY WEBPAGE

8 Describe why this study is important, such as additional background information about the disease, population, or treatment.

9 Use this section to separate out the lengthy details about the study and include information about what the person will need to do if they join the study. *This section is only available in the Research Admin Tool.*

It is important that you use plain language to describe your study. You should not use complex scientific language, abbreviations, or medical jargon. Please see the plain language resources provided on slide 6.

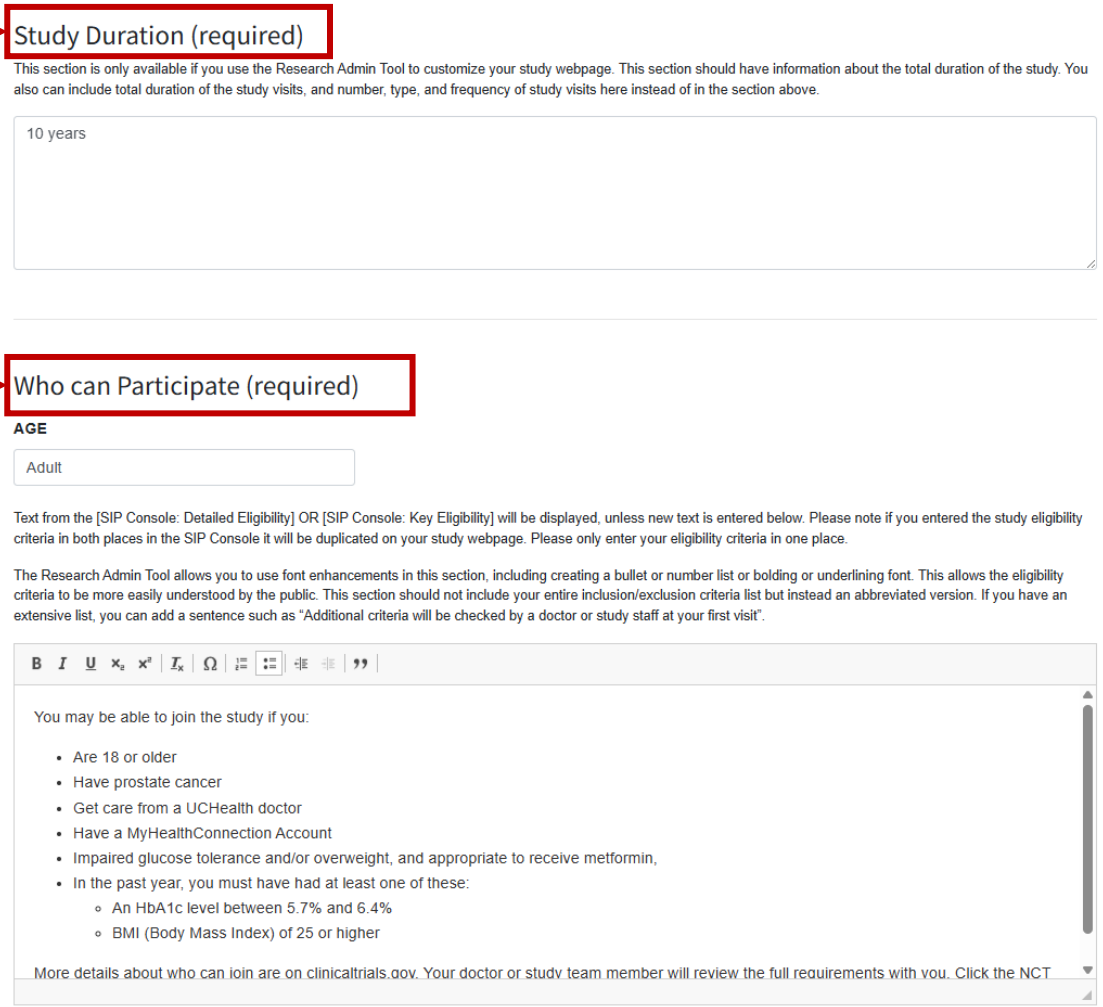


RESEARCH ADMIN TOOL: NON-ONCORE STUDY WEBPAGE

10 Clearly state the study duration. You also can use this section to let people know the number, type, and frequency of study visits. *This section is only available in the Research Admin Tool.*

11 This section should be used for your inclusion and exclusion criteria. You should not list all your eligibility criteria but instead an abbreviated list of the most important inclusion criteria. *The Research Admin Tool allows you to use font enhancements that are not available in OnCore.*

It is important that you use plain language for your inclusion criteria. You should not use complex scientific language, abbreviations, or medical jargon. Please see the plain language resources provided on slide 6.



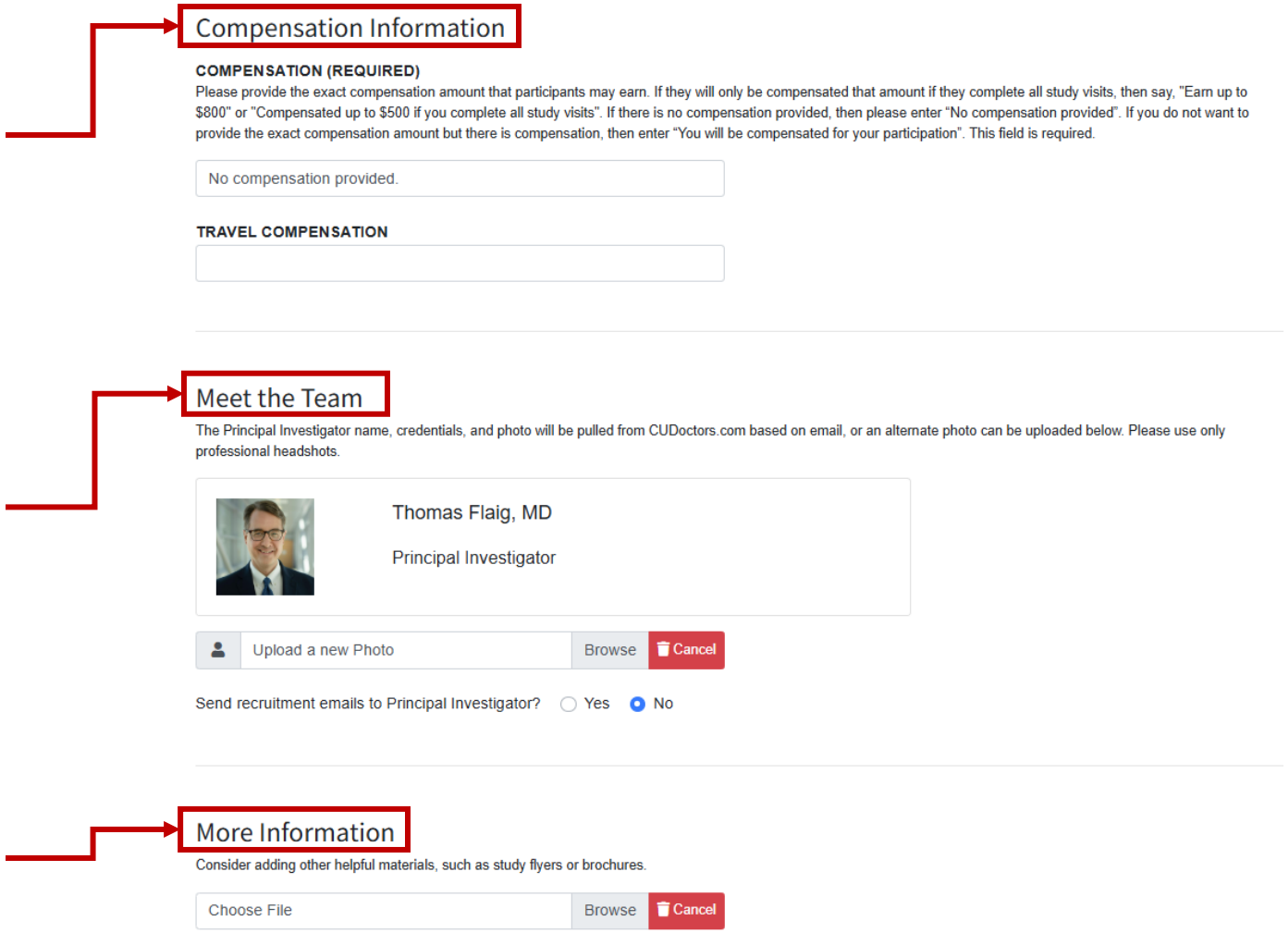
RESEARCH ADMIN TOOL: NON-ONCORE STUDY WEBPAGE

12 It is important to include the exact compensation amount that participants will receive, or state that no compensation will be provided. *This section is only available in the Research Admin Tool.*

13 The section is where you can list the PI's name and credentials and upload an alternative photo.

If the PI does not have a CUDoctors.com profile (this will be true of any investigator that is not a clinician) then using the Research Admin Tool to upload a professional photo is important.

14 This section can be used to upload a study flyer or other participant facing recruitment materials. *This section is only available in the Research Admin Tool.*

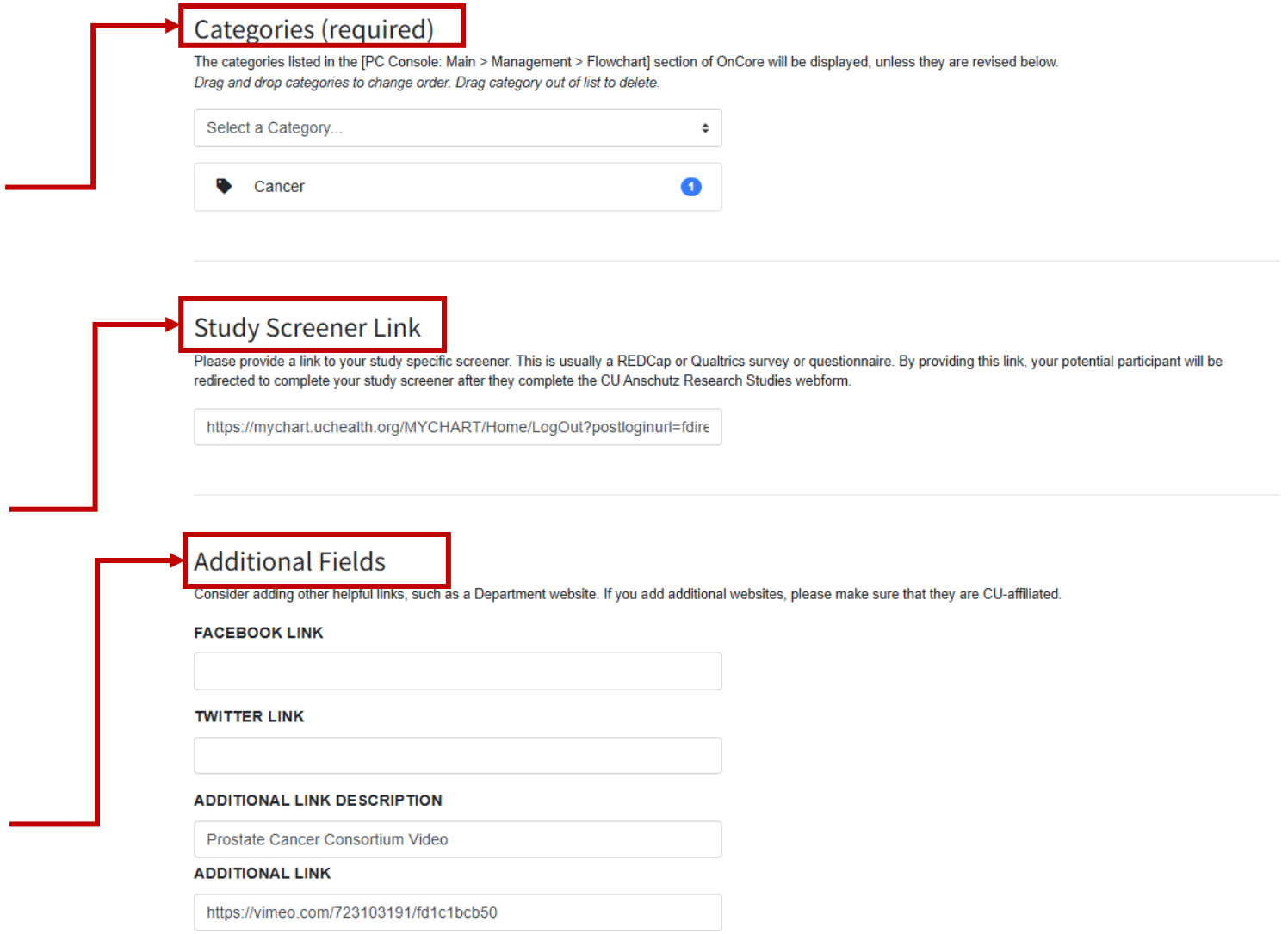


RESEARCH ADMIN TOOL: NON-ONCORE STUDY WEBPAGE

15 It is important to select the correct categories as this is how people will find your study. The categories that you chose in the Flowchart of the Management tab in OnCore will automatically appear here, but you can change the categories if you want.

16 It is a great idea to provide the link to your study screener. Interested participant will be redirected to the study screener after they complete the participant contact and demographic web form. *This section is only available in the Research Admin Tool.*

17 Here you have the option to include links to a variety of other websites. Please make sure that the website are CU-affiliated. *This section is only available in the Research Admin Tool.*



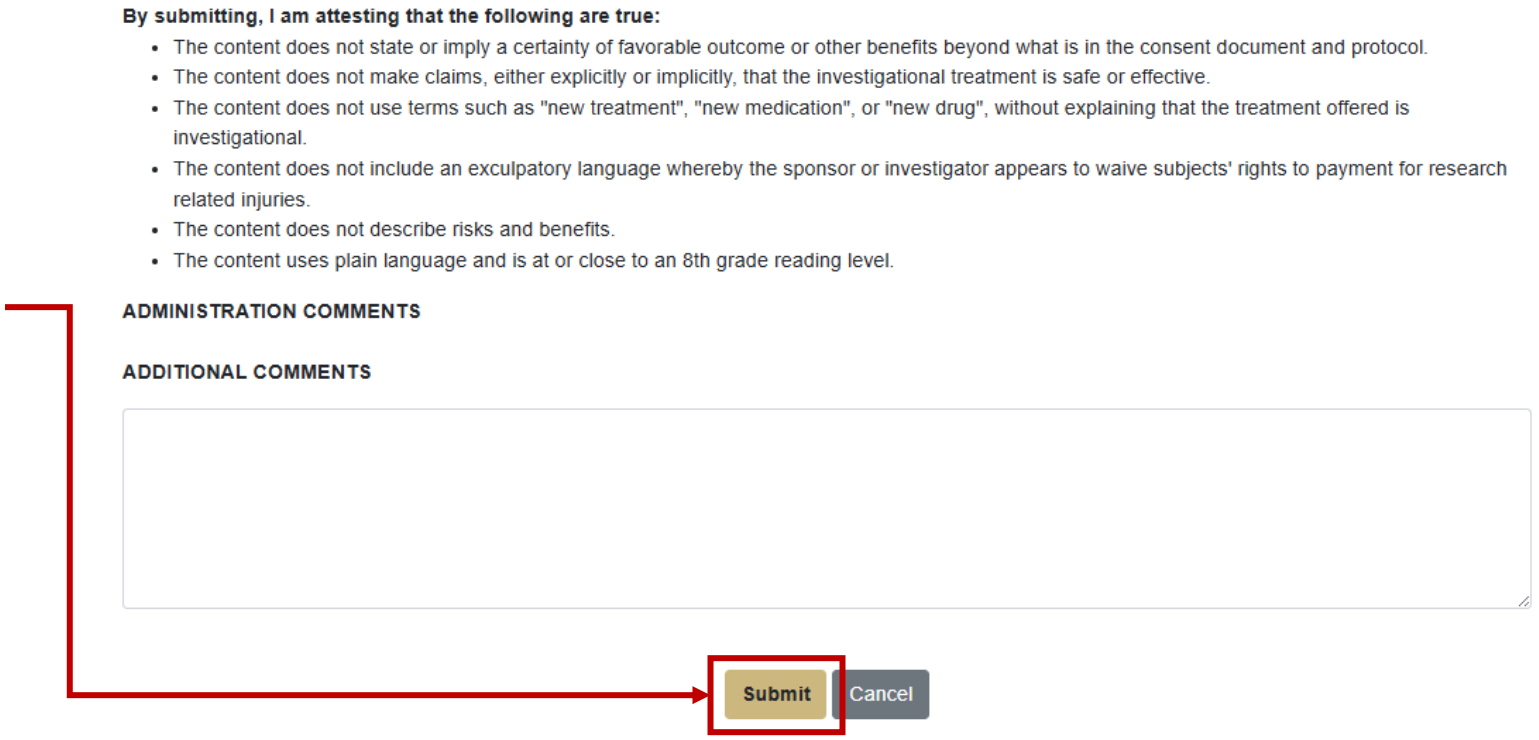
RESEARCH ADMIN TOOL: NON-ONCORE STUDY WEBPAGE

Review the information that you submitted and make sure that there are no spelling or grammar errors.

Additionally, make sure that you are using plain language, and information is at or below an 8^{h} grade reading level.

Check that all required sections, indicated by an asterisk, are completed.

If your study webpage is complete, then hit the submit button.



REVIEW AND APPROVAL PROCESS

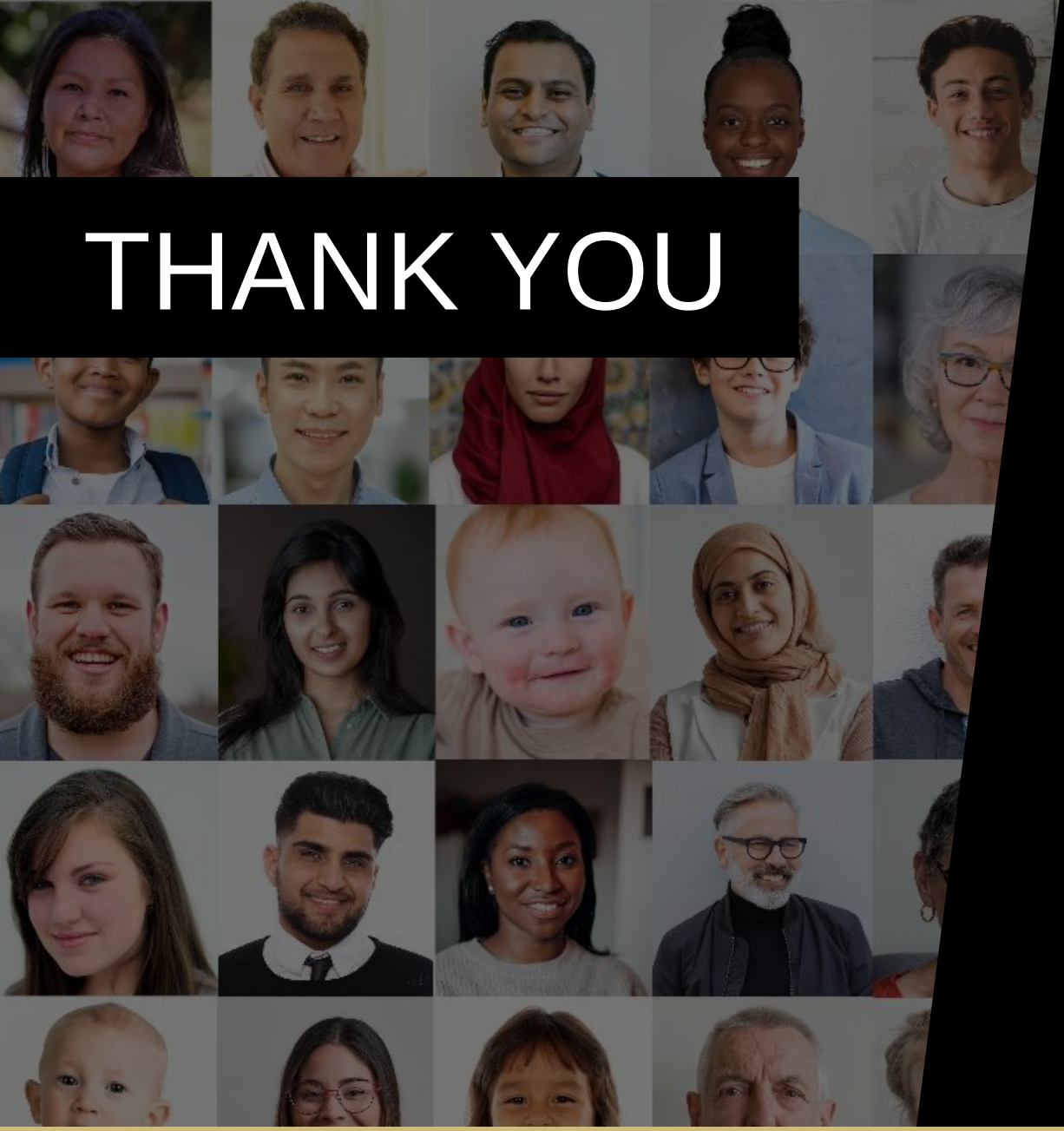
RESEARCH STUDIES WEBSITE: REVIEW AND APPROVAL PROCESS

The study webpage will be reviewed by the Clinical Research Recruitment Team.

During the review process we are evaluating your study webpage for the following criteria:

- ✓ All required sections are complete.
- ✓ There are no spelling and grammar mistakes.
- ✓ Complete sentences are used.
- ✓ The information is summarized using plain language and it is at or below the 8th grade reading level.
- ✓ All medical or study procedures are explained in a clear and understandable way.

Your study webpage will not be approved until all the requirements above are met.



THANK YOU

For more information, check out our website at

research.cuanschutz.edu/cros/recruitment

The Clinical Research Recruitment Program is partially funded by the Colorado Clinical and Translational Sciences Institute (CCTSI) through NIH/NCATS grant UM1TR004399.