

The Four Steps Critical to Minimizing Registry Attrition and Achieving Satisfied Participants

Delivering value to participants is important to the viability and success of a clinical data registry. Here are four things registry stewards need to be actively doing to ensure the longevity of their registry:

Monitor Participant Satisfaction – Regularly monitor registry participants' satisfaction on all aspects of their experience with the registry - ideally twice per reporting year. This is completely different than an association membership satisfaction survey. Partner with an unbiased outside firm that understands registries, not just associations, to make sure to ask the right questions. Partnering with an outside firm minimizes internal bias in question development and results analysis, while providing a neutral platform for participants to deliver feedback.



Create a Process to Understand Why Participants Leave Your Registry - It's also equally important to have an exit-interview process in place for registry participants that are leaving. The exit interview should be conducted with an outside firm, as well, as participants may have developed relationships with registry staff and may be less likely to communicate with candor.



Maintain an Internal Culture and Environment That's Open to Change – After you've surveyed participants and interviewed exiting participants, you'll be sitting on a wealth of data that can make or break your registry. Be open to participant feedback, realizing that some things may need to change to give participants a satisfactory user experience. Create a plan for change and execute on it.



Measure Progress – There are a few ways to measure and track registry performance, including:



- Monitoring attrition rate and reason, year-over-year.
- Measuring participant satisfaction using a 7-point scale on key aspects of the participant experience, such as:
 - ◊ Quality measure applicability, if a QCDR
 - ◊ Data transmission process
 - ◊ User interface
 - ◊ Registry platform vendor, if applicable
 - ◊ Reports
 - ◊ Customer service experience.
 - ◊ Tracking Net Promoter Score data.