

Criteria for Advertisements

Advertisements seeking human subjects are common. One reads them in newspapers, hears them on the radio, the Internet, on TV, on posters, in buses, hospitals, and labs. Nationally, new industries of patient recruitment firms and market research companies have created professional elaborate marketing packages. Call centers provide operators, schedule appointments, or provide a toll free number which may automatically transfer you to a phone at the closest site. IRBs should review information contained in advertisements to determine that recruitment methods are not coercive.

The following may be included in advertisements, but **all** are not required:

- The name and address of the investigator or facility
- The condition under study or purpose of the research
- The criteria to determine eligibility
- A brief list of participation benefits
- The time or other commitment required
- The location of the research
- The person to contact for further information

The following information should **not** be used in advertisements

- Claims that a device or drug is safe and effective
- The words “new treatment,” “new medication,” or “new drug” without explaining that the test article is investigational
- The promise of “free medical treatment”
- The amount of payment, dollar signs, or the words “free”