

# Patient Recruitment Website Checklist

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“Designing Patient-Friendly Websites For Clinical Trial Recruitment”

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# Cognitive Load

## Sin 1: High Cognitive Load

### Visual Clutter and Distractions

- Lack of white space
- Dark or dramatic background colors
- Lack of organization and clarity
- No visual hierarchy
- Unclear navigation
- Poor quality or irrelevant imagery

### Poor Use of Text

- Wall of text
- No clear title or headings
- Lengthy sentences or paragraphs
- Jargon
- Key info and benefits below the fold

## Win 1: Low Cognitive Load

### Visual Appeal and Clarity

- Plenty of white space
- Careful and strategic use of color
- Organized and structured layout
- Clear visual hierarchy
- Clear navigation
- High quality and relevant imagery

### Strong Use of Text

- Visual “chunking” (grouped regions)
- Use of bullets
- Clear & prominent titles and headings
- Shorter sentences and paragraphs
- Simple and concise language
- Key info and benefits above the fold

# Call To Action

## Sin 2: Weak CTA

### Camouflaged

- Very Small
- Not obviously clickable
- Blends with website color scheme

### Poor Placement

- Below the fold
- Not repeated

Lack of Specificity (e.g. Submit)

Lack of Alternative Contact Options

## Win 2: Strong CTA

### Prominent

- Larger
- Clearly clickable
- Contrasts site color scheme

### Strong Placement

- Above the fold
- Repeated throughout the website

Specific About Resulting Action

Phone & Email Options If Possible

# Forms

## Sin 3: Intimidating Forms

Asking For Too Much Information  
(especially about sensitive info)

Complex & A Hassle To Complete

Poor Explanation of Form Purpose &  
How Form Is Being Used

On A Separate Domain From Study  
Website

## Win 3: Reassuring Forms

Minimize Form Fields (especially about  
sensitive info)

Simple & Easy To Complete

Clear/Concise Explanation of Form  
Purpose & How Info Is Being Used

On The Same Domain As Study Website

Other Reassurances As Appropriate (e.g.  
tool tips, progress bars, security)

# Audience

## Sin 5: Not Tailored To Audience

### Don't Consider Stage of Decision Process

- Don't have content for patients higher up in the marketing funnel, in other words, those not yet ready to initiate study participation

### Don't Consider That You Might Be Speaking To More Than One Audience

### Don't Consider Audience Traits

## Win 5: Tailored To Audience

### Consider Stage of Decision Process

- Have content for patients higher up in the marketing funnel, in other words, those not yet ready to initiate study participation

### Consider That You Might Be Speaking To More Than One Audience

### Consider Audience Traits

- Demographics (gender, age, race, socioeconomics, geography)
- Psychographics (interests, activities, opinion, lifestyle)
- Health Status (healthy, rare, chronic, acute, cormormid condition)

# Trust & Credibility

## Sin 6: Undermines Trust

Have An Unprofessional Looking Site

Don't Make It Clear Who Is Involved With The Study

Don't Provide Offline Information

Don't Provide Any Form Of "Social Proof" Like Quotes, Credentials, or Testimonials

## Win 6: Creates Trust

Have A Modern, Professional Site

Allow Patients To See Who Is Involved With The Study

Display Phone Numbers & Addresses Where Possible

Incorporate "Social Proof" Like Quotes, Credentials, or Testimonials