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## New Rules for Conducting Research at HealthONE Facilities

Mary Travis, Clinical Research Compliance Director, HCA-HealthONE LLC

HCA-HealthONE has converted to a new electronic submission program for research projects. As part of this new program, HCA-HealthONE will be requiring National Jewish Health investigators that utilize a HealthONE facility as part of their research project to register in the new system and complete a IRB Registration Form. We went “live” with our new system in April but will begin to implement this requirement for National Jewish investigators in June 2011.

For National Jewish Health investigators submitting new protocols to be conducted in part or in full at a HealthONE facility:

Investigators or their coordinators will need to establish a username and password to log into IRBNet and complete the IRB Registration Form. The registration form will provide HealthONE with basic information about the study, identify where the study will be conducted, and who will be part of the research team. The form has been created to work like “Turbo Tax” and will direct the end user to the appropriate areas based on their answers. Not all the fields will need to be filled out by the researcher. The protocol information will be shared with the appropriate HealthONE facility as well. *This form is not a replacement for contacting the appropriate facility directly.*

Researchers are asked to complete the HealthONE IRB study registration within one week after receiving approval from the National Jewish Health IRB.

For National Jewish Health investigators with approved active protocols through the National Jewish Health IRB that are conducted in part or in full at a HealthONE facility:

Investigators or their coordinators will be contacted directly by the HCA-HealthONE IRB Administrative Office to complete the registration process for their NJH IRB-approved studies (only if a HealthONE facility is involved).

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## CONTACT US

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# New Rules for Research at HealthONE Facilities (continued)

## Accessing IRBNet:

In order to access the new system and register a protocol, each investigator and their research staff must establish a username and password. This is accomplished online at: [www.irbnet.org](http://www.irbnet.org).

Once the end user has completed that step, they will receive a confirmation email sent directly from IRBNet. The end user must then “activate” their new username and password by acknowledging that they have received the email notice.

If there are any questions or concerns regarding this process, please feel free to contact me directly or the IRB Administrative Office at 303-584-2300.

For more information, contact:

Mary Travis  
Mary.Travis@HealthONEcares.com  
303-584-2301

## Expectations for Radio Advertising

David Tinkelman, MD, Vice President of Health Initiatives  
Wendy Charles, MS, CIP, CCRP, Director, Research Regulatory Affairs

### Creating the right message:

#### *Advancing the brand:*

One of the goals of the Marketing Department is to develop and maintain a strong, memorable brand for National Jewish Health. We attempt, through advertising and other vehicles, to show that National Jewish Health is leading the way with innovative, state-of-the-art medical advances. Branding is important in research recruitment, too, to ensure that the public receives a consistent, recognizable message about the quality of our clinical research programs. We hope the following information will help you in your research recruiting efforts.

#### *Preparing compliant text:*

As you are preparing a radio script, ensure that the text includes:

- Complete name of the institution (National Jewish Health), with a preferable mention of “Science Transforming Life.” *This branding requirement applies regardless of which organization prepares the proposed radio advertising or which IRB will review it.*
- Condition under study and purpose of research
- Basic eligibility criteria
- Time, number of visits, or other commitment
- Participation incentives (medication and health exams at no cost, compensation will be provided, etc)
- Contact information

### *Determining the best radio station:*

Consider your target audience and determine which radio station(s) best fit your audience. Also, find out what times the ads are going to run to ensure you reach the target population.

### IRB Review:

Proposed text must be submitted for review before recording begins because the IRB may require changes to the wording. The final recording should then be submitted to the IRB, prior to airing, so that the delivery of the text can be reviewed for potential coercion or undue influence. The IRB will consult the Marketing Department, as needed.

### Questions:

With any questions about appropriate radio stations or branding requirements, contact David Tinkelman, MD, [tinkelman@njhealth.org](mailto:tinkelman@njhealth.org), 303-728-6519.

With questions about regulatory considerations for content, contact Wendy Charles, [charlesw@njhealth.org](mailto:charlesw@njhealth.org), 303-398-1855.

For more information, contact:

Wendy Charles  
[charlesw@njhealth.org](mailto:charlesw@njhealth.org)  
303-398-1855

## Clinical Trials Online - Over Twenty Thousand Interested!

Samantha Reeves, Web Strategy Manager

Did you know that the National Jewish Health website had 21,164 searches for clinical trials in the past 12 months? The site received more than 124,000 visitors in April of 2011, resulting in 1,623 searches for information on participating in clinical trials. Each of these searches represents a possible candidate for clinical research that we are conducting here at National Jewish Health.

Over the next several months, the Web Team will be working on a project to improve and expand the information we have listed on the website for clinical trials. New capabilities will make searching easier and provide a cleaner and easier display of information. Once the new clinical trials search capabilities are launched, the Clinical Trials section will take a more predominant placement on the site and gain even more exposure.

There are over 40 clinical trials listed today, but there are more than 400 currently taking place. The goal is to have all trials that National Jewish Health participates in listed on the site. Having full trial representation not only supports recruitment,

but also helps to showcase this institution as the leader in clinical research that it is.

Getting a trial on the website is easy. Submit an [Advertisement Submission form](#) and the [Clinical Trials Listing form](#) to the IRB for approval. This form can usually be completed with information that has been developed for other recruitment purposes. Once it is approved, submit your form onto the Web Team for online posting.

To jump-start our effort to improve online listings, the Web Team will be reaching out to each group to request their IRB-approved clinical trial information. You can email [webmaster@njhealth.org](mailto:webmaster@njhealth.org) at any time for questions about how to get a clinical trial listed online.

For more information, contact:  
Samantha Reeves  
[reeves@njhealth.org](mailto:reeves@njhealth.org)  
303-728-6559

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## Using the National Jewish Health Brand in Multi-center Studies

Ru Ciel, BA, Publications and Communications Manager

If recruitment materials prepared by a commercial sponsor do not have room for our logo, then it is important to request that our full name be used and followed by the registered trademark. Our name should be written out as National Jewish Health®. If National Jewish Health is referenced more than once in the document, then the registered trademark symbol is used in the first reference only.

Sometimes recruitment materials provide space for a participating center's logo. It is important to provide the National Jewish Health logo in the proper resolution for printing so it will reproduce correctly. Requesting a proof that shows our logo placed in the document is the only way to ensure it is correct and complies with our brand standards.

A logo file is available on the Spyderweb under [Using our Brand](#), at the top of the page. A high resolution JPEG is usually the easiest format to

work with, but if you are asked for an EPS file or have difficulty in sending a file, the Design Studio can help. We are also available to review proofs.

If National Jewish Health is responsible for originating the materials used for a multi-center study, then please contact the Design Studio for assistance in preparing your materials to make sure they meet our standards for branding, design and reproduction.

For questions or to initiate a job, please contact the Design Studio at ext 1798 or email [cielr@njhealth.org](mailto:cielr@njhealth.org).

For more information, contact:  
Ru Ciel  
[cielr@njhealth.org](mailto:cielr@njhealth.org)  
303-398-1798

## Let Public Affairs Know About Your Research

William Allstetter, MS, Director, Media and External Relations

The Public Affairs office wants to know about your research – upcoming publications, grants, lectures, awards and more. It can benefit National Jewish Health, and it may even benefit you directly.

Much of National Jewish Health's national reputation is built upon the strength of our research. In Public Affairs, it is our job to enhance that reputation by letting as many people as we can know about interesting, exciting, important and just plain surprising research.

We speak to many audiences through a variety of distribution channels – to journalists, scientists, physicians, mothers, patients, donors and more via press releases, the NJH website and blog, our annual report, newsletters, emails, brochures and more.

The more we know, the better we can tell the National Jewish Health story. So, please let us know when you have a noteworthy publication coming up. It is much easier to publicize research publications if we know about them after they have been accepted and before they are published.

Interesting or large grants can also be good “news pegs,” which give journalists an excuse to write about a specific topic. Awards, important lectures, and even cool scientific images can also be valuable.

As far as getting benefit for you, over the years, publicity about research at National Jewish Health has led to calls from others seeking collaboration, potential research subjects wanting to participate, and even people wanting to fund research. So, please keep Public Affairs in mind and let us know when something you are excited about happens.

Stop me in the hallway or at lunch. Call me at ext. 1002 or drop me an email at [allstetterw@njhealth.org](mailto:allstetterw@njhealth.org). I like science and want to let more people know about the research you do.

For more information, contact:

William Allstetter  
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303-398-1002