

# Attaining a High Number of Home Exam Consents & Completes in Wave VI of Add Health: Goals, Strategies, and Lessons From the Field\*

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**\*Prepared for the Biomarker Network Meeting, April 17, 2024**

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A Quest Diagnostics Company

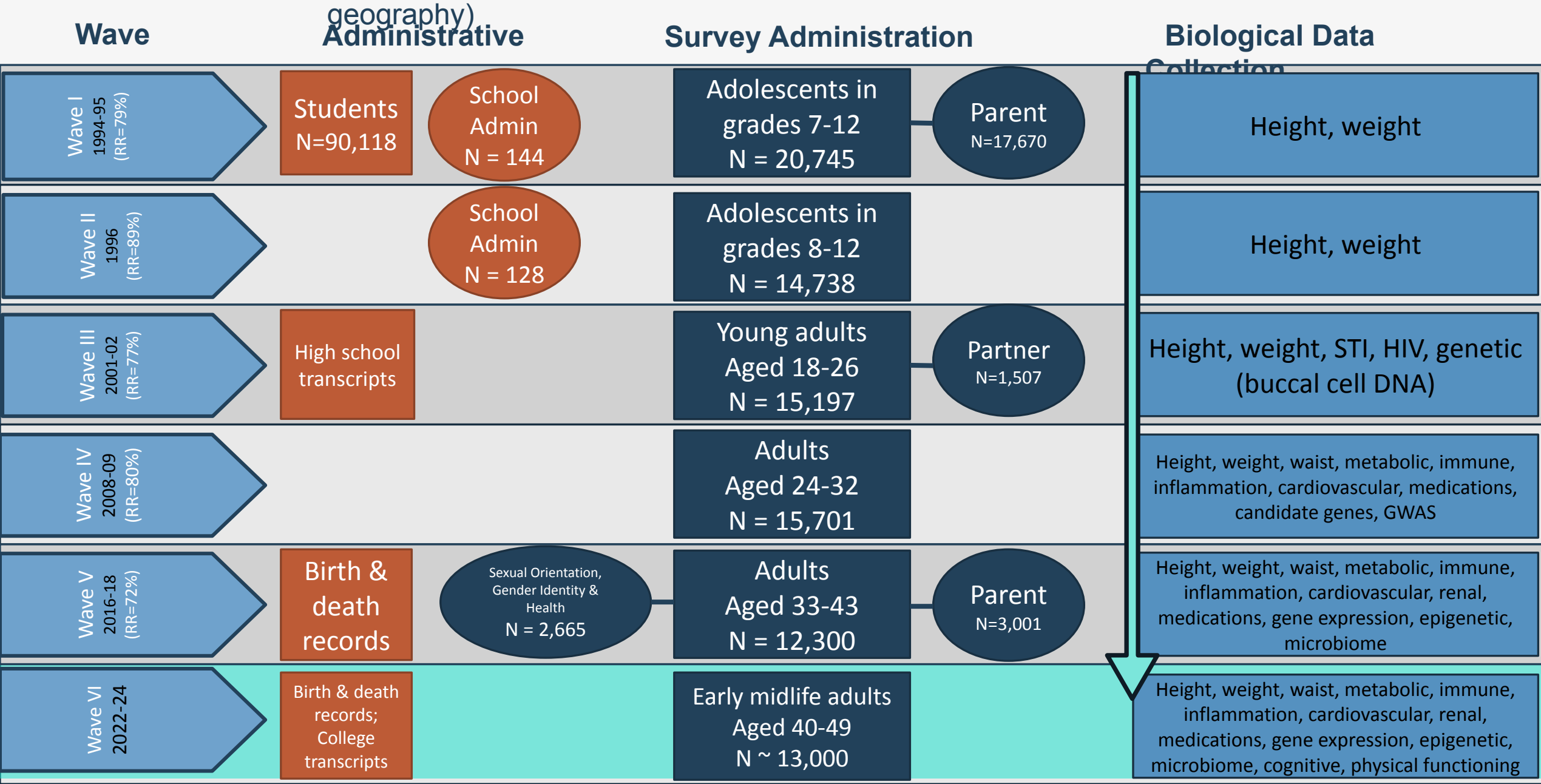
*ExamOne, a Quest Diagnostics company, has been the leading provider of in-home and in-center visits since 1972, coordinating 1.5 million specimen collection visits annually across all zip codes in the US and Canada. We are proud to support the University of North Carolina at Chapel Hill utilizing our network of 5,000 mobile phlebotomists and 100 branch offices to support Wave VI of the Add Health study.*

# Add Health Wave VI: Overall Goal

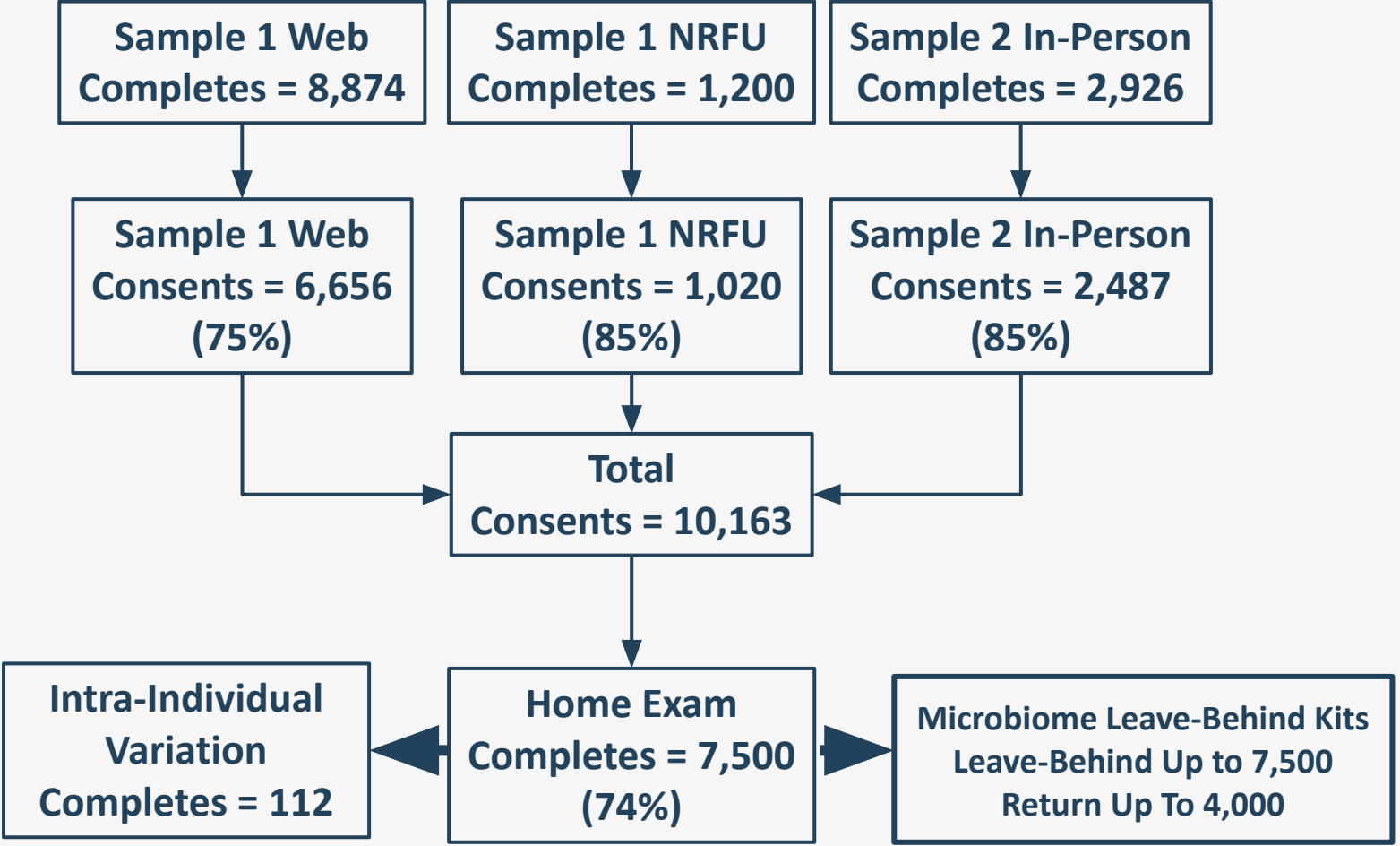
Collect & disseminate high-quality data on life course determinants and trajectories of health, health behavior, cognition, and health disparities among a large, nationally representative cohort aging into midlife.

# Add Health longitudinal, multi-level, intergenerational design

(Each wave also includes contextual data specific to various levels of



# Goals for Wave VI Home Exam Consents and Completes



# Wave V Home Exam Consents & Completes



	Wave V
Survey Completes	12,300
• Consented	8,379 (68.1% of Surveys)
• Completed	5,381 (64.2% of Consents)

# Home Exam Challenges for Wave VI

	Wave V	Wave VI Goals
Surveyed	12,300	13,000
• Consents	8,379 (68.1%) →	10,163 (77.0%)
• Completes	5,381 (64.2%) →	7,500 (73.8%)

How do we ↑ home exam consent rate?  
How do we ↑ home exam completion rate?

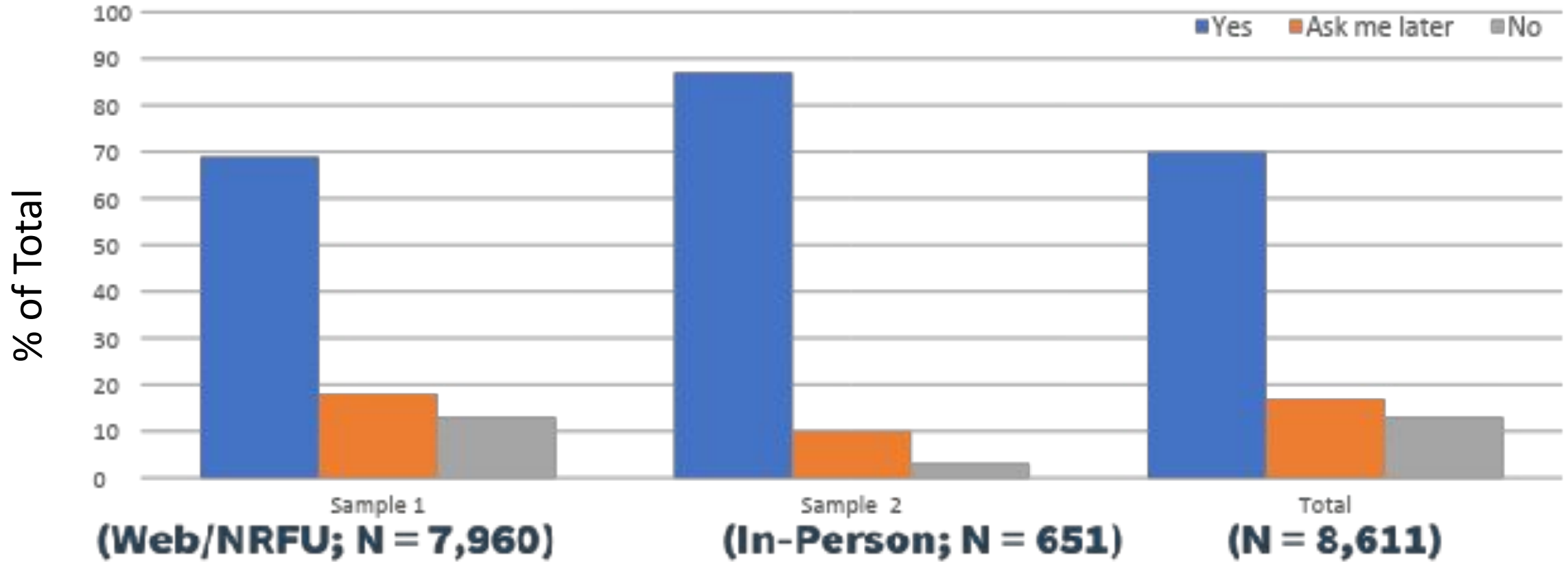
# Main Strategies for Increasing the Home Exam Consent Rate

Primary	Wave V	Wave VI
Framing		★ As Integral Component
Placement	End of Survey	➔ Beginning of Survey
Consent Options	Yes or No	➔ Yes, No, or Ask Me Later
Ongoing Recruitment		★ Protocol for “Ask Me Later” ➔ Group
Incentive	\$50	\$100



# Home Exam Initial Consent Decisions in Wave VI

(as of 4/12/24)



# Data from Ongoing Recruitment in Wave VI

(as of 3/18/24)

Participants Recontacted 1+ Times for Consent Decision: 1,368

Consent: Yes	245 (18%)*
Consent: No	28 ( 2%)
No Answer As of Yet	1,095 (80%)

\* Has shifted our home exam consent rate from 70% to 73% thus far ...

# Home Exam – Strategies

How do we ↑ home exam completion rate?

Maximize  
Examiner  
Coverage

Address  
Participant  
Burden

Implement  
Last Chance  
Campaign



**Maximize  
Examiner  
Coverage**

# Home Exam – Strategies

How do we ↑ home exam completion rate?

**Comprehensive nationwide examiner coverage**

**Traveling examiner program for rural/remote areas**

**Flexible exam times (weekend availability)**



## Addressing Participant Burden

# Home Exam – Strategies

How do we ↑ home exam completion rate?

Turnover protocol by Add Health staff (mail, email, and phone) for those “cancelled” by ExamOne

Tailored messaging to address barriers

Burden incentive when warranted (extra \$50)

# Data on Turnover Cases

As of  
3/18/2024

<b>RESPONDENTS CONTACTED</b>	<b>RESPONDENT CASES REOPENED</b>	<b>HOME EXAMS SCHEDULED</b>	<b>HOME EXAM COMPLETES</b>
719	80 (11%)	42 (6%)	35 (5%)



Implement  
Last Chance  
Campaign

# Home Exam – Strategies

How do we ↑ home exam completion rate?

Set firm deadline and use "last chance" messaging

Intensive round of last scheduling attempts

Focus on known motivators

# Data on Wave VI Completes to Date

(as of 4/12/24)

	Sample 1 Web + NRFU	Sample 2 In-Person	Total	GOALS
Survey Completes	7,960	651	8,611	13,000
Home Exams Scheduled	36	93	129	
Home Exam Completes	3,727	177	3,904	7,500



# Wave VI Home Exam Non-Numeric Goals

- 1) High Quality Exams and Tablet Data
- 2) High Quality Blood Specimen Receipts at the Lab
- 3) Positive Relationships with Add Health Participants
- 4) Protection of Participant Identities and Data

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Add Health was originally designed by J. Richard Udry, Peter S. Bearman, and Kathleen Mullan Harris at the University of North Carolina at Chapel Hill. Add Health is currently directed by Robert A. Hummer; it was previously directed by Kathleen Mullan Harris (2004-2021) and J. Richard Udry (1994-2004).

Information on obtaining Add Health data is available on the project website (<https://addhealth.cpc.unc.edu>).