

ASHG 2023 Q2 Webinar

Nurture Emails

Email #1a – Thank you for attending with webinar recording

Date to Send	Content	Sender	Subject Line
May 25, 09:00 AM	Recording	PJ	Replay: eConsent and engagement session

Body Copy

Dear [F name],

Thank you for attending ASHG's educational session with us. Dr. Minardi and I both hope you learned how to better integrate digital methods in scaling your eConsent activities, biospecimen gathering, and communication with participants. Figuring out how to engage potential participants means learning from other research programs about what's working and worth integrating.

It can also be of great advantage to collaborate with technology partners who thoroughly understand the many dynamics inherent within health research. In collaborating with the research programs we discussed, we have learned not only how to build technology to enable researchers to scale their activities at a site level, but how to help them address many of their programs' unique challenges.

[\[Link – Click here for the recording\]](#)

My colleagues and I at Vibrent Health would welcome a chance to learn more about your scientific aims, and explore how you hope to achieve your objectives. If you'd like to schedule time to discuss how we can work together to conduct innovative cohort research, please let me know a few time slots that work for you.

Best Regards

PJ

Praduman Jain (PJ)

Principal Investigator (PI)

Technology Center, NIH Nutrition for Precision Health Study

Technology Center, NIH All of Us Research Program

NIH Precision Medicine Initiative

Principal Investigator (PI)

NIH AIM-AHEAD program

Principal Investigator (PI)

NIH Digital Health Solutions for COVID-19

Pandemic Preparedness and Response Technology Platform

Board Member:

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Member:

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Genomics Roundtable, Precision Therapeutics and Digital Health

Founder and CEO

Vibrent Health

Email #1b – Sorry you missed it with webinar recording

Date to Send	Content	Sender	Subject Line
May 25, 09:00 AM	Recording	PJ	Watch: eConsent and engagement best practices

Body Copy

Dear [F name],

I'm sorry that you were unable to attend our educational session on the topic of expanding genomics programs utilizing digital methods to innovate eConsent and patient engagement. But I am pleased to share the recording of our presentation.

[\[Link – Click here for the recording\]](#)

It can be of great advantage to partner with technology providers who thoroughly understand the many dynamics inherent within health research. In partnering with so many institutions, we have learned not only how to build technology to enable researchers to scale their activities at a site level, but how to help them address many of their programs' unique challenges.

My colleagues and I at Vibrent Health would welcome a chance to learn more about your scientific aims, and explore how you hope to achieve your objectives. If you'd like to schedule time to discuss how we

can work together to conduct innovative cohort research, please let me know a few time slots that work for you.

Best regards,

PJ

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Email #2 – Mount Sinai Case Study

Date to Send	Content	Sender	Subject Line
June 1, 09:00 AM	Case Study	Molly	eConsent Case Study: Mount Sinai Million

Body Copy

Dear [F name],

Outside of NIH's All of Us Research Program, few research programs aim to scale their genomics programs to epic proportions. Enter the [Mount Sinai Million Health Discoveries Program](#), an effort to carry out the genetic sequencing of one million Mount Sinai patients within the next five years. One can only imagine the impact such a large study will have on clinical decision-making for decades to come.

These kinds of ambitious programs have called for big-picture collaborators. In addition to Regeneron's genetic sequencing work on this project, Mount Sinai chose to partner with Vibrent Health to deliver a robust privacy-preserving platform for e-consenting, data collection, and engagement for clinical research.

[Button – Read the Case Study]

Likewise, we want to help you and your team to scale your genomics programs with our research expertise and our technology platform. I'd be happy to speak with you about your ambitions and how we can help you get there.

Would you like to speak more? Please reply and let me know – or if you want to consider our digital health research platform and tools, you can also [request a pilot](#).

Best regards,

Molly

Molly Maple Bryant

Vice President

Email #3 – eConsent Blog

Date to Send	Content	Sender	Subject Line
Jun 8, 09:00 AM	Blog	Molly	Why does eConsent fail? -or- eConsent best practices

Body Copy

[F Name],

The barriers to informed consent are many. Historical distrust of human subject research, lack of comprehension, long forms, and inadequate digital rollout are just some drivers of attrition.

With the ever-increasing decentralization of research activities, there have been many lessons learned from the digitization of the consent process. Namely, that with the right tools and technology in place, researchers can do more with less. Some of these include:

- Video consent
- Knowledge checks
- Computer-assisted telephone interviews
- Multi-lingual support

We've managed to compile a thorough list of what eConsent can look like when "done right".

[Button – Read the Blog]

Our team also includes experts in IRB consulting, survey design, protocol workflow collaborative design, brand and logo design, diversity / UBR strategies, communication strategies, data collection, and custom analytics.

If you want to learn more about our team, or are interested in collaborating, [request a pilot](#) so we can begin discussions about your research aims.

Best regards,

Molly

Molly Maple Bryant

Vice President

Email #4 – eConsent Video Blog

Date to Send	Content	Sender	Subject Line
Jun 15, 09:00 AM	Video consent blog	Molly	Does video consent work? -or- Consent video best practices Or

			Your eConsent video
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Body Copy

[F Name],

In seeking to quickly and easily obtain consent from participants, many researchers are finding newer, more efficient ways to engage. One of these new methods is video consent, which has shown to decrease time spent by researchers explaining studies while also increasing and accelerating patient comprehension.

We sat down with one of our project managers to talk about why consent video works. She also explains the best practices and considerations that teams should think about when crafting video consent scripts and when partnering with media professionals to ensure smooth timelines.

[\[Read the blog\]](#)

I can show you some examples of videos we have implemented with our collaborators. Send me some time options, and we can talk about how to shape the success of your research program.

Best regards,

Molly

Molly Maple Bryant

Vice President

Email #5 – Webinar Q&A Follow-up

Date to Send	Content	Sender	Subject Line
Jun 22, 09:00 AM	Blog- eConsent and Engagement: Earning Trust from Participants	Molly	How do you earn participant trust? -or- Make participation easy to earn trust

Body Copy

[F Name],

Do you know how you earn your participants' trust? If you think about it, the answer is often multifaceted. There's a lot that can go wrong quickly if you haven't considered the complexities up front.

I wanted to share a blog post we wrote to summarize our webinar and revisit some salient points to remember when creating eConsent processes for your participants, and engaging them over the course of your study. We also captured responses to some of your most thought-provoking questions.

[Read the blog](#)

Are you interested in exploring some ways our tools and services can help you earn participant trust? I or one of my team members would be happy to connect.

Best regards,

Molly

Molly Maple Bryant

Vice President

Molly's Signature

Molly

Molly Maple Bryant

Vice President

PJ's Signature

Best Regards,

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