

**NIA-AA Symposium:
Developing an Applied Science of Recruitment and Retention for
Alzheimer's Disease and Related Dementia (AD/ADRD) Clinical Research**

Live Symposium Discussion:

July 31, 2020 at 11:30 a.m. – 12:30 p.m. CDT (North America)

AGENDA

10 minutes

Welcome and Introduction

- **Overarching research question:** “How is the science of recruitment/retention currently being supported and what can be done to advance the science within AD/ADRD research?”
 - What does it mean to build a science around recruitment/retention and why is it important?
- **Goal:** Develop an applied science of recruitment/retention for AD/ADRD
- Data-Driven Recruitment Strategies

45 minutes

Discussion Topics

- What are the challenges to expanding the science of recruitment/retention?
- What should the reward structure be? What tools/funding/etc. need to be in place?
- What should be the field's priorities/action steps for building the science of recruitment/retention for AD/ADRD?

5 minutes

Next Steps/Expectations