

1 **Opportunities and challenges of delivering digital clinical trials: lessons learned from a**  
2 **randomised controlled trial of an online behavioural intervention for children and young**  
3 **people**

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55 **Key words**

56 Randomised controlled trials, internet, online, chronic tic disorder, Tourette syndrome,  
57 recruitment, retention, research design

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59

### Abstract

60 **Background:** Despite being the gold standard of research to determine effectiveness,  
61 randomised controlled trials (RCTs) often struggle with participant recruitment, engagement  
62 and retention. These issues may be exacerbated when recruiting vulnerable populations,  
63 such as participants with mental health issues. We aimed to update understanding of the  
64 scope of these problems in trials of health technology, and identify possible solutions  
65 through reflecting on experiences from an exemplar trial (Online Remote Behavioural  
66 Intervention for Tics; ORBIT).

67 **Method:** We extracted anonymised data on recruitment, retention and requests for more  
68 funding and time from trials funded by the largest funder of health technology trials in the  
69 UK (the National Institute of Health Research Health Technology Assessment) between  
70 2010-2020, and compared these with data from a recent, successful trial (ORBIT). ORBIT  
71 aimed to assess the clinical- and cost-effectiveness of blended online and human  
72 behavioural therapy for tics in young people. Many of the trial procedures, including  
73 recruitment, the intervention and data collection, were undertaken online.

74 **Results:** Data were extracted on 51 trials conducted between 2010 and 2020. 60% of trials  
75 failed to reach their original recruitment target and only 44% achieved their follow-up in the  
76 specified time frame. In contrast, ORBIT recruited to target and achieved 90% follow up.  
77 We posit that these achievements are related to a) judicious use of digital technology for  
78 trial procedures and b) adequate numbers of highly trained and motivated trial staff. We  
79 provide details of both these to help other research teams plan and cost for successful trials.

80 **Conclusion:** An approach combining human and online methods may be advantageous in  
81 facilitating trial delivery, particularly in paediatric mental health services. Given the  
82 importance of successful clinical trials in advancing healthcare delivery and the waste of  
83 human and economic resources associated with unsuccessfully delivered trials, it is  
84 imperative that trials are appropriately costed and future research focusses on improving  
85 trial design and delivery.

86 **Trial registration:** The ORBIT Trial is registered with ISRCTN (ISRCTN70758207) and  
87 clinicaltrials.gov (NCT03483493).

## 88 **Background**

89 Randomised controlled trials (RCTs) are considered the ‘gold-standard’ in research design  
90 for determining causality and assessing clinical- and cost-effectiveness of new health  
91 technologies or practices [1]. Evidence from high-quality (i.e. considered to be at low risk of  
92 bias) trials forms the basis for many clinical guidelines governing the delivery of care to  
93 patients (e.g., Scottish Intercollegiate Guidelines Network [2]), and is considered essential by  
94 organisations worldwide charged with determining which healthcare technologies should be  
95 funded such as the National Institute of Health and Care Excellence [3] in the United  
96 Kingdom and the Agency for Healthcare Research and Quality (AHRQ) in America [4].  
97 However, RCTs require substantial resources, and are often complex to design and deliver,  
98 as well as being demanding on both participants and research staff [5]. Thus, despite being  
99 considered the gold-standard, these trials are prone to failure [6, 7], resulting in wasted  
100 resources, on both a time and economic level and raising ethical queries regarding the  
101 involvement of participants to no scientific advancement [8].

102 In recognition of the difficulties associated with conducting RCTs, research has examined  
103 factors associated with successful and unsuccessful trial delivery. One of the most pivotal  
104 studies conducted by Campbell et al. [9] was “STEPS” (strategies for trial enrolment and  
105 participation study). Focussing on the issue of participant recruitment, the STEPS team  
106 found that less than one third of trials met their original recruitment target in time, and one  
107 third required a study extension. The study concluded that it was difficult to determine  
108 which factors were causally related to successful recruitment but noted that a good  
109 communication strategy, a dedicated trial manager and having interventions only available  
110 inside the trial were important factors. Trials which were deemed as “successful” overall  
111 were conducted by well-regarded investigators and asked clinically important questions  
112 which were grounded in existing clinical practices. To date, the STEPS study still represents  
113 arguably the most comprehensive overview of challenges in trial recruitment.

114 Since then there have been several attempts to define successful strategies for recruitment  
115 [5, 10], however, the majority have not been formally evaluated [11] or of limited  
116 success/lacking implementation [12]. Indeed, recent research confirms that recruitment  
117 remains a barrier to successful trial completion, with one paper showing that only just over  
118 half (56%) of trials met their recruitment target with or without a study extension [13].

119 Although receiving less attention in the literature, participant retention is also considered  
120 another significant threat to the success and validity of RCTs [14]. Whilst average retention  
121 in trials has been estimated at 89% [13], which may suggest that retention is less of a  
122 concern than recruitment, this figure is likely inflated by trials with only short term follow-  
123 ups. Retention has also been shown to be particularly challenging in certain clinical groups  
124 or types of intervention, such as behavioural intervention trials involving participants with a

125 mental health disorder [15]. Studies on smoking cessation for participants with depression  
126 or substance use disorders, for example, have reported follow-up rates as low as 27-33%  
127 [16, 17]. Though underlying factors behind poor retention are difficult to measure,  
128 participants report fatigue at completing lengthy assessments, or outcome measures that  
129 do not seem relevant to their condition or lived experience [18]. Poor retention has  
130 substantial implications to a trial, including, increasing study costs by requiring a larger  
131 sample size to achieve adequate power, and creating bias in results caused by attrition [19],  
132 particularly if there is a differential drop-out rate between group allocation which cannot  
133 fully be accounted for using statistical methods (such as multiple imputation) [15]. As such,  
134 researchers have also examined factors that influence good retention and found good  
135 communication which is adapted to suit the individual participant as well as regular  
136 reminders from trial staff to be beneficial [20].

137 Whilst clinical trials have been traditionally conducted in a clinical face-to-face setting, since  
138 the late 1990s there has been an increasing trend towards online or digital trials [21], in  
139 which either the intervention and/or the outcome measures are collected remotely.  
140 Although the number of trials investigating an online intervention has increased over time,  
141 the number of online interventions is proportionately low to the number of trials being  
142 conducted, with mental health studies being one of the most prevalent fields [22]. Online  
143 delivery of trials is intuitively attractive, offering the ability for participants to self-refer,  
144 standardise the delivery of interventions, and allow participants a time-and-location  
145 convenient option to complete outcome measures [14, 23, 24].

146 There is mixed evidence regarding issues of recruitment and engagement with online trials.  
147 Whereas some trials have reported particularly good recruitment and engagement (e.g.

148 [25]), other evidence indicates that online trials may be particularly susceptible to poor  
149 recruitment, limited engagement with the intervention [26] and higher drop-out rates [27,  
150 28]. A recent systematic review indicated that trials of web-based interventions often fail to  
151 appropriately account for the level of intervention use (i.e. sessions completed) [22],  
152 indicating that the general acceptability of online interventions is not yet fully known. Some  
153 known possible barriers to the delivery of online trials include poor technology skills,  
154 interfaces that are not user-friendly, concerns around data security and a lack of support  
155 from healthcare professionals [26, 29].

156 An ongoing trial investigating the online delivery of behavioural therapy for tics (ORBIT Trial,  
157 [30, 31]) has been particularly effective in recruiting and retaining participants.

158 Consideration of methodological and design factors that may have contributed to this  
159 success may offer a helpful learning opportunity for future trials. The trial is a parallel-group,  
160 single-blind RCT which included an internal pilot phase and was funded by the NIHR Health  
161 Technology Assessment (HTA) (Ref 16/19/02) and ethically approved by North West Greater  
162 Manchester Research Ethics Committee (Ref 18/NW/0079). The trial recruited children and  
163 young people (aged 9-17 years) with a tic disorder. Participants were randomised to receive  
164 either an online, therapist supported behavioural intervention for tics or psychoeducation  
165 around tics. The trial used a “blended” approach to delivery, combining a mix of online  
166 (web-based) procedures and procedures that were delivered, or supported by, trial  
167 therapists and staff (either face-to-face or via videoconferencing). The trial achieved the  
168 aims of the internal pilot which were set within the first 9-months of recruitment, with clear  
169 stop/go criteria to determine progression to a full definitive trial. The ORBIT Trial continued  
170 to finish recruitment to time-and-target, maintaining follow-up rates at the primary end

171 point that exceeded the 80% target, indicating potential benefits of interventions with  
172 online delivery.

173 This article aims to highlight some of the key risks in trial delivery and outline some of the  
174 trial management and conduct process that we believe were pivotal to the ORBIT Trial  
175 success in achieving recruitment and retention targets. These learned experiences may help  
176 research teams inform their design of future trials, with specific focus on how online  
177 delivery may overcome some common pitfalls in trial delivery.

## 178 **Methods**

### 179 ***Design***

180 Case study, comparing data from one specific trial (ORBIT Trial, [30] with RCTs funded by the  
181 same funder (the largest funder of health technology trials in England) over a 10-year  
182 period.

### 183 ***Setting***

184 The National Institute of Health Research (NIHR) is Europe's largest funder of health and  
185 care research. In 2017 – 18 its total budget was over £1billion; £252 million was allocated to  
186 individual research projects, of which £78.1 million was disbursed through the Health  
187 Technology Assessment Programme (HTA), responsible for funding evaluations of new  
188 health technologies, including pharmacological and non-pharmacological interventions [32].  
189 As the funder of our case study, and the largest funder of health technology assessment  
190 studies in England, we deemed this the most suitable source to identify comparator trials.

### 191 ***Search strategy for comparator trials***



192 We limited our search to the most recent decade (2010 – 20), to allow for learning from the  
193 influential STEPS study [9]. The following inclusion criteria were developed to ensure we  
194 identified all appropriate comparator studies: 1) recruited participants with a mental  
195 health/behavioural condition, as classified by ICD-10 [33]; 2) used a RCT design (feasibility  
196 and pilot RCTs were included); 3) reported a psychological or behavioural intervention  
197 (diagnostic interventions or changes to the care system were also included); and 4) the trial  
198 was classified by the HTA as completed. Only completed trials were included to reduce data  
199 skew from trials still in recruitment phase but yet to achieve their specified targets. Trials  
200 classified as CTIMP (Clinical Trial of an Investigation Medicinal Product) were excluded as it  
201 is possible that recruitment and retention to a drug vs behavioural/psychological  
202 intervention trial may involve differential barriers and strategies.

203 A member of the HTA staff identified all studies funded between January 2010 to January  
204 2020 which were coded as ‘mental health’ and/or ‘neurological’. Two members (CLH, CM) of  
205 the ORBIT study team independently reviewed the study titles and summaries against the  
206 inclusion and exclusion criteria. Any disagreements were resolved via discussion until  
207 consensus was reached. Data from the final list of included studies was provided  
208 anonymously by the HTA, with no reference to potential identifying information such as  
209 start/end dates or condition.

#### 210 ***Data extraction***

211 Data on recruitment, retention to follow up, and requests for variations to contract (either  
212 more time to complete the study, or more financial resource, or both) were extracted from  
213 anonymised progress and performance reports submitted to the funder by the Principal  
214 Investigators of included trials. Timely submission of such reports is a requirement of the

215 funder, and release of funds is dependent on receipt of these reports. It was not possible to  
216 extract information about whether trials were conducted online or not as this is not an HTA  
217 reporting requirement, and as reports were anonymised, we could not cross-check them  
218 with published protocols. The HTA also do not record engagement with the intervention as  
219 a reportable criteria. However, in light of the recent systematic review indicating the need  
220 for greater understanding and reporting of engagement with online interventions [22], we  
221 have specifically outlined the ORBIT processes that we consider may have promoted  
222 engagement and treatment completion, although it is not possible to contrast this with  
223 other HTA trials.

#### 224 ***Data analysis***

225 Each trial was coded as to whether it met recruitment and follow-up rates within the  
226 specified time frame or whether a variation to contract (i.e. study extension) was requested  
227 and granted. The primary reason for requesting a variation to contract was also coded.  
228 Descriptive statistics (number and percentage of trials) are presented for each criteria.  
229 We then draw comparisons to the case study, ORBIT, highlighting key trial design and  
230 management processes that may have been influential in achieving the key targets. These  
231 key processes and reflections were generated via a focus group consisting of 14 key  
232 members of the ORBIT team management group. This management group included  
233 representatives from trial researchers, trial therapists, the clinical trials unit, the trial  
234 manager, principal investigators, international collaborators in Sweden, and the chief  
235 investigator. The discussion was led by the trial manager who had generated an initial topics  
236 for discussions based on the influential STEPS [9] paper. Reflections were recorded via  
237 typed minutes and reviewed and approved by the team for accuracy.

238

239

240

## Results

241 One hundred and seventy six studies funded by the HTA between 2010 and 2020 were  
 242 classified as 'mental health' or 'neurological'. Fifty one of these met the inclusion criteria.

### 243 **Recruitment**

244 Of the 51 studies identified, one had no specified recruitment target. Attainment of  
 245 recruitment targets for the remaining 50 studies are presented in Table 1 and shows that  
 246 only 20 (40%) studies met their original recruitment target in time, one of which finished  
 247 recruitment 3 months ahead of schedule. Twenty-three (46%) studies were given a revised  
 248 target which was achieved in 61% of cases. Reasons for not meeting the target were not  
 249 generally specified, although in one study it was noted there was a 6 month delay in initially  
 250 starting recruitment, however, after a 10 month extension the study still did not meet the  
 251 target.

252 *Table 1. Number of studies meeting recruitment targets (n = 50)*

	Met initial target (n = 50)	Met revised target (n = 23)
<b>Yes</b>	20 (40%)	14 (61%)
<b>No</b>	30 (60%)	9 (39%)

253 *Note.* 1 study had no specified recruitment target and thus not included in the table.

254 Seven studies that did not meet the initial target were not given a revised target for various  
 255 reasons including: not feasible to continue (n = 2), reason not clearly specified (n = 2), safety  
 256 issues (n = 1), better attrition rate than anticipated (i.e. still sufficient power) (n = 1),

257 contributing to international study which met overall target (n = 1), conclusions could be  
 258 drawn from existing sample (n = 1).

259 ***Retention to follow up.***

260 For the purpose of this paper, “follow-up” refers to achieving the pre-specified target for  
 261 participant retention to the primary outcome at the primary end point. From the 51 HTA  
 262 studies, follow-up data was only available from 34 studies (67%). This missing data was due  
 263 to historical limitations with the HTA recording systems. Table 2 presents the number of  
 264 trials that met their pre-specified retention follow-up targets and shows that only 15 (44%)  
 265 met their initial target. Revised time periods for data collection were given to three studies,  
 266 resulting in one additional study meeting its target (47% of the 34 studies). Reasons for not  
 267 meeting follow-up targets were not specified.

268

269 *Table 2. Number of studies meeting follow-up targets (n = 34)*

	<b>Met initial target (n = 34)</b>	<b>Met revised target (n = 3)</b>
<b>Yes</b>	15 (44%)	1 (33%)
<b>No</b>	19 (56%)	2 (67%)

270 *Note.* In one case the follow-up was underestimated from the start but the study was allowed to continue without a revised target. This  
 271 has been categorised as “not meeting initial target”

272

273 ***Requests for more time, more funds, or both (Variations to Contract).***

274 Table 3 displays the number of formal requests for variations to funding contracts.

275 Variations to contracts typically involved requests for additional funds, time, or both in

276 order to complete the trial. The most common reason (found in 54% of trials) for requesting

277 a variation to contract was due to issues with participant recruitment. The length of  
278 extensions requested due to issues with recruitment ranged from 2 months – 22 months.  
279 Notably, 5 out of the 51 studies requested a variation to contract due to issues relating to  
280 staff (see Table 3). This was responsible for 13.5% of variation to contract requests. Out of  
281 these 5, a further breakdown of the reasons showed that 2 cited the volume of work (1  
282 specifically linked to recruitment), 1 maternity leave, 1 maternity leave and combined issues  
283 with recruitment and 1 had no further details. Issues with staffing is not a reportable criteria  
284 for HTA studies unless the trial team are requesting a variation to contract. Thus, it is not  
285 possible to understand the full extent of trials that are reporting difficulties due to  
286 staff/work load which is impacting on trial delivery.

287 <<Insert Table 3 here>>

#### 288 **ORBIT Case Study**

289 A summary of the ORBIT study flow is presented in Figure 1. Recruitment and retention  
290 targets and attainment are shown in Table 4. To determine progression to a full trial, the  
291 first 9-months of the trial included an internal pilot with key targets. Table 4 shows the  
292 attainment of targets for both the internal pilot and full trial. The required study sample was  
293 220 participants which was powered to detect a clinically important average difference of  
294 0.5 standard deviation between intervention and comparator with 90% power at  $p < 0.05$   
295 (two-sided), after allowing for 20% drop-out [30].

296 <<Insert figure 1 here>>

297 *Table 4. Key targets and attainment in ORBIT.*

	<b>Target</b>	<b>Actual</b>
<b>Recruitment</b>		
<b>Internal pilot</b>	66 participants by 9 <sup>th</sup> month	67 participants by 6 <sup>th</sup> month
<b>Full trial</b>	220 by 18 <sup>th</sup> month	224 by 18 <sup>th</sup> month
<b>Engagement with the intervention</b>		
<b>Internal pilot</b>	60% of participants classified as treatment completers by 9 <sup>th</sup> month	96% participants classified as treatment completers by 6 <sup>th</sup> month
<b>Full trial</b>	Not specified	90.6% completed
<b>Retention to primary end point</b>		
<b>Internal pilot</b>	80% retention by 9 <sup>th</sup> month	88% retention by 6 <sup>th</sup> month
<b>Full trial</b>	80% retention	90% retention

298 Note. Treatment completers were specified a prior as completion of the first 4/10 therapy chapters.

299

300 Recruitment to ORBIT encompassed three modes of recruitment: online self-referral,  
 301 clinical research sites, and participant identification centres. ORBIT followed-up  
 302 participants at 3 months post-randomisation (primary end point, just after completion of  
 303 the intervention), and then again at 6, 12 and 18-months post-randomisation. Follow-ups  
 304 comprised online self-report measures collected via an online database developed by the  
 305 Karolinska Institutet eHealth Core Facility with automated and researcher controlled  
 306 functions and a video-conference interview with the study researcher. A brief overview is  
 307 shown in Figure 2.

308 <<Insert Figure 2 here>>

309 The ORBIT trial met the internal pilot recruitment targets ahead of schedule and overall  
310 recruitment finishing to time and target. The trial exceeded both its internal pilot target and  
311 final follow-up target at the primary end point (3-months). At the time of publication,  
312 longer-term follow-ups were still ongoing.

313 ***Potential reasons for recruiting to target***

314 We considered that the following factors were pivotal to successful recruitment:

315 1) *National recruitment*: Provision of mental health services is not evenly distributed,  
316 thus there may be greater uptake of an intervention in under-provided geographical  
317 areas. Furthermore, some National Health Service (NHS) Trusts are well established  
318 in supporting research; in ORBIT, referrals from Patient Identification Centres (PICs)  
319 ranged from 0-27. The PICs were identified either via existing connections held by  
320 the study team or via the UK Clinical Research Network (CRN) database which lists  
321 active NIHR funded research for interested sites to contact the name investigator.  
322 Given the sites were not involved in the delivery of the intervention and thus were  
323 viewed as low-involvement sites by the study team, no feasibility checks were  
324 conducted. By having a large recruitment area, particularly for disorders with a lower  
325 prevalence rate, the trial was less affected by the underperformance from an  
326 individual region or trial site.

327 2) *Self-referrals*: The majority of ORBIT participants self-referred online, via a national  
328 charity "Tourettes Action" and the study webpage hosted by the Institute of Mental  
329 Health, University of Nottingham. Allowing self-referrals enabled participants who  
330 were not currently under the care of a mental health service to be included. Self-

331 referrals were particularly useful in the early stages of recruitment when NHS sites  
332 were slow in embedding the identification process in their workload and there were  
333 frequent hold-ups in gaining local regulatory approvals across the PICs.

334 3) *Unmet need for trial intervention:* ORBIT or similar online interventions were not  
335 freely available outside the trial for the UK. Furthermore, access to standard face-to-  
336 face behavioural therapy for tics is scarce with only 1 in 5 people having access to  
337 evidence-based treatment [34]. Conversely, there may be pragmatic barriers to  
338 recruiting participants in a specialist centre for the disorder where there are already  
339 established treatments available. As evidenced in ORBIT, the two research centres  
340 were specialist Tourette syndrome centres and only referred 13 patients (2.9% of  
341 referrals) into the trial.

342 4) *Patient and public involvement:* ORBIT recruitment documents were co-developed  
343 with an involvement group of children and young people with Tourette syndrome or  
344 chronic tic disorders and their parent/carers. The group informed on use of  
345 language, length of documents and layout, including incorporating different versions  
346 of information sheets for younger and older children. Additionally, the research  
347 team produced monthly short “spotlight on the researcher” video-blogs and  
348 animated recruitment videos, which were hosted on Tourettes Action’s webpage.  
349 These videos engaged families with the research and resulted in spikes in self-  
350 referrals after each post.

351 5) *Regular monitoring and communication:* The trial manager tracked recruitment from  
352 each site and produced monthly newsletters to PICs identifying “star recruiters”,  
353 promoting both the concept of collaborative efforts to a shared goal as well as inter-  
354 site competition. Each PIC had regular fortnightly communication with the Trial



355 Manager to promote engagement, build rapport and problem solve specific issues  
356 where necessary.

357 6) *Reimbursement and early exclusion*: As participants were required to travel across  
358 England for a baseline assessment at one of the two research centres, their travel  
359 costs were reimbursed by the study team. The initial telephone screen prior to this  
360 appointment enabled researchers to exclude prospective participants who clearly  
361 did not meet inclusion criteria to save patient and research time.

362

363 ***Potential reasons for retaining to target***

364 We believe the following factors were critical to outcome measure completion:

365 1) *Online outcome measures*: automated reminders sent via the database directly to  
366 the participant. Additionally, these online outcome measures allowed participants to  
367 directly enter their data into the database and streamlined researcher time.

368 2) *Tokens of appreciation*: Participants were given £20 for completion of the outcome  
369 measures at each time point. Khadjesari et al. [35] note that tokens of appreciation  
370 of sufficient monetary value may also promote completion of online measures,  
371 however, ethics committees may be mindful of potential financial coercion. This  
372 amount may arguably not be seen as large enough to warrant coercion but sufficient  
373 to keep participant interest.

374 3) *Building a rapport*: ORBIT researchers often dedicated additional time in their online  
375 interviews to listen to the family struggles and successes, although they were careful  
376 not to offer advice outside the constraint of the trial. Where required, the researcher  
377 would send a standard approved template letter to the child's general practitioner

378 (GP) or school to signpost the potential need for assessment or further support.  
379 Where possible, the same researcher conducted baseline and all follow-up  
380 assessments, which also promoted consistency on measures that were subjectively  
381 rated by the researcher. The researcher also recorded important individual factors  
382 for each family (i.e., name of pet or preferred hobby). It should be noted, this  
383 personalised information was stored against their anonymous participant ID,  
384 separate from their name, address and date of birth, in a secure, password  
385 protected file, accessible only by the research team. Where researchers failed to  
386 make contact the ORBIT therapist was sometimes asked to contact with the families  
387 if they had established a particularly strong rapport during treatment.

388 4) *Flexibility*: ORBIT researchers conducted follow-up interviews outside of normal  
389 working hours (such as evenings and weekends) to provide flexibility, ensuring that  
390 participation in the trial did not impact on the families school/work commitments.  
391 Although time of appointment was not recorded, our researchers estimate from  
392 reviewing available information in their diaries, that approximately 90% of  
393 appointments took place outside a typical school day, during the evening or  
394 weekend. Additionally, where families were unable, felt uncomfortable or  
395 experienced significant challenges using video-conferencing, telephone meetings  
396 were offered as an alternative to improve participant experience.

397 5) *Regular monitoring and communication*: The trial manager and researchers  
398 monitored retention rates on a monthly basis. The team discussed retention  
399 strategies and problem-solving.

400

401 ***Characteristics of the ORBIT interventions***

402 In the ORBIT Trial, both arms received a therapist guided, online intervention for tics. One  
403 received a behavioural intervention based on exposure and response prevention principles  
404 trialled in Sweden (“BIP TIC”) [36], and the other received psychoeducation developed by  
405 the ORBIT study team based on the intervention developed by Piacentini et al. [37].  
406 Engagement with the ORBIT intervention exceeded expectations. The internal pilot specified  
407 that 60% of participants had to have completed treatment, the actual number completing  
408 was 96%. Overall, treatment completion for the trial was 90.6%. We consider the following  
409 factors to have been instrumental in influencing this positive uptake:

- 410 1) *Poor current provision:* As discussed in recruitment, access to evidence based  
411 behavioural therapies in current care for this population was poor.
- 412 2) *Active control:* Both groups received an active treatment that was likely to be more  
413 than they would be offered in standard care in most centres. Indeed, even in a  
414 specialist tic treatment centre some young people may be offered psychoeducation  
415 (ORBIT active control) rather than behavioural therapy if that was felt to meet the  
416 needs of the young person best. At this current time, blinding codes have not been  
417 broken thus we are unable to comment on differences between arms, however with  
418 90% completion rate it is unlikely that there would be a significant difference in  
419 engagement.
- 420 3) *Remotely delivered:* The content of the intervention was delivered remotely enabling  
421 families to log-in and complete the therapy at a time and place most convenient to  
422 them. Although the therapist would only respond or comment during standard  
423 working hours, usually this did not stop families in continuing to progress.
- 424 4) *Parent/carer support:* Carers were actively engaged with the intervention to enable  
425 them to act as a ‘supporter’ for their child’s treatment. The Supporters were

426 provided with their own chapters which gave information as to how to support the  
427 child and the supporter played a key role in setting goals and rewards as part of the  
428 intervention. The therapists noted that typically the level of supporter involvement  
429 was an influential factor in predicting the child's engagement, particularly for  
430 younger children.

431 5) *Therapist support*: In ORBIT the main therapeutic content was delivered via the  
432 online platform. As such, the therapist's role was to promote adherence and  
433 motivation to the treatments, alongside setting goals and reviewing goal attainment.  
434 Although the therapist communications were primarily through the online platform  
435 (telephone contact was arranged, if requested), participants were introduced to  
436 their therapist during the face-to-face baseline appointment where possible. This  
437 was done to promote treatment credibility and encourage a rapport with the  
438 therapist. Similar to the researchers, where possible, the family were in contact with  
439 one therapist who remembered individual information such as interests of the child,  
440 to build rapport. Instances where the therapist went on leave, this information was  
441 shared with the covering therapist so that they could continue the established  
442 relationship.

443 6) *Research-supported infrastructure*: Conducting research in under-funded child  
444 mental health services where there is inadequate infrastructure to support  
445 additional research tasks is an additional barrier. In ORBIT, the therapist was  
446 provided, trained and closely supervised by the research team, reducing impact on  
447 the referring clinicians' workload.

448

449 ***ORBIT research staff***

450 The HTA data indicated that staffing issues were a key factor in requiring variations to  
451 contracts. ORBIT had two dedicated full-time researchers, one based at each of the two  
452 research centres.

453 Primarily, the researchers' role was to assess eligibility, enrol participants into the trial,  
454 conduct baseline and follow-up assessments and report any adverse events to the trial  
455 manager). We reflect on the following factors that were important for ORBIT researchers:

456 1) *Peer support*: Although the two main researchers were located at different sites,  
457 they shadowed each other and provided peer-support which was aided by the trial  
458 manager. Monthly conference calls between the sites provided set time for shared  
459 learning experiences. The trial manager conducted weekly checks on each sites  
460 performance and offered support, advice or encouragement where needed.  
461 Additionally, ORBIT benefited from collaborating with the Swedish team at  
462 Karolinska Institutet that developed a first version of the active intervention tested  
463 in the ORBIT trial. This team also co-developed the database for outcome measures.  
464 Having easy access to staff at the Karolinska Institute for technical support and to aid  
465 troubleshooting was extremely important for the trial delivery.

466 2) *Flexibility*: As discussed previously, the two researchers provided appointments  
467 outside normal hours, including evening and weekends. This involved substantial  
468 "good will" from the researchers and without this flexibility it is unlikely that the  
469 retention to follow-up would have been so high.

470 3) *Continuity*: Where possible the same researcher undertook both baseline and follow-  
471 up assessments.

472 4) *Early identification of training:* Undertaking trials is a complex procedure, with  
473 various standard operating procedures and guidelines which must be adhered too.  
474 Completing this training can take a significant amount of time which may impact on  
475 when a researcher is able to start actively enrolling participants into the trial.  
476 Appropriate time should be built in to grant proposals to allow for adequate  
477 researcher identification and training.

478 5) *Additional funding:* The time taken to undertake each outcome measure is not a  
479 simple sum of the time taken to administer the measure. Additional tasks such as  
480 following-up on adverse events, sending letters to GPs or schools, rebooking if  
481 families did not attend appointments, data entry and responding to queries all  
482 added a significant burden to researcher time that was not costed for. ORBIT was  
483 only able to stay on track due to additional NIHR infrastructure support provided by  
484 NIHR MindTech MedTech Co-operative in the form of both staff time and funding.  
485 An additional part-time researcher was bought in during the first four months of  
486 recruitment to facilitate screening across both sites, the costs for this were not  
487 provided by the HTA trial grant but were provided by the NIHR MindTech MedTech  
488 Co-operative. Additionally, ad-hoc support was provided by a PhD student.

489 A summary of the challenges and opportunities learned via ORBIT is presented in Table 5.

490 <<Insert Table 5 here>>

## 491 **Discussion**

492 With the aim of updating and building upon the pivotal STEPS [9] study and providing  
493 researchers and funders with a resource to inform future trial design and delivery, we  
494 presented data on current recruitment and retention rates in trials funded by the HTA, a

495 large UK funder. These HTA data demonstrated that less than half of trials of  
496 psychological/behavioural interventions between 2010 and 2020 delivered on key targets  
497 recruitment and retention. Comparatively, ORBIT (a trial of a remotely supported  
498 behavioural intervention) recruited to time and target and achieved 90% follow-up. We  
499 consider that the careful use of technology blended with well trained and motivated staff  
500 were key in achieving this and also in facilitating participant engagement with the  
501 intervention.

502 The HTA data demonstrated that only 40% of trials reviewed met their initial recruitment  
503 target, and issues with recruitment were the single biggest factor (54%) for not completing  
504 trials to time-and-target. Our findings are comparable to the STEPS [9] study and a more  
505 recent study of published HTA trials [13] who estimated that approximately 30-50% of trials  
506 met their recruitment target. Although it is not possible to make a direct comparison on trial  
507 design/population with the STEPS paper, it is interesting that over 10 years later recruitment  
508 still remains a significant barrier in successful trial completion. Similarly, in line with  
509 previous studies we also found evidence of poor retention rates in trials of psychological  
510 interventions [15]. Only 47% of the studies achieved their specified follow-up rate even with  
511 extensions, indicating that the majority of trials were potentially under-powered. However,  
512 issues with follow-up were less frequently cited for reasons for requesting funding  
513 extensions. It should be noted that follow-up data was not available for 17 of the 51 studies  
514 due to historical differences in HTA systems for record keeping, as such it is possible that our  
515 findings may not accurately represent the full picture.

516 Although limitations in HTA standard reporting precluded comparisons of intervention  
517 engagement between trials, we considered it was important to reflect on the intervention

518 engagement in ORBIT as this was likely a factor in subsequent retention. Non-adherence to  
519 the intervention is a common problem in RCTs, with intervention non-adherence ranging  
520 from 2% to 78% in drug and psychological/behavioural intervention trials, with a median of  
521 38% non-adherence [38]. Furthermore, a recent systematic review revealed that treatment  
522 adherence is particularly overlooked in internet-based trials. For example, Koneska et al.  
523 [22] found that although 90% of trials of an internet-delivered intervention collected usage  
524 data, only 39% investigated the level of intervention use and only 21% used statistical  
525 methods to account for this differential usage in the analysis. Without presenting  
526 information on intervention completion it is difficult to know if the intervention itself is not  
527 effective, and estimate intervention specific effects on retention [22]. Furthermore,  
528 although the trial methodological processes were undoubtedly important in promoting  
529 recruitment and engagement, the success of the trial was also based on offering an  
530 attractive intervention which was otherwise, unavailable thereby addressing an unmet  
531 need. The acceptability of the ORBIT intervention is currently being explored via a process  
532 evaluation, including a qualitative component of participants' opinion and experiences [39].

533 Due to restrictions on the granularity of detail of the HTA, it is not possible to know the  
534 specific characteristics or reasons why many studies did not meet their initial targets. For  
535 example, it would have been interesting to have been able to examine differences across  
536 participant conditions/characteristics, or issues that may have arisen with study set-up, or  
537 how many studies offered monetary incentives to participants. It was also not possible to  
538 distinguish between performances of online or non-online delivered trials from the HTA  
539 data set, although it is likely that different types of trial delivery have their own set of  
540 challenges. Indeed, some previous studies indicate that online trials are susceptible to  
541 specific challenges such as potential breaches to confidentiality through online



542 communication [40] as well as lack of personalisation and difficulties with rapport building  
543 with participants [41]. Furthermore, it is likely that conducting trials with any online element  
544 may be particularly problematic in elderly or very deprived populations, with poor internet  
545 access and/or lack of privacy, and thus we are not advocating online delivery as a blanket  
546 approach. For children and young people, delivering online interventions in school/ colleges  
547 setting may mitigate some of these access limitations associated with the home. However,  
548 utilising the ORBIT trial as an example, we illustrate how online delivery of interventions and  
549 outcome measures may help increase the geographical reach for recruitment by avoiding  
550 costly and time-consuming visits to clinic for both participants and researchers/therapists.  
551 Online interventions may also aid intervention engagement for some, by allowing flexibility  
552 to complete treatments from home at evenings or weekends. Greater standardisation of  
553 procedures using online delivery also has the potential to reduce cross-contamination,  
554 which is a particular risk in standard face-to-face trials where therapists deliver multiple  
555 interventions. Furthermore, online delivery of interventions may be more cost-effective,  
556 reducing the need for highly-skilled therapists. Finally, completing outcome measures online  
557 directly into trial databases with automated reminders for completion is likely to reduce  
558 burden for researchers, data-entry time and errors, and may promote greater completion of  
559 measures.

560 Although on the surface it may seem tempting to rely solely on online methods for delivery  
561 of both interventions and outcome measures, we also highlight the key role that research  
562 staff play in promoting good recruitment and retention rates. It should also be noted that  
563 the ORBIT intervention integrated remote, therapist support. It is notable that issues with  
564 staffing were a recurrent reason for requests for variations to contracts in the HTA data.  
565 Though these reasons are not specified in more detail, continuity in research staff in ORBIT

566 was identified as an important factor in promoting retention, particularly in building an  
567 ongoing rapport with participants. Previous studies have also indicted the importance of  
568 good staff communication [20] and that high staff turnover is associated with lower  
569 participant adherence [42], but also in a cyclical manner that difficulties in recruitment and  
570 retention of participants can reduce staff moral [19], which may in turn lead to staff turn-  
571 over.

572 ORBIT researchers also worked highly flexible work-patterns which included out-of-hours  
573 appointments to gather face-to-face outcome measures, to bolster the flexibility of online  
574 delivery for families taking part. As such they encompassed the benefits of flexibility  
575 associated with online delivery but equally as important were able to build a rapport with  
576 participants. It should be noted that the flexible work-patterns may increase strain on  
577 research staff and although online delivery may go some way in reducing some of the  
578 demands associated with outcome measure completion (i.e. reduce data entry and  
579 automated reminders), greater investment is needed to understand how we can best recruit  
580 and retain/support staff as well as participants. We also note that research staff time should  
581 be appropriately costed, with the time taken to complete outcome measures being more  
582 than the sum total of minutes to deliver each item. Additional time is needed for rapport  
583 building (i.e. conversation with families), non-attendance, and repeated attempts to make  
584 contact. Furthermore, as evidenced by the HTA data, long term staff leave (i.e. sickness or  
585 maternity) can represent a significant threat to trials and there is benefit in having “bank  
586 researchers” who are trained in the trial procedures and with the necessary permissions to  
587 provide immediate cover when required. The demand for staff time can vary across the  
588 lifespan of the trial – with particular pressures at various phases (e.g. initial recruitment/  
589 enrolment and at follow-ups before the first participants leave trial). Although research

590 staff costs typically represent a significant proportion of research funds, it is important that  
591 this is adequately costed to facilitate successful delivery. On reflection, we consider the  
592 ORBIT trial was under costed and the provision of additional staff was only possible with  
593 support from co-located NIHR infrastructure. This additional support is unlikely to be  
594 available to most funded trials. Although staff time is arguably one of the most  
595 expensive aspect of grant bid, funding bodies need to consider this cost balanced against  
596 the cost of partially-powered studies that have been unable to recruit/retain to target or  
597 that have required costed extensions to contracts.

598 Our experience of conducting research in child and adolescent mental health services in the  
599 UK indicates that these services often do not have appropriate infrastructure to support  
600 research delivery. We consider one of the key strengths of ORBIT was that therapists were  
601 identified, trained, closely supervised and employed by the research team, reducing the  
602 strain on already over-burdened healthcare systems. This was facilitated by the online  
603 delivery and therapist-supported self-help design of the intervention which allowed few  
604 therapists to support a large number of participants across a large geographical region. For  
605 example, ORBIT therapists supported up to 30 patients at one time, whereas for clinicians  
606 providing traditional face-to-face individual delivery of tic treatment this would likely be a  
607 much smaller caseload. Although online interventions can also be delivered without any  
608 therapist support, substantial research evidence indicates that therapist supported  
609 interventions promote better adherence than self-directed [43] and we consider this  
610 blended approach of human and online delivery to be a key factor in the engagement with  
611 the intervention. As part of ORBIT, ongoing implementation work is investigating how this  
612 system may be best positioned if it were to be part of routine care. It should be noted that  
613 all the research costs, such as a suite of outcome measures, sophisticated analytical

614 databases , randomisation systems are unlikely to be required if the intervention was  
615 delivered in routine care. Thus, the short-term research costs should be balanced against a  
616 longer-term societal benefit. Blending digitally delivered interventions has previously been  
617 reported as particularly advantageous for delivering treatment, offering the opportunity to  
618 improve access to cost-effective treatments that are efficacious in supporting behavioural  
619 change [44]. Here we demonstrate that blending technology-supported procedures (i.e  
620 referrals, outcome measure completion and the intervention) with research staff to deliver  
621 trials is likely to be a promising avenue for trial methodology.

## 622 **Conclusion**

623 Recruitment, retention /engagement and trial staff are key factors for successful trial  
624 delivery and are likely to be the biggest risk factors in trial completion. Utilising an example  
625 of an online-delivered trial with human support (ORBIT) we demonstrate how a blended  
626 human/online approach may be particularly advantageous in facilitating trial delivery,  
627 particularly in over-stretched and under-resourced services or in hard to reach populations  
628 who are comfortable in using technology (such as youth populations). Potential benefits  
629 include flexibility in the timing and location of delivery of interventions and measures,  
630 partially or fully automated data collection and ability to recruit over a large geographical  
631 area whilst maintaining a rapport delivered by human support. We also advocate that trials  
632 are adequately costed in the initial bid development phases to provide the necessary  
633 infrastructure and staff to support delivery. Further research is required to improve trial  
634 delivery and reduce waste of human and economic resources.

## 635 **List of abbreviations**

636 AHRQ - Agency for Healthcare Research and Quality

637 CTIMP - (Clinical Trial of an Investigation Medicinal Product)

638 GPs – General Practitioners

639 HTA - Health Technology Assessment

640 NHS – National Health Service

641 NICE - National Institute of Health and Care Excellence

642 NIHR - National Institute of Health Research

643 ORBIT – Online Remote Behavioural Intervention for Tics

644 PIC – Patient Identification Centre

645 RCTs - Randomised Controlled Trials

646 STEPS - strategies for trial enrolment and participation study

647

648 **Declarations**

649 **Ethics approval and consent to participate:** No data from participants are reported.

650 However, the ORBIT Trial received ethical approval from North West Greater Manchester

651 Research Ethics Committee (Ref 18/NW/0079).

652 **Consent for publication:** Not applicable.

653 **Availability of data and materials:** The datasets generated and/or analysed during the

654 current study are held by the NIHR HTA. Any requests for anonymised data should be

655 made to the NIHR HTA.

656 **Competing interests:** MT is employed by the NIHR HTA. All other co-authors are co-

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#### 670 **Authors' contributions**

671 CLH was the ORBIT trial manager and coordinated the paper, wrote the first draft and  
672 subsequent revisions. CS, BB, EBD, LRC, KK, PA, DMC, NK, SB and TM provide critical review,  
673 direct input and comments on the manuscript. MT provided the HTA data. CM aided in  
674 determining study inclusion.

675 CH was the Chief Investigator for the ORBIT trial, obtained funding for the trial and oversaw  
676 all aspects of its delivery. EM and CH oversaw the conceptualisation of the paper, including  
677 the design, and provided senior oversight and review to the paper.

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826 **Figure titles and legends**

827 **Title:**

828 Figure 1 ORBIT study flow

829 Note. DAWBA = Development And Well Being Assessment given at screening to determine  
830 eligibility. PIC = patient identification centre

831

832 *Figure 2. ORBIT process for obtaining follow-up measures*

833 *Note.* The online and researcher based measures were completed as a simultaneous  
834 process. Researchers checked several times a week to check measure completion

835

836 **Tables:**

837 Please see Table 3 and 5 as additional files

838 *Table 3. Number of studies (n = 51) requesting at least one variation of contract (additional funds, time or both) by reason/issue*

Reason for request	Type of request					Number of approved requests for funds
	Funds	Duration	Funds & duration	Other	Requests	
Recruitment issues	1	9	10	0	N = 20 Requesting funds = 11	11/11
Retention/ follow-up issues	1	2	1	0	N = 4 Requesting funds = 2	2/2
Staff issues/ volume of work	1	0	4	0	N = 5* Requesting funds = 5	3/5
Other/ not clearly specified	2	1	2	3	N = 8 Requesting funds = 4	4/4

839 *Note: 7 studies requested more than 1 variation to contract. \*Two of the 5 staff issues were linked to issues with recruitment.*

840

841 *Table 5. Summary of challenges and opportunities from the ORBIT Trial*

<b>Challenge</b>	<b>Solutions and opportunities</b>
<i>Recruitment</i>	National (or geographically large scale) recruitment
	Self-referrals (reduce reliance on clinical referrals)
	Intervention meets unmet need
	Patient and public involvement on design and patient facing documents
	Regular monitoring and communication with recruiting sites
	Reimbursement for participant travel and early exclusion prior to attending a face-to-face appointment
<i>Retention</i>	Online outcome measures
	Participant tokens of appreciation
	Building participant rapport and patient and public involvement in study design
	Flexibility in completing follow-up interviews outside normal office hours
	Regular monitoring and communication with trial staff
<i>Engaging with the intervention</i>	Poor current provision of care in the area of interest
	Active control intervention
	Intervention remotely delivered
	Parent/carer actively involved
	Therapist support
	Research-supported infrastructure (research teams provide require staff/training)
<i>Research staff</i>	Peer support
	Flexibility in working pattern
	Continuity

	Early identification of training
	Additional funding

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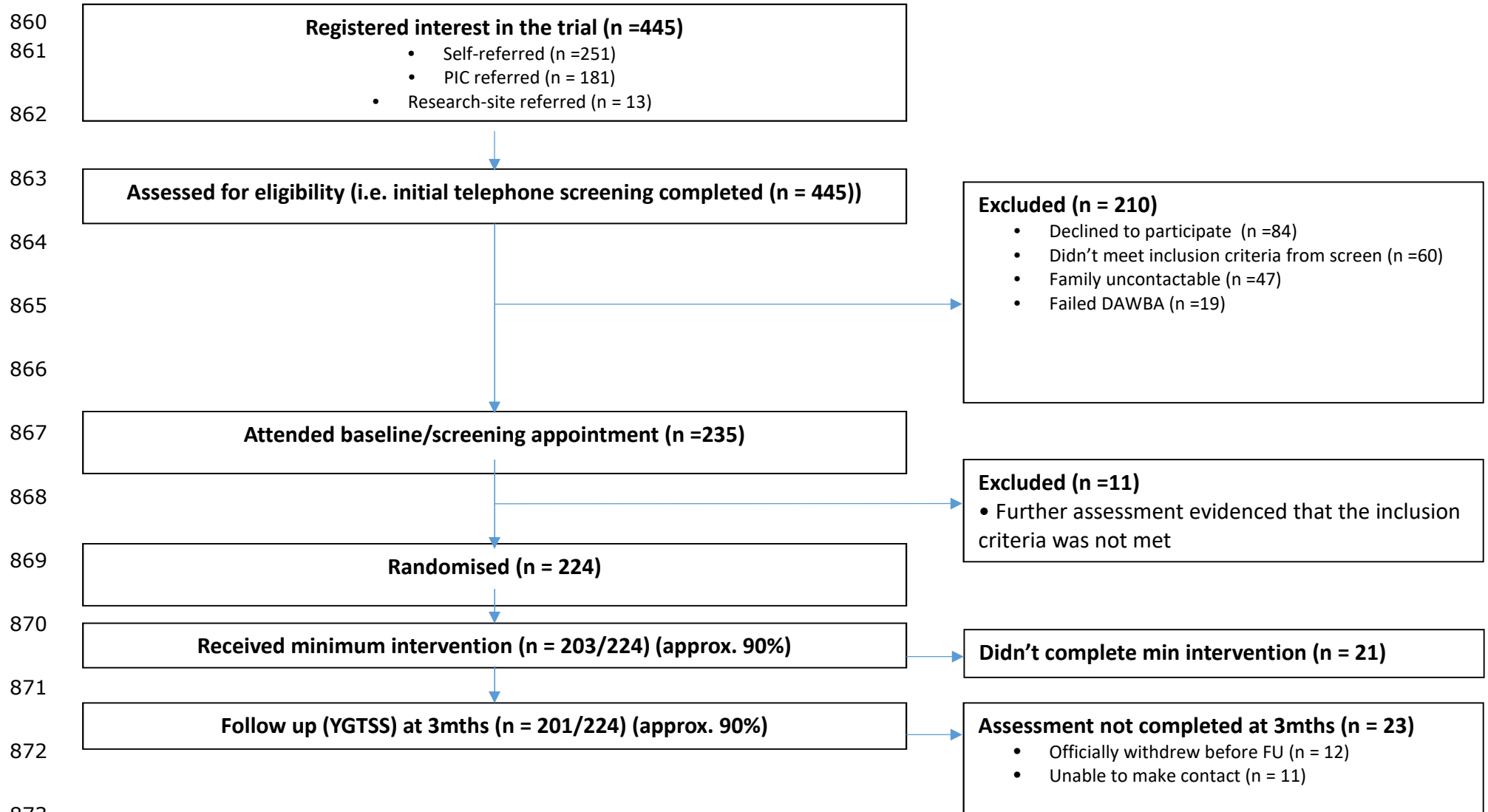
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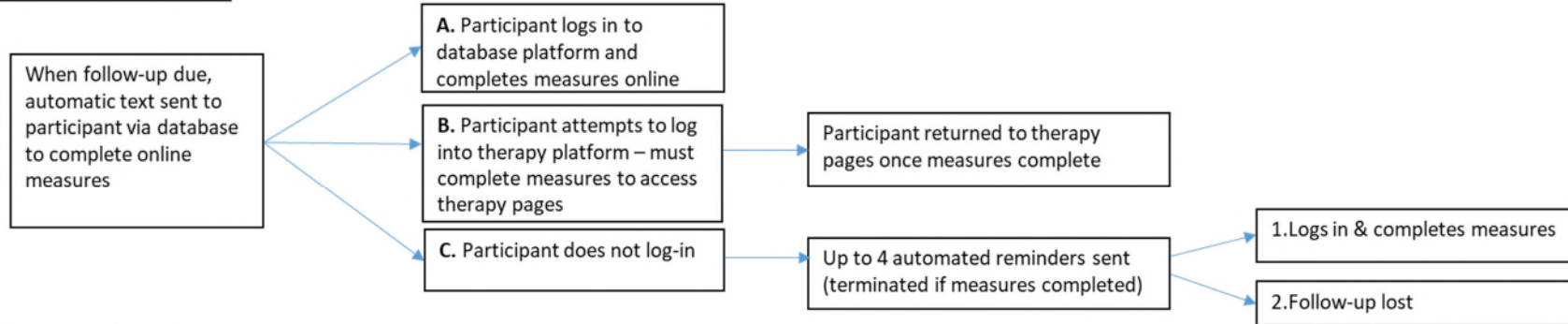




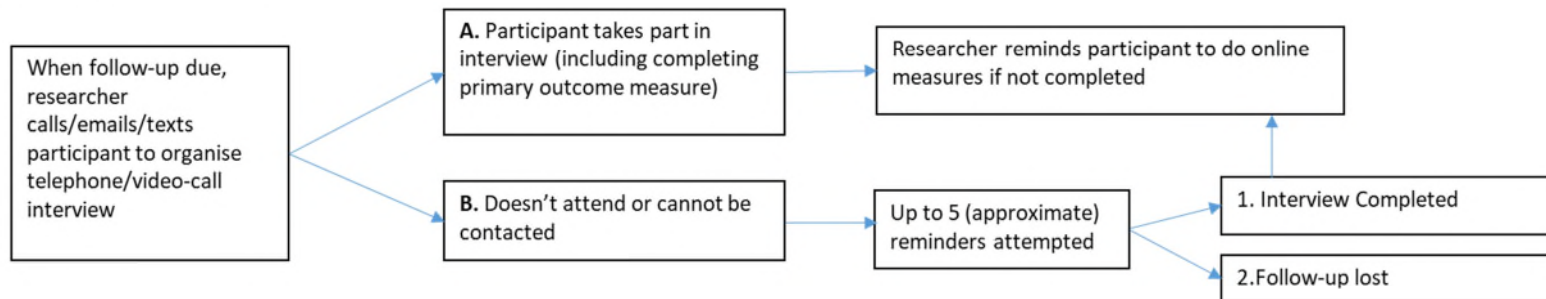
874 Figure 1.

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**Online-based measures**



**Researcher-based measures**



Note. The online and researcher based measures were completed as a simultaneous process. Researchers checked several times a week to check measure completion.

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877

878 Figure 2.