

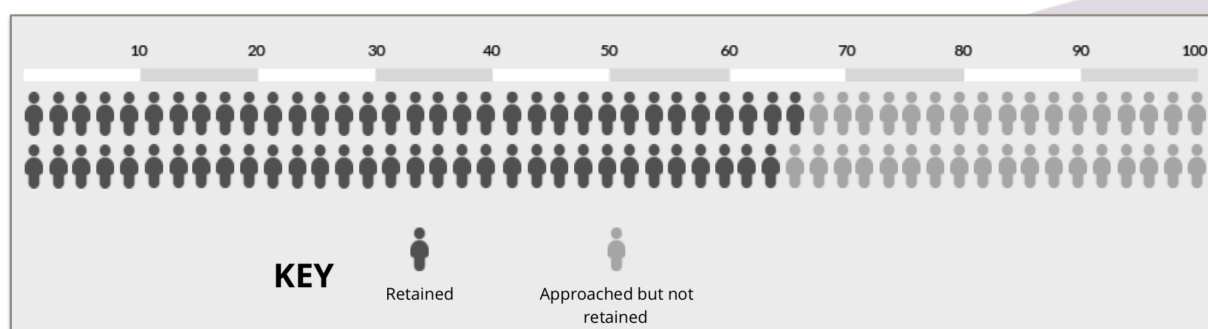
RETENTION: INCLUDING A PEN WITH STUDY MATERIALS (ID RET3)

EVIDENCE SUMMARY

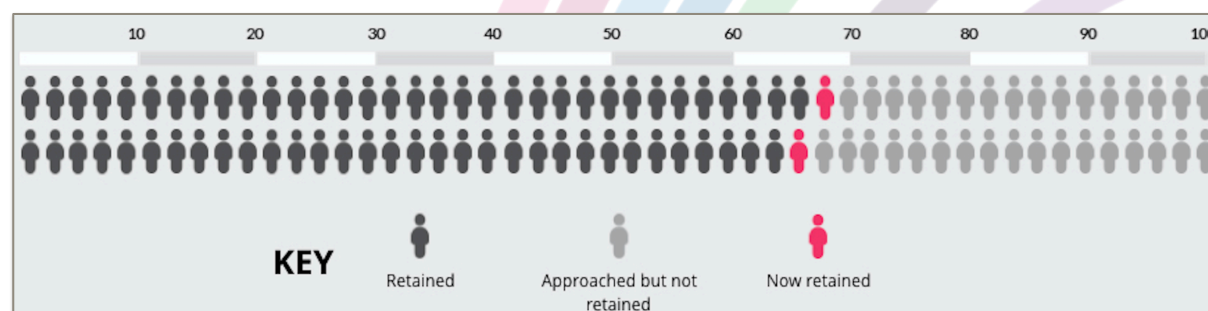
What is it?	A pen sent with trial questionnaire and/or study materials, which serves as a reminder to return study items. The pen can contain the research institution details and/or the trial name and logo
Does it work?	Sending a trial pen probably increases retention and response rate
How big is the effect?	An increase of 1.9% (95% confidence interval = 0.0% to 3.7%).
How certain are we?	GRADE Moderate certainty evidence. GRADE High certainty evidence for an older population.
Recommendation	We recommend that trialists send trial pens to participants to increase retention in trials that use questionnaires.
How can I use this straight away?	See Resource bundle below for support materials.

PRACTICAL IMPACT

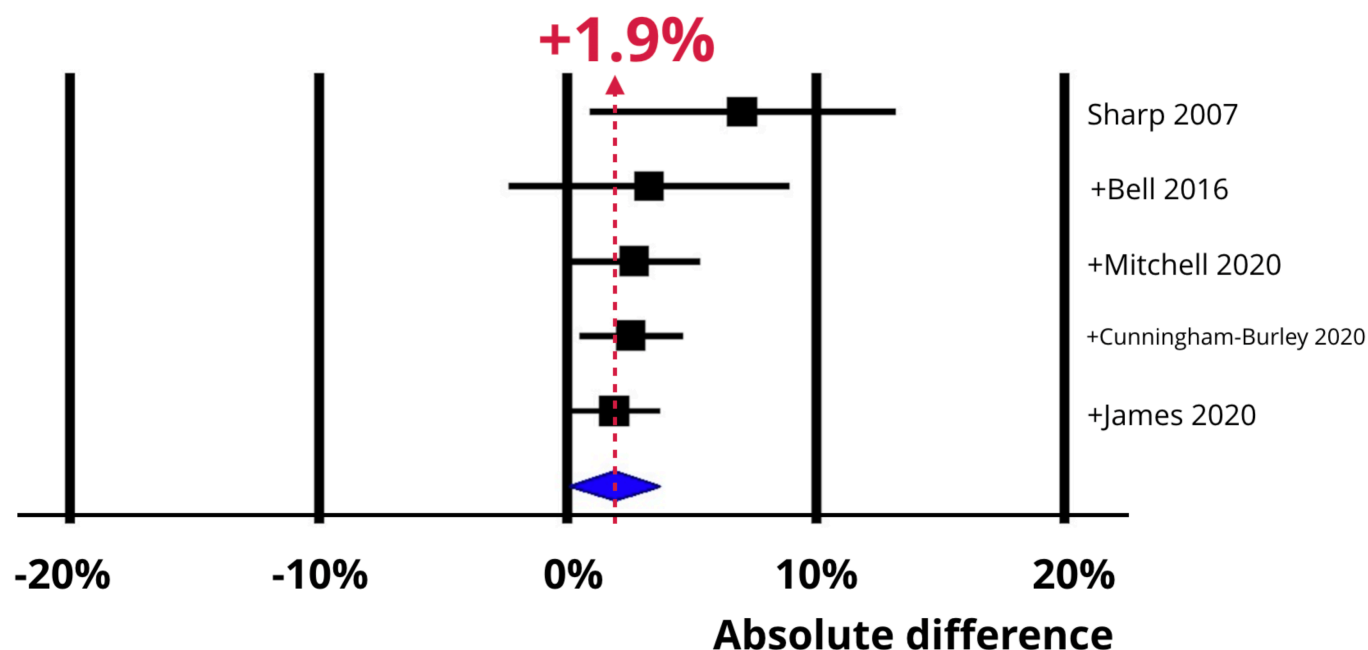
Imagine **initial retention is 65%**. You have a trial with 100 participants that needs responses from 80 to meet its statistical power calculations. Retention of 65% means that you will be 15 responses short (see chart below).



Now imagine including a trial pen with the questionnaire. The chart below shows the impact of an absolute increase of **1.9% (95% CI = 0.0% to 3.7%)**. **Retention is now 66.9%**, which means our best estimate is that you would now only be 13 responses short.



CUMULATIVE META-ANALYSIS*



* Random effects model done using Comprehensive Meta-Analysis v3 (<https://www.meta-analysis.com/>). Differences >0% favour the intervention. GRADE assessment is moderate

COST EFFECTIVENESS

The average cost of a participant within an NIHR trial is approximately £2200 (based on an average £1.1 million trial and a sample size of 500). The **cost of retaining one additional participant** due to the inclusion of a pen with a trial questionnaire is **£25**.

RESOURCE BUNDLE



See <https://www.trialforge.org/resource/evidence-pack-retention-adding-a-pen-ret3/>

MORE INFORMATION

1. The authors of this summary are Laura Clark, Elizabeth Coleman, Catherine Arundel, Laura Doherty, David Torgerson
2. The majority of the data in this summary is from the PROMETHEUS project; this project, and subsequent publications relating to it are still underway but we are releasing intervention-level evidence early.
3. The 'Does it work?' statement is structured according to effect size and GRADE certainty as per GRADE Guidelines 26 (<https://doi.org/10.1016/j.jclinepi.2019.10.014>).
4. If you have any questions contact info@trialforge.org.