

Logic Model: Recruitment, Conduct and Retention

Audience: Sponsors/CROs, sites/investigators

Purpose: To provide a sample of activities, linked to their intended effects (outputs, outcomes and impact), that might be included during study recruitment, conduct and retention of a trial that is aiming to achieve representative enrollment. A non-exhaustive sample of key performance indicators for these study implementation activities is also provided in order to demonstrate how this logic model can be used to construct performance metrics.

Considerations for use:

- See *Introduction to Logic Models* for detailed instruction on the use of logic models in general and as related to the *Achieving Diversity, Inclusion, and Equity in Clinical Research Guidance Document*.

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