BACKGROUND
BRIGHTLIGHT is an evaluation of teenage and young adult (TYA) cancer services throughout England. Despite national support from clinical teams and the Clinical Research Network, BRIGHTLIGHT recruited 55% of its target sample. We sought to understand healthcare professionals’ perspectives of the challenges to recruitment to this low-risk observational study and thus to provide guidance on recruitment processes for future studies.

Methods
Semi-structured telephone interviews with 23 healthcare professionals who had indicated, on an anonymised questionnaire, their willingness to participate (Table 1). Participants included Principal Investigators and other staff recruiting to BRIGHTLIGHT. Data were analysed using Framework Analysis. Interviews and analysis were carried out by an independent researcher.

Results
The emergent themes were linked to levels of research organisational management, described here using the levels of social network analysis (Figure 1): micro-level (the individual: in this case the target population - young people with cancer); meso-level (the organisation: this related to site of recruitment and those staff responsible for recruitment); and macro-level (the large-scale or global structure; relating to the wider research function of the NHS and associated policies).

Conclusions
This study has identified significant barriers relevant to all studies which aim to recruit patients across multiple tumour types. We suggest that interconnected whole-system changes are required to facilitate the success of interventions designed to improve recruitment (Figure 1) Interventions targeted at study design/management and the micro-level only, may be less successful.

Reference
The full report of this study is available at: http://bmjopen.bmj.com/content/7/11/e018291

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