SOARNet: Establishing an Older Adult Practice Based Research Network

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Supporting Older Adults through Research Network

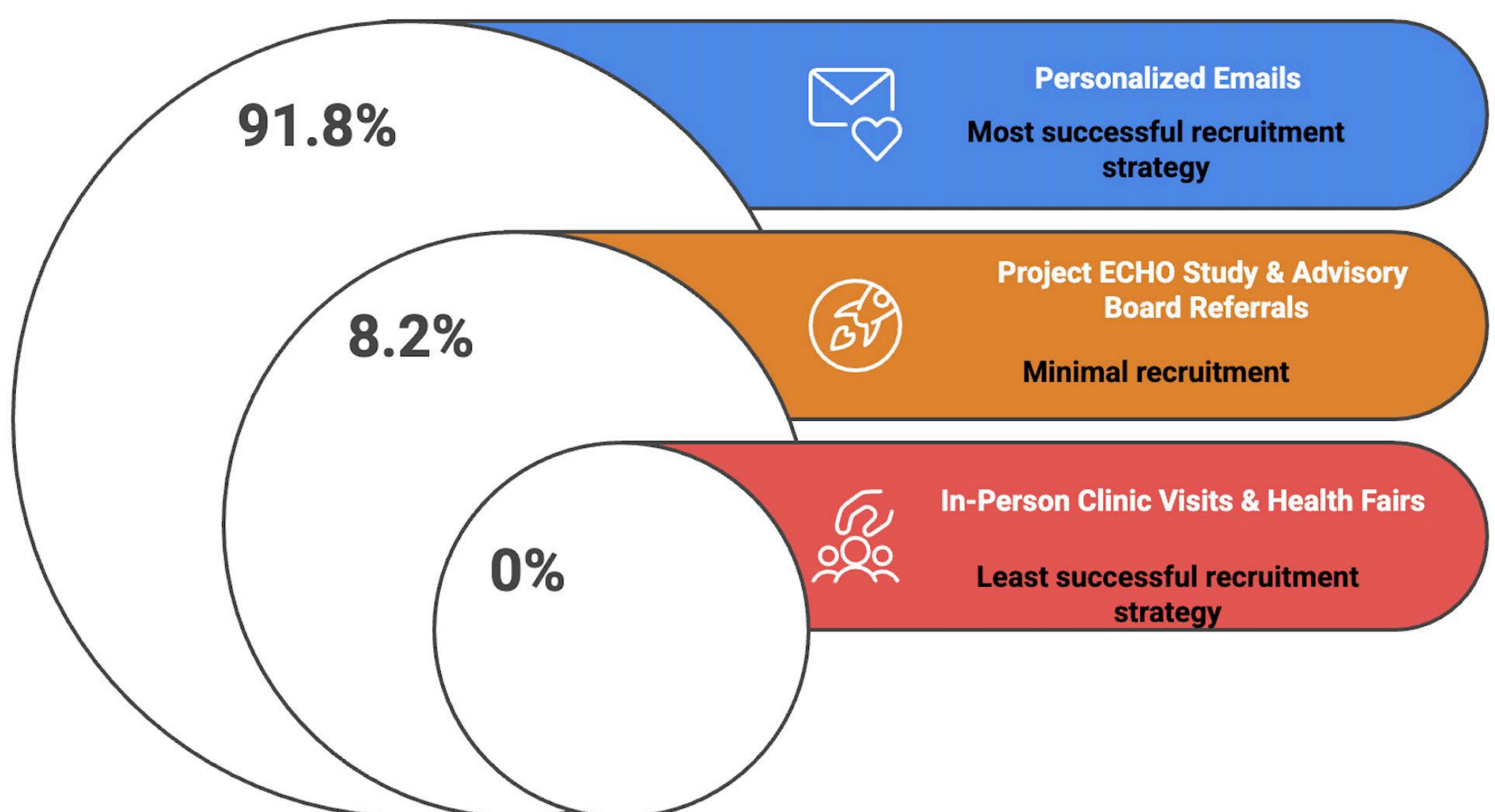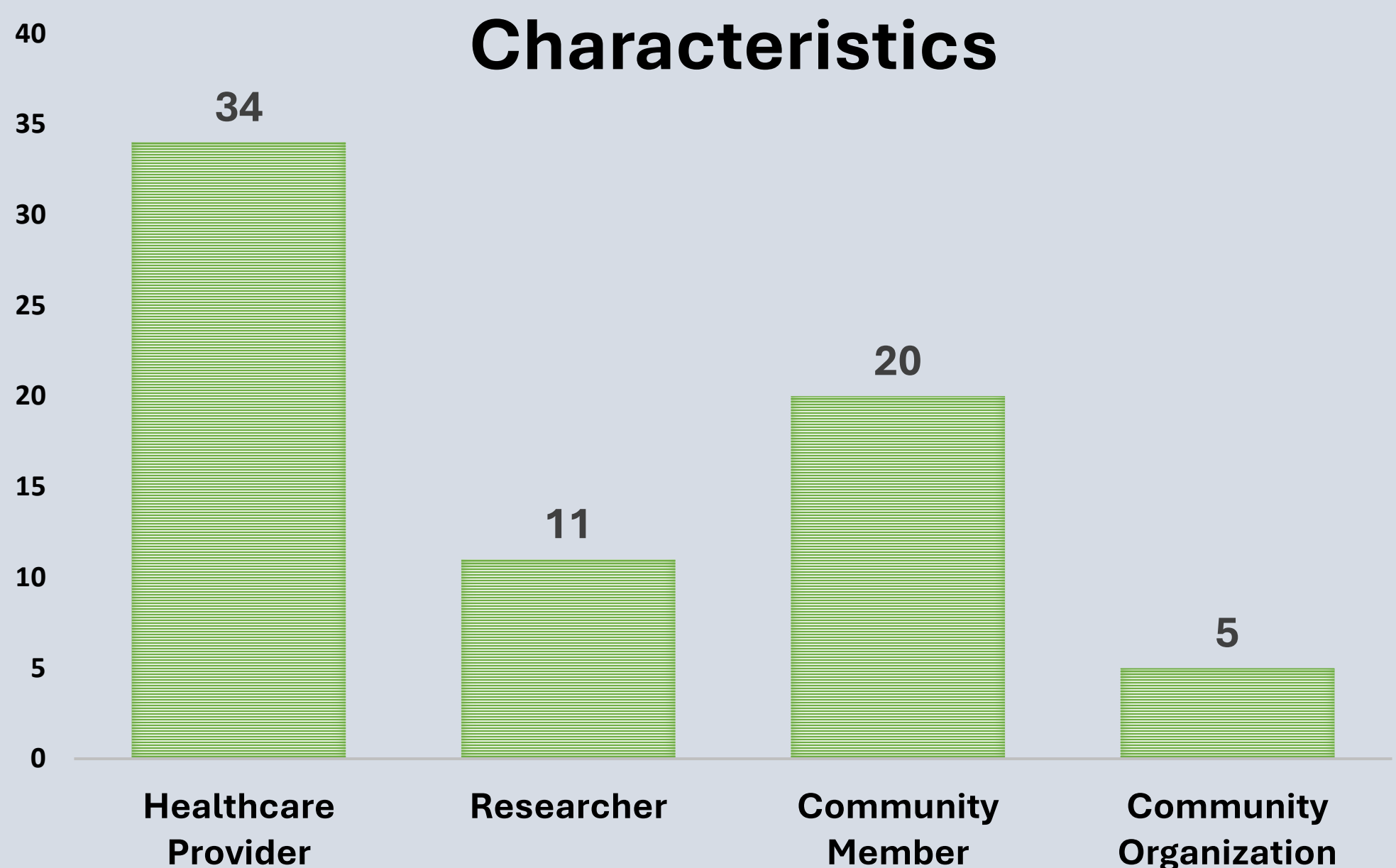## Background

- Older adults experience worse health outcomes (chronic illness, multimorbidity)

- Research is needed to improve health care outcomes among older adults, especially among minoritized populations

- SOARNet established as one of the only PBRNs exclusively focused on the older adult population (AHRQ Database)

- Members are invited to collaborate on studies, solicit feedback, and recruitment support

Methods

- Advisory Board established to guide activities and priorities

- Recruitment via personalized emails, brochures and flyers at clinics, and Leadership and Advisory Board networks

- Intake form includes 47-items to describe member demographics, affiliation, and populations served

Results

- SOARNet members (N=61) include providers(N-34) who collectively serve over 950 patients

- **Recruitment strategies revealed varied success:** personalized emails (91.8%), in-person recruitment at clinics and health fairs (0%), Advisory Board referrals (8.2%)

- One study conducted via SOARNet in first year of operation; one manuscript published[1]; one in preparation

Conclusions

- Establishing a new PBRN presents challenges including difficulty recruiting members, generating in-network studies, and promoting collaboration among members

- Future directions for the Network include implementing more research, fostering meaningful opportunities to connect the member base, and to further build a diverse membership

Personalized email outreach to providers and community members proved to be the **most effective** recruitment strategy for SOARNet.

91.8% — **Personalized Emails** — Most successful recruitment strategy

8.2% — **Project ECHO Study & Advisory Board Referrals** — Minimal recruitment

0% — **In-Person Clinic Visits & Health Fairs** — Least successful recruitment strategy

SOARNet Membership Characteristics

Category	Count
Healthcare Provider	34
Researcher	11
Community Member	20
Community Organization	5

Join SOARNet Today!

Open to Providers, Researchers, and Community Members /Organizations

1.Sharma, V., [et al.]. (2025). *Strengthening primary care through Project ECHO®: Pilot study on nutrition, brain health, and clinician self-efficacy. Journal of Primary Care & Community Health, 16*(1), 1–8. https://doi.org/10.1177/21501319251388298