



CUSTOMER STORY

Building coordinator-ready scripting and workflows to support reliable research operations



Military Family Research Institute

RESEARCH TYPE
Family-Based

FUNDING SOURCES
Federal, State & Private

PLATFORM
EnrollNow

KEY OUTCOMES

Faster Onboarding · Consistent Experience · Reliable Data

ABOUT THE CUSTOMER

The **Military Family Research Institute (MFRI)** at Purdue University conducts research on the impacts of military service and the resilience of military and veteran families. Their work spans topics such as reintegration, multiple deployments, and family diversity, supported by a mix of endowment funding, federal and state grants, and private philanthropy.

David "Dave" Topp, Ph.D. has directed MFRI's research team since 2009, overseeing a number of projects and research partnerships.

THE CHALLENGE

Community- and population-based research programs depend on operational consistency. Without intentionally designed workflows, teams experience fragmented tracking, missed communications, and process drift — a risk amplified in academic environments where study staff change frequently.

Screening through informal phone calls without a standardized script compounds this problem. Without a defined sequence and consistent phrasing, key details get missed early — and small differences in how questions are asked can change what participants disclose, introducing avoidable noise into the study.

THE APPROACH

MFRI took a deliberate approach to setting up their workflows in EnrollNow before using the system at scale. Dave invested time early to:

- Build coordinator-facing workflows and surveys intentionally, aligned to program requirements
- Develop scripting and guidance for coordinators to support consistency in execution
- Standardize the participant experience from prescreening through day-of instructions
- Use contact logging, scheduling, statuses, and events to coordinate activity and maintain continuity

ENROLLNOW FEATURES USED

Survey Creator

Contact Logging

Statuses & Events

Family Identifiers

Family Contacts

Scheduling

Global Variables

WHAT CHANGED

By investing in intentional setup on the front end, MFRI established a repeatable, coordinator-ready system that supports both program operations and research rigor:

LOWER-LIFT ONBOARDING FOR NEW STUDY STAFF

Defined surveys and coordinator scripts reduce the training burden and help new staff execute consistently, so workflows don't get reinvented with every staffing change.

MORE CONSISTENT PARTICIPANT EXPERIENCE AND PROTOCOL ADHERENCE

Standardized prescreening and communications ensure participants receive the same instructions and touchpoints, regardless of who is running point.

OPERATIONAL CONSISTENCY THAT SUPPORTS DATA RELIABILITY

Standardized coordinator workflows and guided scripting reduce variability in how information is collected and communicated, reinforcing consistent study practices and helping protect data quality downstream.



"Designing scripting around our workflows intentionally on the front end made it easier to onboard coordinators and keep the participant experience consistent over time."

David "Dave" Topp, Ph.D.

Director of Research & Operations, MFRI

KEY TAKEAWAY FOR RESEARCH PROGRAMS

Put the work in upfront to define coordinator workflows intentionally *before* data collection begins. When surveys, coordinator scripting, and participant tracking are structured early, research teams are better positioned to onboard staff quickly, reduce inconsistent execution, and maintain good data collection and a consistent participant experience throughout the life of their program.

Interested in building a more consistent participant journey for your research program?

[Click here to learn how EnrollNow can support your screening, scheduling, and participant engagement.](#)