

Supplemental Table 2. **DETECT-A Recruitment Timeline**

Month of Recruitment (Month # and abbreviation)	Recruitment Methods							Cumulative Enrollment Metrics			
	Mass Mailings (M) ¹	Referrals (R) ²	Flyers (F) ³	Social Media (S)	News Media (NM)	Newsletters (N)	Community Outreach Events (C)	Locations Used	Locations Available	Enrolled per Month	Enrolled
M1 Aug	M ¹	R ¹	F ¹					0	0	0	0
M2 Sep	M ¹	R ¹	F ¹				C	2	2	36	36
M3 Oct	M ¹	R ¹	F ¹	S	NM			4	4	364	400
M4 Nov	M ¹	R ¹	F ¹	S	NM			3	4	621	1021
M5 Dec	M ¹	R ¹	F ¹	S			C	4	4	464	1485
M6 Jan	M ¹	R ¹	F ¹					4	5	629	2114
M7 Feb		R ¹	F ¹	S				5	5	403	2517
M8 Mar		R ¹	F ²			N		7	7	564	3081
M9 Apr		R ¹	F ²		NM			8	8	491	3572
M10 May		R ¹	F ²	S				9	14	581	4153
M11 Jun		R ¹	F ²	S				14	18	470	4623
M12 Jul		R ¹	F ²					10	18	284	4907
M13 Aug		R ¹	F ²		NM	N		14	18	552	5459
M14 Sep	M ²	R ¹	F ²	S			C	15	18	577	6036
M15 Oct	M ²	R ¹	F ²	S		N	C	16	20	666	6702
M16 Nov	M ³	R ¹	F ²	S		N	C	16	21	462	7164
M17 Dec	M ³	R ²	F ²	S		N	C	15	21	310	7474
M18 Jan	M ³	R ²	F ²	S	NM	N		15	22	566	8040
M19 Feb	M ³	R ²	F ²			N		15	22	537	8577
M20 Mar	M ³	R ²	F ²			N		16	22	555	9132
M21 Apr		R ²	F ²			N		16	22	670	9802
M22 May		R ²	F ²			N		14	22	204	10006

¹ Initial mass mailings (M¹) included an invitation letter and a return postcard. At month 14, the return postcard was replaced by an information card (M²) that featured a photo of study participants. At month 16, the details from both the information card and invitation letter were incorporated into a single invitation card (M³).

² Initial referrals (R¹) were accepted from physicians, research staff, and participants. At month 17, we added a Refer-A-Friend program (R²) until enrollment ended.

³ Initial flyers (F¹) included only text and were printed by study staff. At month 8, Geisinger's Marketing and Communications department designed flyers (F²) with stock photos and tear-off contact information.