In cognitive training of older adults, adherence is a major challenge, but appropriate just-in-time adaptive interventions can improve adherence. To understand adherence patterns and predictors of adherence lapses, we aggregated data from two previous trials (N > 230) involving home-based cognitive interventions. This dataset, detailing 40,000 intervention interactions, contains information about intervention engagement and measures of objective and subjective cognitive performance, demographics, technology proficiency, and attitudes. Exploratory analyses were conducted to understand patterns and predictors of faltering adherence, using classification models, together with feature selection to remove redundant variables. Adherence behaviors in a week were predictive of quitting the following week. Game parameters such as the time of play were weak indicators of future playing patterns, whereas game success was a strong predictor of adherence. These and other useful observations will be incorporated in the design and development of the smart reminder system to be deployed in the APPT project.

**FACTORS THAT MOTIVATE OLDER ADULTS TO PARTICIPATE IN RESEARCH: TYPOLOGIES AND IMPLICATIONS**

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A key challenge for scholars who study aging is identifying a pool of research volunteers willing to participate. Toolkits and strategies acknowledge the differences in recruitment needed for older adults relative to younger adults, but there is little information about variations among older adult research volunteers. Based on a community sample of older adults age 60+, this study evaluates differences across seven specific motivators across three broad categories: values/altruism, personal growth/improvement, and immediate gratification. We then identify and evaluate four typologies of older adult volunteers based on the combinations of motivations the older adults in our sample identify as important to participation in research studies. Based on these analyses, we describe how our results might inform recruitment and retention practices in aging studies. Further, we will discuss how these results will help shape our technology-based reminder system with a greater understanding of motivations.

**A QUALITATIVE UNDERSTANDING OF MOTIVATIONS, PREFERENCES, AND ATTITUDES TOWARD ADHERENCE-BASED TECHNOLOGY**

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The future of cognitive assessments and brain-training programs is very likely to involve mobile applications for phones and tablets. However, adherence to these programs over the long haul is notoriously low. In an effort to counteract this trend, we ran online focus groups with both older and younger adults to understand from a user-centered perspective how to better design apps to increase adherence. Using thematic content analysis (Braun & Clarke, 2006) with an inductive bottom-up approach (Frith & Gleeson, 2004), we found a surprising number of common themes across older and younger adults that superseded many of their superficial differences. For instance, both younger and older adults were reluctant to engage in the program unless it had some obvious perceived benefit; both wanted the program personalized to their individual preferences; both wanted the ability to customize features and reminders; and both generally agreed that the tasks had to be fun.

**THE EFFECT OF REMINDER MESSAGE TAILORING ON COGNITIVE INTERVENTION ADHERENCE**

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To examine the potential impact of tailored messaging on adherence and attitudes toward text message reminders, a pilot study conducted in advance of the APPT randomized controlled trial systematically manipulated the match between text message content and participants’ self-reported motivations to participate in a cognitive intervention study. Older adults (n=40) were asked to engage in cognitive training, in the form of gamified neuropsychological tests, 30 minutes a day for 10 consecutive days, and adherence was tracked remotely over time. Critically, each day text message reminders alternated between messages consistent or inconsistent with participants’ previously reported motivations for entering the study. This talk presents results, derived from multilevel modeling, that explore the effectiveness of this simple and cost-effective message tailoring approach for facilitating adherence and engendering positive attitudes toward the reminder system, and implications for programs requiring long-term adherence.

**Session 4475 (Symposium)**

**THE IMPORTANCE OF REDEFINING GERIATRIC EXPERTISE IN NURSING HOMES TO REDUCE UNNECESSARY HOSPITALIZATIONS**

Chair: Franziska Zuniga Co-Chair: Lori Popejoy
Discussant: Amy Vogelsmeier

Unplanned transfers from nursing homes (NHs) are burdensome, associated with adverse outcomes for residents and costly for health care systems. Internationally, NHs are facing similar issues whereby a lack of geriatric expertise combined with a shortage of NH general practitioners require innovative and adaptable models of care tailored to the organizational context. In this symposium, we will present studies from the MOQI project from the United States, which successfully reduced unnecessary hospitalizations by