

## **Recruitment and Retention Plan**

Participants will be recruited from the MGB Memory Division and MADRC using the inclusion and exclusion framework described in the Research Strategy. Recruitment will focus on older adults aged 75 years and older with limited social interaction and either mild cognitive impairment or normal cognition, with a planned total of 40 participants and balanced cognitive subgroup enrollment. Screening and consent procedures will emphasize clear communication, privacy protections, and participant understanding of study expectations.

Retention will be supported through a low-burden delivery model that uses a ready-to-use tablet interface and voice-forward interaction so participants can engage without extensive technical training. Each participant will complete four 15-minute sessions per week for six weeks (24 total sessions), and staff will provide weekly 10-minute check-in phone calls to monitor emotional status, potential safety risks, and technical challenges. If barriers arise, staff will provide prompt troubleshooting and practical support to maintain participation.

Engagement strategies are designed to sustain participation and conversational quality, including structured conversation themes, image-supported prompts, and adaptive interaction flow tailored to older adults. Retention and feasibility will be monitored through recruitment ratio, adherence rate (including completion of at least 80% of scheduled sessions), user engagement metrics, and participant satisfaction reporting.