Accelerating Patient Recruitment in Alzheimer Study with AI Coordinator

Background

A network of medical research sites in United States Southeast region was looking to rapidly accelerate recruitment for early Alzheimer's study. The study aimed to evaluate the effectiveness of an experimental drug in delaying memory and thinking problems in individuals with early Alzheimer's disease and compare results to placebo. The network had access to a large volume of potential candidates for a high volume study and engaged Areti Health to support recruitment needs.

Challenges

1

Large Volume of Candidates

Research network has a vast network of PIs it leverages for its clinical research, and their combined volume of records exceeds 79,000. Research network needed a solution to filter out its vast EMR record collection to a pool of eligible candidates.

2

Lengthy Manual Process

Recruitment relied heavily on manual processes, including phone calls and emails to potential participants. This approach was not only time-consuming but also prone to human error, which further delayed responses and engagement.

3

Diversity Patients

Research network pool of candidate patients is highly diverse, both ethnically and geographically. Engaging them in a timely manner manually would have been impossible in the study timelines provided.

4

Tight Timelines

A large volume of patients required for the study combined with traditionally hard to enroll therapeutic area posed a challenge in meeting proposed study timelines.

Areti Health Solution

BEKhealth introduced Areti Health as a combined solution to the medical research network to address these challenges. BEKhealth would mine the large volume of patients in the research network and produce a pool of potentially eligible candidates. The AI Coordinator was designed to automate and streamline the recruitment process through mass outreach, timely and personalized communication to potential participants and autonomous screening and scheduling.

Key Features of Combined Solution

Effective Filtering

BEKhealth is capable of working through “dirty” unstructured EMR data and identifying eligible patients based on a number of configurable parameters. BEKhealth identified over 9,000 potentially eligible patients.

Instant Engagement

The AI Coordinator enabled immediate outreach to eligible patients and their caregivers via text and email, ensuring that no opportunity for engagement was missed. Communication was set up in batches to match network operational capacity.

Cadence of Multiple Touches

Alzheimer’s by nature is a hard to recruit therapeutic area which requires multiple touch points with the patients and their caregivers to ensure they respond, engage, take the pre-screener and schedule themselves. Areti set up cadences for multiple touchpoints at different times of day and days of the week to increase the volume of responding candidates.

Results

The implementation of Areti's AI Coordinator had a transformative impact on the recruitment process for the Alzheimer's study:

Increased Patient Conversions: Over three days of outreach on an initial batch of **500**, **19% of patients** responded**, 69% were eligible**, **55 screening visits** scheduled.

Site's CEO: "*revolutionary to the industry*" and "*game changing to my operations*".

44 visits were scheduled in the first **48 hours** of outreach. At this point the site network asked to slow down enrollment as AI Coordinator was saturating site capacity.

Improved Participant Experience: Patients reported a more positive experience, as they received timely information and support, were able to self-schedule and reschedule without any assistance.

Faster Enrollment: The AI Coordinator's ability to engage patients immediately results in a faster enrollment process, allowing the network to fill study cohorts more rapidly. This recruitment was closed in approximately 2 weeks.

Enhanced Efficiency: With automated responses and streamlined communication, site staff could handle higher volumes of potential participants with elimination of bottlenecks associated with human-dependent processes.

Conclusion

Areti Health's AI Coordinator proved to be a game-changer for the network of medical research sites struggling with volume of records and tight study deadlines for their Alzheimer's study. By addressing key challenges such narrowing down pool of candidates from EMR, provide immediate engagement on multiple communication channels, provide multiple touchpoints, Areti facilitated a remarkable boost in recruitment efficiency and participant conversion rates. This case study underscores the potential of AI-driven solutions in transforming the landscape of clinical research and enhancing patient enrollment processes.