# Accelerating Patient Recruitment in Bird Flu Study with AI Coordinator

## Background

A major network of medical research sites faced significant challenges in recruiting participants for a critical bird flu study. The study aimed to assess the effectiveness of a new vaccine, which required a swift and efficient recruitment process to ensure timely data collection and analysis. However, the network encountered several hurdles that slowed down enrollment rates.

## Challenges

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### Slow Site Response Time

The traditional recruitment process involved multiple layers of approval and communication among site staff. This slow response time resulted in missed opportunities to engage potential participants promptly.

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

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### Low Enrollment Rates

The combined effect of slow responses, human bottlenecks, and inadequate patient engagement resulted in significantly low enrollment rates for the bird flu study. The network realized that they needed a more efficient solution to meet their recruitment goals.

## Areti Health Solution

Areti Health introduced its AI Coordinator to the medical research network to address these challenges. The AI Coordinator was designed to automate and streamline the recruitment process, providing timely and personalized communication to potential participants.

## Key Features of Areti's AI Coordinator

### Instant Engagement

The AI Coordinator enabled immediate outreach to interested patients via text and email, ensuring that no opportunity for engagement was missed.

### Automated Responses

By automating common queries and responses, the AI reduced the burden on site staff, allowing them to focus on more complex issues that required human intervention.

### Data-Driven Insights

The AI Coordinator collected and analyzed data from patient interactions, providing insights into patient preferences and improving recruitment strategies.

## Results

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

**Increased Patient Conversions:** Over a three-month enrollment period, the network experienced patient conversion rates ranging from **38.1%** to **55.3%** week over week. This marked a significant improvement compared to their previous conversion rates.

**619 patients engaged** and prescreened autonomously with **150 eligible** and scheduled for initial screening.

**214 conversations**, averaging **2.3 questions** per conversation. Considering each typical conversation with a human coordinator takes 20 minutes, this is a savings of **80 person hours** over the recruitment duration.

**Improved Participant Experience:** Patients reported a more positive experience, as they received timely information and support, fostering trust and encouraging them to participate in the study.

**Faster Enrollment:** The AI Coordinator's ability to engage patients immediately resulted in a faster enrollment process, allowing the network to fill study cohorts more rapidly. Recruitment was complete in **2 months**, and the study was left to collect leads for future studies in organic traffic mode. Once AI Coordinator is deployed, there are no extra resources needed to recruit people indefinitely.

**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 major network of medical research sites struggling with patient recruitment for their bird flu study. By addressing key challenges such as slow response times, human factor bottlenecks, and patient engagement challenges, 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.