Accelerating Patient Recruitment in Asthma Study with AI Coordinator

Background

A single research site faced significant challenges in recruiting participants for asthma study. The study tested if asthma treatment inhaler worked the same way using a new eco-friendly ingredient to push the medicine out. The network encountered several hurdles that slowed down enrollment rates.

Challenges

1

Slow Site Response Time

A single coordinator at the clinic was overloaded with tasks and unable to follow up with interested patients in a timely manner. Active patient outreach was impossible due to staffer not able to dedicate time to manual calling.

2

No Social Media Presence

The site did not have an active social media presence nor a website to engage interested patients. Due to limited staff, the clinic was not able to create a landing page dedicated to the study.

3

Large Number of EMR records

The clinic has accumulated a large number of EMR records which could potentially be brought into the study, but it was physically impossible to filter good candidates and engage them manually.

4

No Scheduling Calendar

The clinic did not have a CTMS in place with an active calendar of all studies and CRA availability. Scheduling was done on an ad-hoc basis when a patient was successfully screened with manual outreach.

Areti Health Solution

BEKHealth introduced Areti Health and AI Coordinator to the research site to address these challenges. BEKhealth performed EMR mining and identified over 1,500 candidates that could be a fit for the study. The AI Coordinator was deployed to perform outreach to all identified candidates, engage, screen, pre-qualify and schedule them for a follow-up call with the clinic. A study-specific web platform was designed and implemented by Areti Health, with all materials and processes receiving comprehensive IRB approval.

Key Features of Areti's AI Coordinator

Instant Engagement

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

Automated Screening

AI Coordinator took on all of the duties of a single coordinator at the clinic and screened and pre-qualified all engaged candidates who responded to the outreach campaign.

Mass Outreach

The AI Coordinator is infinitely scalable and can engage as many patients as desired per clinical operations capacity. Parallel engagement can come from all avenues of lead acquisition: social media, landing pages, EMR, CTMS, CRM and central referrals.

Results

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

AI Coordinator reached out to **1,500 patients** in batches of 200/day to accommodate for site capacity.

15% of leads responded and were autonomously prescreened. **52% of eligible leads** self-scheduled with **75 visits** per site on average.

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 in just **3 weeks**. From a manual process that took months to complete to a completely autonomous AI-driven recruitment process, the clinic went through a revolutionary improvement in outcomes.

Enhanced Efficiency: With EMR mining on the front-end filtering out good potential candidates, automated responses and streamlined communication, site staff was able to focus on screened patients only and completely relegate recruitment work to AI Coordinator.

Conclusion

Areti Health's AI Coordinator proved to be a game-changer for research site struggling with patient recruitment for their asthma study. By designing and implementing a landing page, mining EMR records, engaging and screening patients autonomously, Areti completely transformed the entire clinic operations model. Areti AI Coordinator is 10x more efficient than a recruitment coordinator, compressing recruitment phase from the planned 4-6 months to several weeks. This case study underscores the potential of AI-driven solutions in transforming the landscape of clinical research and enhancing patient enrollment processes.