



Accelerating Patient Recruitment in **Multiple Depression (MDD) studies with AI Coordinator**

Background

A major network of medical research sites (~20 research sites and over 100 satellite sites) was looking to accelerate recruitment into multiple MDD studies running in south-western US. AI Coordinator was used to recruit in 5 studies in parallel and schedule screening visits for patients *without* determining a specific study at the time of scheduling. The site would place the patient into a specific study during their screening visit.

Challenges

1

Patients Respond at Odd Hours

MDD studies patients are known to be very hard to get ahold of, and to respond at odd hours, such as late night due to insomnia - when the recruitment center is closed.

2

Multiple engagement channels

Recruitment relied both on social media advertising as well as existing records that required multi-touch engagement over the course of multiple days to solicit a response.

3

Response time is crucial

Due to the nature of MDD, response time to social media form fills is crucial - MDD patients can be very hard to get ahold of, so instant outreach on every form fill is key.

4

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 engagement period, 34% of leads responded through a multi-touch approach at different times of the day and different days of the week.



58% of eligible patients completed the prescreener and scheduled their screening visits.



52% of patients failed eligibility screener, saving the sites **over 340 hours** of human coordinator time running prescreener questionnaire manually.



Improved Participant Experience: AI Coordinator interacted with patients 24/7 with MDD patients responding from 1st to 5th outreach attempt at any time of the day, including weekends and holidays..



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.