lifelink SYSTEMS

CASE STUDY

Using Conversational Digital Assistants to Automate Enrollment and Retention for a Decentralized Study

OVERVIEW

A large, decentralized study to build voice and symptom algorithms for potential detection and monitoring of COVID-19 and other respiratory diseases.

Acute Respiratory Illness Surveillance Powered by Advanced Mobile Technology

This decentralized observational study collected participant data to characterize the relationship between symptoms and voice features for confirmed severe acute respiratory syndrome Coronavirus 2, influenza virus, or Respiratory Syncytial Virus-positive participants with acute viral respiratory illness.

Study protocol demanded:

- Support weekly testing and daily voice memo recordings to detect COVID
- Compressed timeframe for remote recruitment

PROGRAM DETAILS

- Designed and executed in partnership with large health system in Southeast US
- Sponsored by top 5 global pharmaceutical manufacturer
- 10,000 participant, 12-month study
- Lifelink Systems Conversational AI leveraged for participant enrollment, onboarding, and retention
- Full integration between Lifelink Systems and CTMS/EDC system
- Study completed April 2022, results to be published by EOY

ENGAGEMENT SNAPSHOT

46K
discrete interactions with Conversational Digital Assistants

5+
automated interactions with every study participant

64%
above original participant accrual enrollment target

10
FTEs of time savings through digital automation