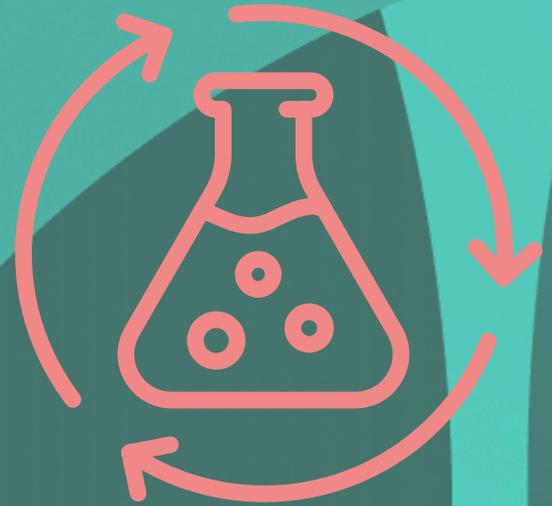


USE CASE

Clinical trial patient retention

Improve clinical trial patient retention via a virtual agent



Proactively engage patients with automation that improves the study experience.

Clinical trial challenge

While patient recruitment receives a lot of attention due to the significant investment required to ensure enrollment, patient retention in clinical trials is essential for both economic and scientific reasons. With patient recruitment accounting for nearly 25% of overall trial costs, retention becomes critical to managing costs and obtaining the data needed for regulatory submission.¹

Unfortunately, depending on the trial phase, on average 30% of patients enrolled at the beginning of a study drop out before completing the trial.² Poor patient retention not only impacts the ability to run the trial, it can also delay the study and cost the site time, money and resources.

Patients drop out of studies for a variety of reasons, including the financial impact of missing work or traveling to appointments, time and scheduling conflicts, a lack of understanding of the process or the requirements of the study, frustration with an inability to get answers to questions and more. In addition, the need to maintain

clinical trial diaries can become daunting as clients are regularly required to document their experience and provide information for patient-reported outcomes.

Addressing these challenges throughout the trial by engaging with patients on a regular basis can significantly and positively impact patient retention. Often, though, the time, resources and investment this requires makes this challenging or impossible.

Contract research organizations (CROs) and retention vendors need to be able to cost effectively perform proactive outreach to increase patient retention. This includes the ability to proactively engage patients throughout the study process to ease concerns, provide appointment reminders and ensure that patients have the support they need to complete required tasks, such as completing diary entries. At the same time, patients need to be able to quickly, easily and reliably have their questions answered so they don't leave the study before it is completed.

The Gridspace solution – Grace virtual agent

The Gridspace Grace virtual agent enables CROs and patient-retention vendors to more efficiently and cost effectively retain patients in clinical trials. With the ability to perform automated outreach to patients, Grace can proactively provide reminders to ensure that tasks are completed on time, appointments are made and kept and questions answered while alerting managers of issues that may impact the trial. Grace can also improve the e-diary experience by simply providing reminders to patients to complete entries or enable patients to use the phone to provide diary entries in a way that is both compliant and convenient. As the most advanced, natural-sounding virtual agent, Grace is a task-specific, next-generation conversational voice bot that can handle patient interactions consistently and compliantly in a natural and friendly manner, giving CROs and recruitment vendors a convenient, easy and thorough way to engage with patients throughout the enrollment process.

Key features

- Limitless, natural-sounding virtual agents.
- Fluent, consistent and friendly conversations.
- Integrates with existing voice technology and data systems.
- AI orchestration interweaves voice technology with existing human workflows.
- Inbound API interfaces and outbound APIs support integration into systems.

Key benefits

Voice automation addresses human talent challenges

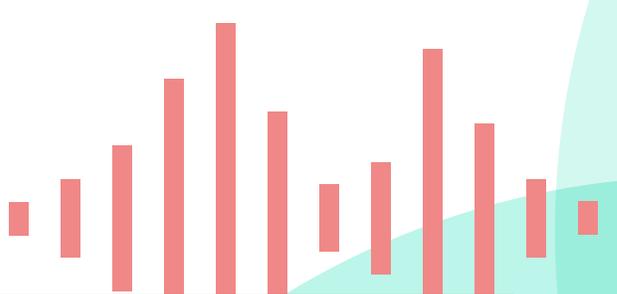
- Allows voice bots and high-value staff to tag team when needed.
- Scale immediately and elastically to meet demand.
- Conform to the same QA standards and methods as human staff.
- Triage opportunities to utilize human labor more effectively.

Promotes a customer-centric experience

- Indistinguishable from a capable human.
- Creates seamless handoffs when escalation is needed.
- Better procedure adherence for service consistency.
- Scale multiple Grace voice bots to handle call surges.

Easy to deploy and manage

- Purpose built for healthcare, enabling high-accuracy task completion.
- Consistently meet compliance requirements.
- Zero integration to quickly start and scale.
- Compatibility with Gridspace Sift enables standardized monitoring and QA.
- Auditability with 100% visibility into every conversation.



**Hear for yourself –
experience Grace today!**

Listen to Grace [here](#) and discover how Gridspace is pioneering real-time speech infrastructure for clinical trials.

About Gridspace

Gridspace was formed in 2012 as a collaboration between SRI Speech Lab, the lab behind Siri and Nuance, and a multidisciplinary team of designers and engineers. The company's software makes it easy for contact centers and developers to automate calls, quickly understand customer requests, synchronize agent responses and drive successful outcomes. The company's HITRUST-certified product scans for customers in regulated industries. The company is already one of the largest Kubernetes cluster operators for streaming speech and has analyzed billions of call minutes with its cloud-agnostic speech technology. To learn more, visit [gridspace.com](https://www.gridspace.com).

¹Office of the Assistant Secretary for Planning and Evaluation (ASPE), [Examination of Clinical Trial Costs and Barriers for Drug Development](#), US Department of Health and Human Services, July 2014.

²CenterWatch, [The issue of patient retention in clinical trials](#), June 2016.