

USE CASE

DEI in clinical trials

Improve DEI in clinical trial participation via virtual agents

Close DEI gaps and improve patient engagement with automation.

Clinical trial challenge

Health equity demands that clinical trial participants include a wide range of patients from diverse communities. This not only helps to reduce biases, it also contributes to more innovative science. Because people often experience disease differently, clinical trial enrollment needs to reflect diversity in race, ethnicity, sex and, often, age, in order to ensure that all communities benefit from scientific discoveries and advances. And, without the ability to account for the socioeconomic experience of patients affected by a disease, medical trials may not be able to accurately address its impact.

This can be challenging, however, as traditional recruitment and enrollment strategies and tools don't necessarily support equity and inclusion. Among certain communities, mistrust in clinical research and medical institutions has been engendered by historical incidents, such as a failure to obtain formal agreements or to communicate the risks of a study.

While socioeconomic status (SES) and related stressors can be a major predictor of health outcomes, an analysis of all randomized clinical trials published in 2015 and 2019 in the *Journal of the American Medical Association*, *The Lancet* and the *New England Journal of Medicine* found that less than 15% of studies reported on the SES of trial participants.¹ Finally, many communities and populations lack access to the resources necessary to participate in clinical trials, such as internet, or they are not comfortable using the latest technology.

Inclusive participation in clinical trial research must address all of these areas in order to successfully address diversity, equity and inclusion (DEI). Contract research organizations (CROs) and recruitment and retention vendors need to be able to close DEI gaps in clinical trials to further an understanding of diseases and conditions across diverse populations.

The Gridspace solution – Grace virtual agent

The Gridspace Grace virtual agent enables CROs and patient-recruitment and -retention vendors to more efficiently and cost effectively recruit and retain diverse patient populations in clinical trials. Unlike web-based solutions that require a facility with computer technology as well as internet connectivity, Grace creates an easy, comfortable phone experience that is personal and widely available to all populations. 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 and support DEI in clinical trials. With the ability to perform automated outreach to patients and also support inbound communications, Grace can proactively answer questions, provide reminders and support a seamless, simplified and positive study experience for patients.

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

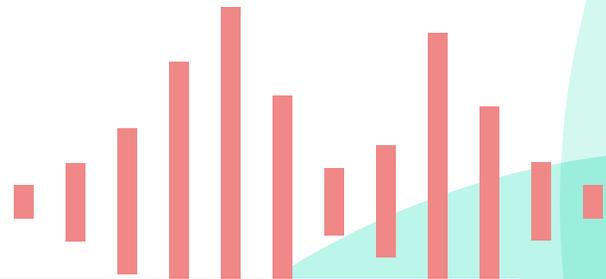
- Allows voice bots and high-value staff to tag team when needed.
- Scale immediately and elastically to meet demand.
- Conform to the same QA standards and methods as human staff.
- Triage opportunities to utilize human labor more effectively.

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).

¹Alegria M, Sud S, Steinberg BE, et al, [Reporting of Participant Race, Sex, and Socioeconomic Status in Randomized Clinical Trials in General Medical Journals, 2015 vs 2019](#), JAMA Network, May 2021.