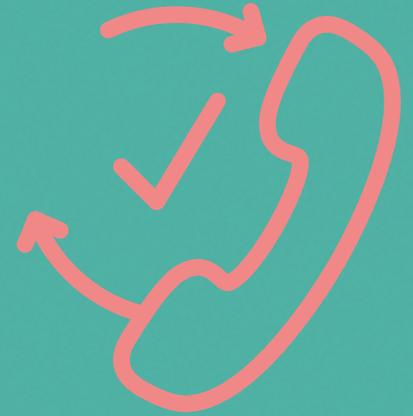## Gridspace

USE CASE

Enrolling clinical trial patients

Proactively engage patients by automating clinical trial enrollment via a virtual agent

Facilitate the process and support a positive patient experience to reduce patient churn.

Clinical trial challenge

Clinical trials are vital to supporting the development pipeline for drugs, biologics and medical devices. They also make up a significant portion of research and development costs—in the US alone, clinical trials account for nearly 40% of pharmaceutical research budgets.[1] Patient recruitment accounts for nearly 25% of overall trial costs.[2] Engaging patients throughout the enrollment process is critical to managing the costs of trials.

Unfortunately, as patients move from pre-screening to screening and physical screening and beyond, demands on patient time and commitment increase. This can lead to qualified patients leaving the clinical trial as questions arise and the practical matters of participating begin to appear burdensome: How will I get time off from work? How will I get transportation to appointments? Who will pay for childcare if it's needed?

Medical records need to be provided to the hospital in a timely manner and consent forms completed. Frustration with an inability to get answers, and facing the unanticipated and overwhelming number of assessments and appointments as well as the interruption to daily life, 30% of patients eventually drop out of clinical trials before they are completed.[3]

Contract research organizations (CROs) and patient-recruitment vendors need to proactively engage patients throughout the enrollment process to ease the transition, set expectations and ensure that required tasks are completed and time commitments are met. At the same time, patients need to be able to quickly, easily and reliably have their questions answered, and CROs and recruitment vendors need to be able to cost effectively perform proactive outreach to align all parties for success.

The Gridspace solution – Grace virtual agent

The Gridspace Grace virtual agent enables CROs and patient-recruitment vendors to more efficiently and cost effectively enroll patients in clinical trials. With the ability to perform automated outreach to patients and trial partners, 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 and delays that may impact the trial.

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 patient-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.
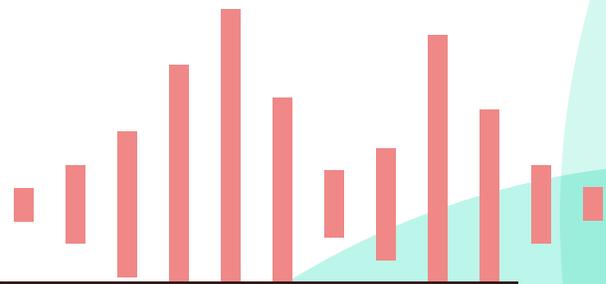
Hear for yourself – experience Grace today!

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.**

[1] Clinical Leader white paper, Considerations For Improving Patient Recruitment Into Clinical Trials.

[2] Office 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.

[3] Moore TJ, Zhang H, Anderson G, Alexander GC, Estimated Costs of Pivotal Trials for Novel Therapeutic Agents Approved by the US Food and Drug Administration, 2015–2016, JAMA Internal Medicine, Nov. 2018.