



ALZHEIMERS

An Alzheimer's prevention case study

THE CHALLENGE

Life Line Screening was tasked with recruiting our customers to participate in an Alzheimer's Prevention clinical trial.

Over the course of 13 months, study coordinators made over 35,000 phone calls to potential participants, educating them on neurodegenerative disease and cognitive health, collecting health information related to enrollment criteria, and conducting the TICS-M cognitive scale. Informed Consent was collected by utilizing a remote platform and study coordinators were then able to schedule an appointment at one of thousands of Life Line Screening community events.

OUR SOLUTION

OUTBOUND CALL CENTER

After completing detailed study-specific training, dedicated study coordinators from Life Line Screening's call center were tasked with providing high quality referrals to enrollment centers across the United States. To carry this out, customers that met the age requirements were location matched (living within a 25-mile radius of a contracted study enrollment center) and contacted.

PROJECT GOALS

- PROVIDE CUSTOMERS WITH EDUCATION ABOUT CLINICAL TRIALS AND COGNITIVE HEALTH
- COLLECT PRE-SCREENING INFORMATION TO ENSURE DELIVERY OF HIGH-QUALITY REFERRALS
- UTILIZE MULTIPLE STUDY PLATFORMS TO ENSURE EFFICIENT TRANSFER TO STUDY ENROLLMENT CENTERS
- EMPLOY LIFE LINE SCREENING MOBILE TEAMS TO GREET STUDY PARTICIPANTS AND COLLECT BIOLOGICAL SAMPLES REQUIRED FOR STUDY ENROLLMENT
- COOPERATION WITH MULTIPLE ENROLLMENT CENTERS ACROSS THE COUNTRY

OUR SOLUTION

OUTBOUND CALL CENTER CONTINUED

If a customer was interested, the study coordinators would provide education about cognitive RSM health and collect data on the customer's medical history to determine if they are eligible for study participation. Once confirmed, they would collect Informed Consent via an online platform, administer TICS-M cognitive scale over the phone as an additional pre-screening measure. Finally, the study coordinators would schedule an appointment at a convenient community event and transfer study documents to the assigned enrollment center. Participants would receive a reminder email leading up to their scheduled event.

OUR SOLUTION

COMMUNITY EVENT TEAM

Life Line Screening phlebotomists received study-specific training that included information on the types of lab samples being collected, how to use sponsor supplied lab kits and documentation, along with training centered around shipping these samples. Once present at the scheduled event, participants would have their blood drawn and the sample would be placed in a temperature-controlled shipping container alongside relevant documents, which would be picked up at the end of each day. Life Line Screening community event staff would provide participants with a folder containing information about the study and educational materials on cognitive decline and brain health. Participants would then be contacted by their assigned enrollment center with information about their results and potential for further participation in the clinical trial.

OUR EFFORTS RESULTED IN:

35,286 calls made to customers

873 customers consented to participate in the clinical trial

Cooperation with **15** different enrollment centers

Utilized 10 Life Line Screening Community Teams

624 customers had lab samples drawn at a community event