



BRAIN HEALTH

A wearable device case study

THE CHALLENGE

Our client needed high enrollment (2000 application downloads) within a short period of time (90 days) for the 60-85 age population. The research study was to evaluate brain health utilizing an Apple 8 generation iPhone or higher, wearable and study application. This purpose of the study was to measure changes in thinking and memory in adults and study longer-term changes in brain health – some of which may occur normally as we age, while others could be an early indicator of certain forms of dementia, such as Alzheimer's disease. This study, therefore, may be an important step toward better understanding overall brain health.

OUR SOLUTION

OUTBOUND CALL CENTER

Our robust call center delivered the task of offering Life Line Screening participants information to participate in the study. Our Preventative Health Advisors serve first to educate, second to empower, and third to provide technical support in navigating the logistics of the platform.

PROJECT GOALS

- IDENTIFY MOBILE SCREENING TEAMS THAT HAVE HIGH DENSITY OF POTENTIAL TARGET PATIENTS BASED ON DEMOGRAPHICS.
- IDENTIFY LIFE LINE SCREENING PARTICIPANTS INTERESTED IN PARTICIPATING THROUGH MARKETING ENGAGEMENT.
- DELIVER HIGHLY ENGAGED PARTICIPANTS TO STUDY WEBSITE AND APPLICATION STORE.
- DELIVER SUFFICIENT VOLUME OF LIFE LINE SCREENING PARTICIPANTS TO DOWNLOAD STUDY APP TO ALLOW FOR DROPPED ENGAGEMENT AT INFORMED CONSENT.
- ACHIEVE ENROLLMENT TIMELINES THAT MAY INCLUDE THROTTLING BACK AND ACCELERATING ENROLLMENT VOLUME BASED ON STUDY ENROLLMENT SCHEDULE AND REQUIRED DEMOGRAPHICS.

EMAIL

Research has shown that our aging population engages in digital marketing at an increasing rate. Of the group who is digitally engaged and have provided email addresses, their demographic averages checking email three times a day. Generally, the effectiveness of conversion when combining multiple mediums is higher than each alone. All database participants engaged in the outbound call center campaign will also receive email(s) with study information.

FACE TO FACE ENGAGEMENT

The screening event allowed for face-to-face engagement at the screening site, for our clinicians to have an IRB approved discussion specific to the study. We had FAQs at the ready to allow for high engagement and technical support for download of the study application. Life Line participants' specific demographic is not as comfortable with technology (downloading of apps via QR codes) and we offered assistance that was most effective in-person. Our hands on capability allowed a population that may not have otherwise been able to participate, to get through what they may have considered a challenging process. Life Line has experience in participant engagement of clinical studies (interventional, non-interventional, pre-screening and referral), which lends to a high confidence factor in modeling response rate, engagement rate, and interest rate for the Study.

RESULTS

Life Line Screening was confident that our multichannel recruitment model would reap success. Life Line Screening completed the statement of work in 30 days less than projected and under budget.

TRACKING METHODS USED

- **Dialer tracking, disposition capture**
- **Dedicated URL**
- **Face to Face, Dedicated QR code, and web URL**

OUR EFFORTS RESULTED IN:

1725 Mobile Community Events held

85644 Participants receive study details at

71820 Live Call Center Discussions

68240 Direct Marketing Emails Sent

2027 Application Downloads in 60 days