

THE CHALLENGE

A Southeastern U.S.-based medical research network faced significant challenges in recruiting patients for an Alzheimer's study evaluating a new drug. With over **121,000 patient charts**, the network struggled to identify eligible participants quickly enough to meet tight enrollment deadlines. Traditional manual processes were slow and error-prone, and social media outreach wasn't effectively reaching the right patients.

THE SOLUTION

BEKhealth stepped in with a data-driven solution. By utilizing advanced patient identification and chart abstraction capabilities, **BEKplatform sifted through vast EMR data** to pinpoint 1,500 clinically qualified patients. This automated process was far more efficient than manual methods and provided our partner with a ready pool of candidates for engagement through AI-powered outreach, enabling timely, multi-touch communication and self-scheduling for screenings.

THE RESULT

- **Faster Enrollment:** Over 3 days, 19% of 500 contacted patients responded, with 69% eligible, and 55 screening visits scheduled. The trial cohort was filled in 2 weeks, 6x faster than forecasted.
- **Higher Conversion Rates:** Patients identified through BEKhealth's data-driven approach enrolled at a 3x higher rate than those recruited via social media.
- **Improved Efficiency:** Automated data processing and AI-driven outreach reduced the burden on the site, saving more than 100 hours of staff time, enhancing capacity and speed.
- **Enhanced Patient Experience:** Automated scheduling and timely communication resulted in a smoother, more positive experience for participants.

CONCLUSION

BEKhealth's advanced patient identification and chart abstraction capabilities allowed the network to quickly and accurately identify eligible candidates, sending them to our partners for seamless engagement through AI-powered automation. **Patients identified through BEKhealth's data-driven approach enrolled in trials at a much faster rate** than those reached through traditional methods.

By automating and optimizing the patient recruitment workflow, we helped the network overcome major recruitment challenges, meeting their enrollment goals in record time.

1,500
Clinically-qualified
patients identified

Enrollment
completed 6x
faster than
forecasted

"Revolutionary to the
industry. Game-changing
to my operations."
-Site CEO

