BEK
platform

CASE STUDY

The Problem

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.

Our Approach

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.

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Our Results

- **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.

Our Results

1,500
Clinically-qualified
patients identified

58%
Conversion rate from
outreach to screening visits

6x
Faster enrollment
than forecasted

"**Revolutionary**
to the industry.
Game-changing
to my operations."

-Site CEO

Contact Us

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