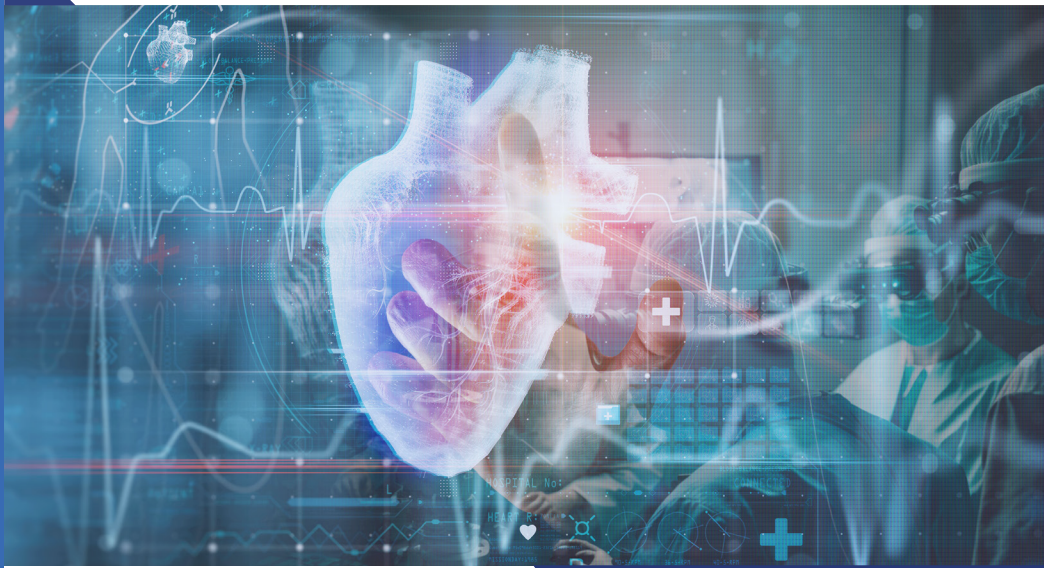


Physician Referral Rapid Enrollment

A global pharmaceutical company needed to identify healthcare offices with the right patient population to enroll into a new atrial fibrillation trial. Within 24 hours of project kickoff, BEKHealth identified and delivered the first physician referred, qualified patient. The study had the head start it needed to go from start-up to active.



Clinical Research Solutions

The Problem

Most clinical trials do not reach their clinical trial recruitment targets on time due to difficulty in identifying and engaging the right matched patient. Most clinical trial recruitment tactics focus on large scale digital campaigns. While valuable, it often leads to a large number of unqualified patients due to the complexity of clinical trial criteria.

This often results in sponsors taking a reactive approach, leading to a scramble for patients that puts trials in danger of ending prematurely. Our client needed a proactive, high-touch, approach with a truncated timeline to find patients at risk of stroke due to cardiovascular disease from atrial fibrillation.

Our Approach

BEKHealth has recently launched the BEKNetwork, which is made up of our clinical and healthcare clients who are utilizing the BEK platform for patient identification for their trials. The BEKHealth team was given the inclusion/exclusion criteria and used our A.I. solution across our BEKNetwork sites to identify an immediate qualified population base as well as a pipeline of patients who may become eligible in the near future. With the BEK platform, we were able to connect the sponsor to these participating sites with the best patient populations for their study and create a real-time physician referral program.

Our Results

We identified 438 patients within a matter of hours and had 1 referred, qualified patient in 24 hours, putting the sponsor approximately 6 weeks ahead of schedule. With BEK insights, the sponsor has enrolled 17 patients, 42X faster than traditional methods.

438

Patients Identified Within Hours of Turning on Protocol

4

Weeks for Start-up

1

Qualified Patient Referred in 24 Hours

17

Patients Referred Within 5 Weeks

Products Utilized



BEK Galileo



BEK Auto Recruiter



BEK Translate