

RESULTS SNAPSHOT

Conversational AI Delivers Clinical Study Engagement



OVERVIEW

Conversational AI from Lifelink Systems supported trial education, enrollment, consent, and site referral in the first-of-its-kind remote BRCA Founder Outreach Study (BFOR). This was a genetic screening clinical study that targeted individuals with Ashkenazi Jewish ancestry in four large US cities from 2017 – 2020.

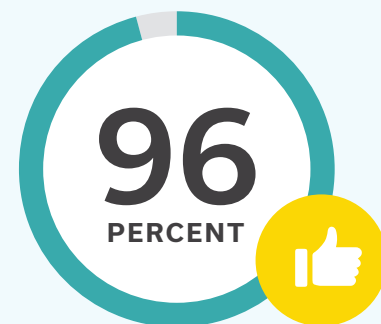
5,193

5,193 patients completed eConsent virtually on their mobile devices; 339,000+ discrete participant data events were tracked



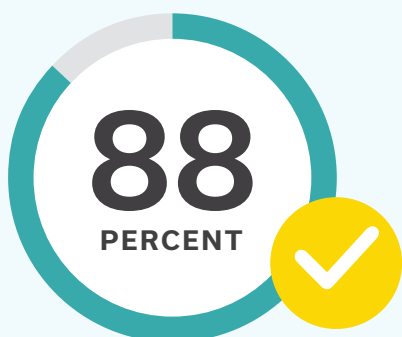
Quick Self-Scheduling

99% of participants self-scheduled BRCA lab tests less than one hour after completing enrollment



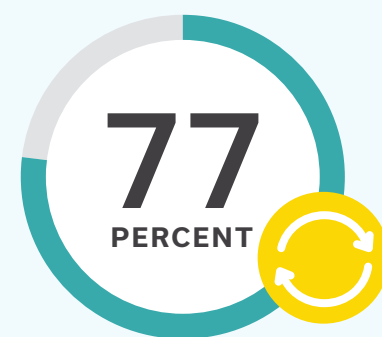
High Satisfaction

96% of patients reported strong satisfaction using the Lifelink Systems platform



Survey Completion

88% completed the 1-Year Patient Reported Outcome survey



Participant Retention

77% participation retention from site referral to enrollment

“These results show that unified, end-to-end digital engagement approaches can play a role in expanding access to BRCA genetic testing.”

DR. KENNETH OFFIT, BFOR PRINCIPAL INVESTIGATOR