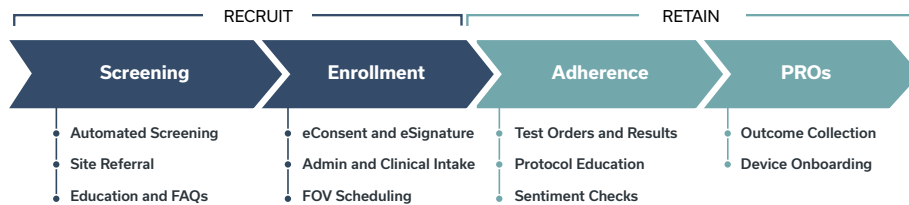


Improve study recruitment, retention, and participant satisfaction with personalized digital navigators.

Study Sponsor Challenges

Sponsors are running increasingly complex studies that force participants to parse uncomfortable eligibility forms, interact with dozens of disparate study staff, and navigate unfamiliar digital systems. Recruiting and retaining participants remotely is a challenge. 60% of pre-screened participants drop out before enrolling and nearly 20% of enrolled participants drop out before study completion. Today's studies require coordinating participant journeys across scattered systems of record, people, and processes.

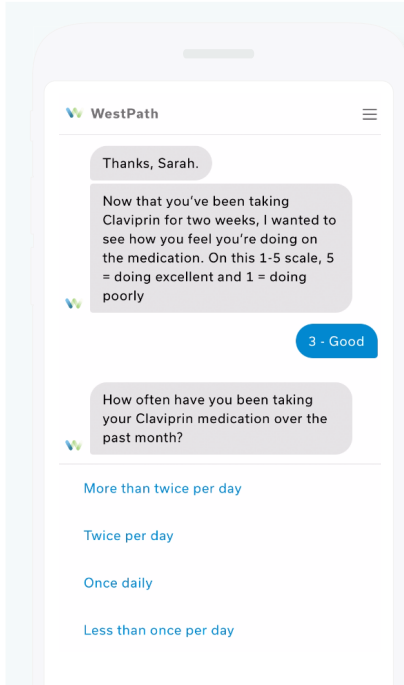
Digital Workforce Solution



Solution Capabilities

- PHI-ready mobile messaging experience (no apps or passwords)
- Rapidly integrates with CTMS and EDC systems
- Real-time accrual and engagement insights
- IRB-approved eConsent
- Phase II-IV study-ready

CASE STUDY



Powering Large Scale Decentralized Research

A consortium of five leading academic medical centers used Lifelink Systems to support a fully decentralized genetic testing study with 4K participants across four major metropolitan areas. Participants were able to complete all required study activities from pre-screening and eConsent to direct lab requisitions and longitudinal PROs via automated conversations on their mobile phones.

By automating a majority of patient-facing touchpoints with Lifelink Systems, the investigators were able to accelerate study accrual, unify participants' experience in a single mobile-first channel, and reduce CRA time spent on manual outreach and data collection.

↓ **\$6M**

reduction in study administration cost*

↓ **75%**

reduction in CRA overhead

77%

Participant Retention

96%

Patient Satisfaction

*Reduced CRA staffing across an entire Phase 3 clinical study