

## Case Study



# SUCCESSFUL VOLUNTEER RECRUITMENT FOR THE

Healthy  Project<sup>SM</sup>

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# Introduction

The Desert Research Institute and Renown Health wanted an effective, engaging, safe, and fun way to entice and educate people to consider volunteering for the Healthy Nevada Project which was a community-based genetic screening program.

During a time when health and safety were one of the highest priorities, they turned to us for technology and innovation to achieve the results they desired.

The solution was a low-touch experience that used voice-recognition to reduce the spread of germs while interacting with visitors to share information about the study, capture their information, schedule an appointment to join the clinical study and when complete received their test results.

*"Unfortunately, Nevada ranks among the lowest in the nation for health outcomes - and we are working to change that,"*

*Anthony Slonim, M.D., DrPH, president and CEO of Renown Health  
and the president of Renown Institute of Health Innovation.*



together with



# Brief History

The Healthy Nevada Project is a genetic screening and research project as a partnership between DRI (Desert Research Institute) and Renown Health that launched on September 15, 2016. It has become the largest community-based population health study in the world. The Project was conducted as a “hands-off” approach to provide the participating individuals with potentially life-altering health information.

PRSONAS was recruited to support ongoing study efforts in 2019.

It has successfully had more than 51,000 participants to date. It has become one of the first population health studies in the country to return clinical results to the study volunteers.



# Challenges

Physical distancing and limiting human contact were the #1 challenges of the recruitment process. Limiting human contact while still attracting the attention of volunteers to sign up for the screening and educating them on the program proved difficult. They needed a way to retrieve the volunteer's contact information and schedule an appointment to join the free genetics study and receive their test results.



PHYSICAL DISTANCING



RECRUIT VOLUNTEERS



SHARE RESULTS



# Solution

The technology and innovation of iHealthAssist™ – powered by PRSONAS make this solution possible. Meet DaNa! She was developed, deployed, and accepted the challenges head-on. She worked 24/7/365 without a break and dressed for success! As a conversational AI digital assistant, she arrived on location at the Renown Regional Medical Center's Sierra Café ready to attract, engage and recruit volunteers for the Healthy Nevada Project.

They say the Project is also the first of its kind to return clinical results to study volunteers, which means participants can learn their genetic risks tied to heart disease and certain cancers.

## Meet DaNa



# Features & Benefits



## EDUCATION

Repeatedly and accurately answered FAQs for volunteers



## RECRUITMENT

Immediately signed up volunteers on the spot



## SAFE ENGAGEMENT

Prioritized health & safety using a voice-first, low-touch engagement



## BRANDING

Dress for success in a lab coat and clothing that perfectly showcased the Renown Health brand



## ACCESSIBLE RESULTS

Participants easily retrieved their results addressing one of the biggest concerns.



## LOCATION LOCATION LOCATION

After multiple requests for her residency, DaNa was easily relocated to a 2<sup>nd</sup> location to successfully assist volunteers there.





# Locations



DaNa's original residency was outside the Sierra Café  
In Renown Regional Medical Center



After multiple requests for her residency, she received a  
makeover (hair color, lipstick & a new shirt) and was  
successfully moved to Renown Lab Services - Los Altos





# A word from the principal investigator

"At a time of physical distancing and limiting human contact where possible, using tools like an avatar and AI are important for communicating, whether it be for genetics, vaccinations or other important health information."

*Joseph Grzymiski, Ph.D., research professor at DRI, principal investigator of the Healthy Nevada Project and chief scientific officer for Renown Health*

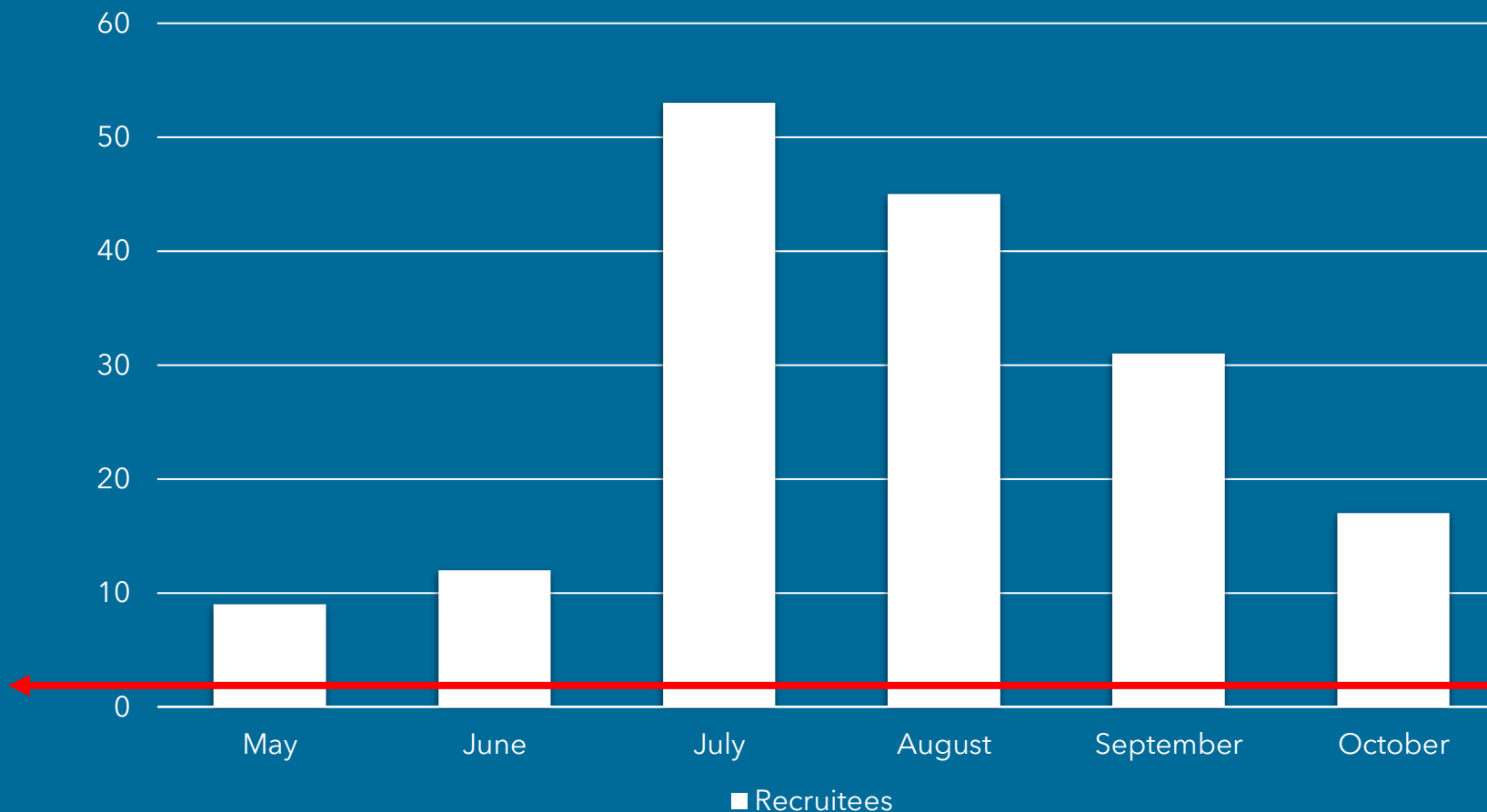




# Case Study Data

## Number of volunteers recruited per month

167  
participants  
recruited in  
6 months!



The average clinical trial recruits 0.9 participants per month per site

2022 National Institute for Health Research (NIHR) Journals Library

**With the help of DaNa, DRI and Renown Health were able to recruit significantly more volunteers every month than an average clinical trial!**

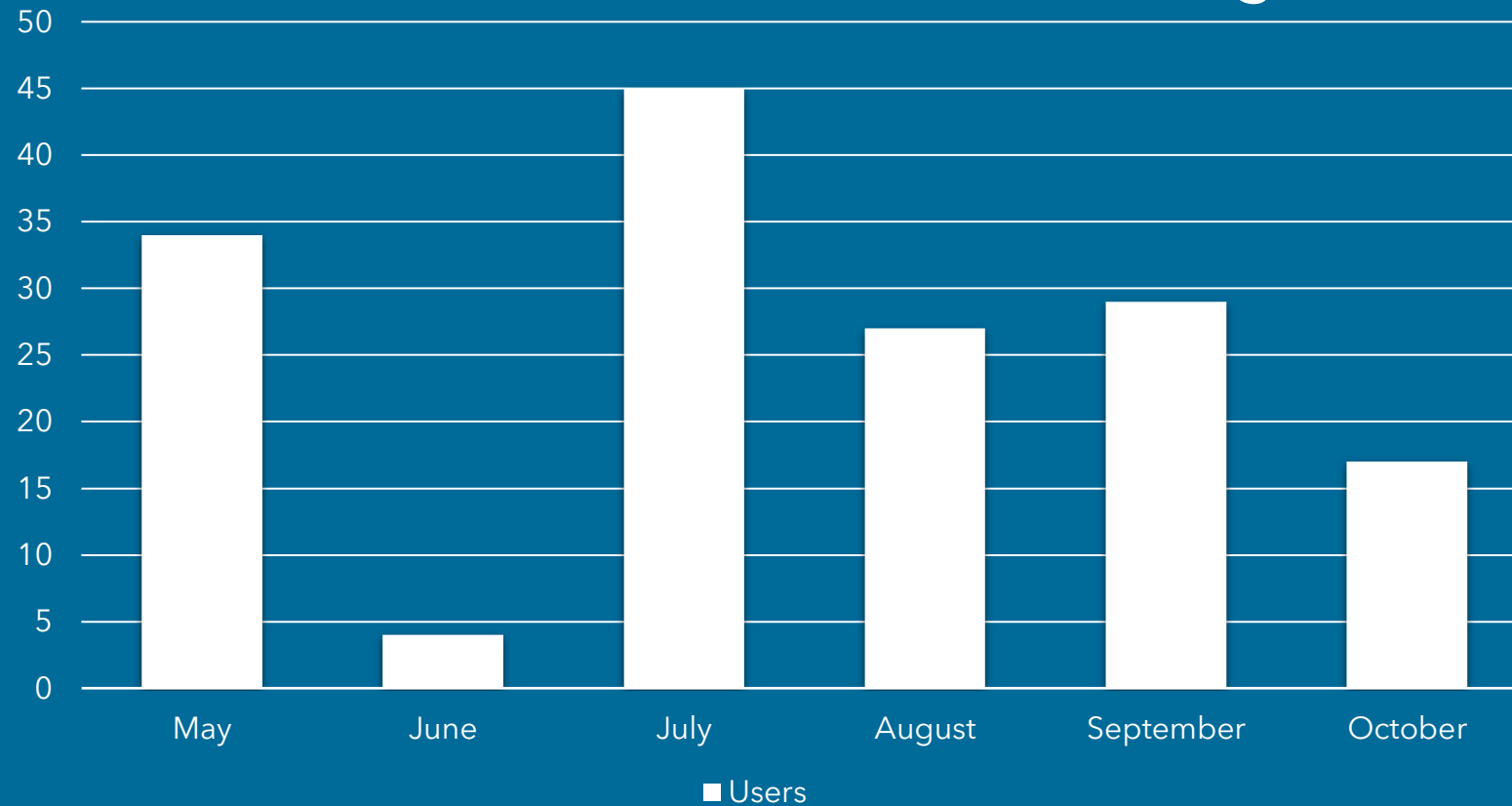




# Case Study Data

**Users Who Received Current Flu Information  
& Wanted to Learn More About the Program**

**DaNa instantly  
interacted with  
156  
users in 6 months!**



***DaNa helped reduce staffing requirements!***



# Conclusion



With iHealthAssist™, the Healthy Nevada project was able to have an astronomical increase in their patient recruitment, allowing them to complete the largest community-based health study in the world while maintaining safe physical distancing.

The use of AI and a digital personality allows for a hands-off approach that was integral to the success of this project. It allowed for immediate recruitment of their targeted demographic regardless of the location!

**Patient questions answered**

**+**

**Results readily available**

**=**

**A successful, smooth and seamless patient experience**



*Click to watch DaNa on the news!*

