



# A Leading Dietary Research Institution

## CASE STUDY

### OBJECTIVE:

#### **Streamline Data Collection, Reduce Operating Costs and Increase Efficiencies**

One of the leading research institutions in the world, whose epidemiologic work in the investigation of dietary factors over the last decade is unparalleled in clinical medicine, was in search of a solution that would streamline the data collection process in large scale studies. The traditional approach for data collection relied heavily on study coordinators to manage the complex and time sensitive communications necessary to support cohort participation in a study. The research team needed a solution that would simplify survey processes, improve life cycle management, enable larger cohort participation, and at the same time, reduce overall operating costs.



### THE SOLUTION:

#### **A Comprehensive Survey Communications Management System**

In February of 2009, a 3 year Women's Lifestyle Validation Study (WLVS) of 750 participants was launched utilizing the Trial and Research Automated Communications System (TRACKS). TRACKS coordinated and managed survey participant's progress through 13 test elements requiring over 500 email, web, and text interactions. TRACKS coordinated participant-defined schedules for random test events, notified third party suppliers of timing for shipments of participant lab kits, verified the status and progress of time sensitive test elements, and alerted study coordinators when participants required assistance.

TRACKS also served as the survey management system for the research staff. TRACKS' web interface "dashboard" provided the study coordinators with quick and easy access to full study and participant information including status, alerts, schedules, surveys, and appointment scheduling. TRACKS handled routine communications and alerted the study coordinators when their attention and action was needed.

Trial  
and  
Research  
Automated  
Communications  
System

TRACKS brings  
state-of-the art  
Self-Management  
Solutions fully  
into reach for  
clinic and  
site-based  
observation,  
chronic disease  
management  
and academic  
research.

Ten months into the Women's LVS study, the team began to prepare for the launch of a Men's LVS survey (MLVS). The MLVS expanded the scope of the survey with additional test elements and the coordination of clinical visits for participants. After defining the new requirements, TRACKS was updated to support the new features and the MLVS was launched to run concurrently with the Women's.

Aumtech & InSpeech participated in onsite observations and gained extensive knowledge of the survey process as well as the research institution's policies and procedures necessary to support the program. As an integrated solutions partner, we also identified additional solutions to drive greater operational efficiencies and enhance participant experience.

### THE RESULTS:

#### Enhanced Productivity and Excellent Participant Satisfaction

Aumtech/InSpeech was able to meet the client's operational, participant satisfaction, and quality goals within the first 6 months of the survey. Based on the success of the TRACKS solution, the research institution was able to launch and support two studies with essentially the same survey team. Enabling the institution to achieve significant savings in operational support expense per participant. TRACKS also achieved an excellent rating from participants on helpfulness, clarity, and ease of use.

TRACKS not only provided dramatic cost savings and participant satisfaction, but has also enabled the research institution to greatly simplify the study coordinators' role by offloading routine tasks. Overall, TRACKS has implemented a solution that is delivering greater efficiency, quality, and satisfaction.

#### InSpeech LLC : Industry-leading Expertise in Speech Processing Solutions

InSpeech, LLC is a full-service independent consultancy specializing in speech automation services. With two decades of service in the speech technology development divisions of AT&T, Microsoft, and Nuance, InSpeech provides industry-leading expertise in all areas of speech processing technology and solutions.

#### Aumtech, Inc. : A Leading Provider of Interaction Solutions

Aumtech is a leading provider of customer interaction solutions and has a proven track record of success and long-standing relationships with its customers. Our standards-based, voice-enabled IVR platforms and Self-Management Applications answer the need for accurate and efficient automated information exchange. Aumtech experienced personnel, cutting-edge technology and advanced systems enable us to quickly provide solutions that help increase revenue, lower costs and improve customer satisfaction.



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