

A New Dawn in Clinical Trials: How Datacubed Health Leads the Charge in Patient Engagement

We know people better than anyone.

BACKGROUND

Clinical trials are pivotal in advancing medical research and treatment. However, one challenge that has consistently hindered their progress is the low compliance rate in patient-reported outcomes (PROs), leading to incomplete data that can skew trial results. Recognizing the need for a solution, in 2016 Datacubed Health created a cutting-edge app-based platform designed to boost patient engagement and compliance.

CHALLENGE

Traditionally, gathering PROs has been a cumbersome process, marred by low participant motivation and high dropout rates. The root causes include the time-consuming nature of surveys, complex platform designs, limited tech literacy among participants, and the impersonal nature of data collection methods.

SOLUTIONS

Datacubed Health's mobile app platform addresses these issues head-on by leveraging user-friendly design, engaging interactive elements, and the portability of mobile technology. With features like personal avatars, interactive maps, and gamification elements, the app not only simplifies the process of data collection but also makes it a more engaging and enjoyable experience for participants.



Adaptive Content






**Simplified Data
Collection**



**Positive Patient
Experience**

RESULTS

In a comparative study involving 24 adults from the general United States population, Datacubed Health's platform was put to the test against other ePRO platforms, including web-based chatbots and speech-operated interfaces. The findings were clear and compelling:

-  83% of participants preferred Datacubed Health's app for its speed, ease of use, and portability.
-  Participants noted that Datacubed's platform took only 5 minutes a day to complete the surveys, significantly less than alternatives.
-  Despite some finding the gamification elements a bit informal for the context of health questions, the overall response was overwhelmingly positive, highlighting the platform's capacity to maintain participant engagement over time.

CONCLUSION

Datacubed Health's app-based platform represents a significant step forward in improving compliance and engagement in clinical trials. By prioritizing the needs and preferences of participants—speed, ease of use, and an engaging user experience—Datacubed Health is paving the way for more efficient, effective, and patient-centric clinical research.



ABOUT DATACUBED HEALTH

Datacubed Health is a pioneering technology company dedicated to improving the way clinical trials are conducted. By integrating innovative digital solutions with a deep understanding of clinical research needs, Datacubed Health is transforming patient engagement and compliance, making it easier than ever to collect high-quality, meaningful data that advances medical science.