

Patients are ready to adopt BYOD: 45% of patients prefer BYOD, 40% have no preference, and 15% prefer provisioned device.

BYOD undoubtedly improves user experience and benefits data quality: discover the full information in the infographic below!



Patients are ready for BYOD* - are you?

*Bring Your Own Device

BYOD allows clinical trial participants to use their personal device to complete study questionnaires

Covid 19 has acted as a catalyst to accelerate the digitalization and decentralization of clinical trials



Patients are ready to adopt BYOD

8 billion mobile subscriptions in 2019¹

55% of patients over 60 have difficulties using unfamiliar devices²

89% of patients prefer hybrid or home-based trials³

45% of patients prefer BYOD⁴

46.5%
A home-based clinical trial

42.1%
A hybrid trial

11.4%
A site-based clinical trial

45%
Prefer BYOD

40%
Have no preference

15%
Prefer provisioned device

BYOD improves user experience and benefits data quality



Increased flexibility

- Offers choice in how data are captured/reported
- May better fit the participant's lifestyle
- Can be the perfect match for some protocols



Improved patient experience

- Avoids site trips to pick up / bring back provisioned device
- Avoids the burden of an extra device



Expected high compliance

- Use of a familiar device
- Participants usually carry their mobile phone with them

"BYOD is going to be about providing options and then - in that way - increasing access to clinical trials for a greater variety of different patients"

Trishna Bharadia,
Health Advocate & Patient Engagement Advisor

To learn more, please contact us at

sales@kayentis.com

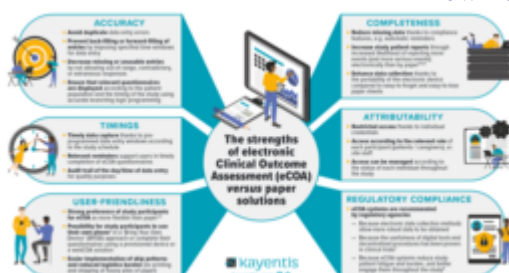
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Resources: ¹Ericsson Mobility Report November 2019 (d110e1756a60.cloudfront.net) - ²The secret key to unlock BYOD eCOA in clinical trials - CLINPAL - ³Engaging Patients in Clinical Research - ⁴Kayentis patient survey, 2020 - ⁵Measurement Equivalence of Patient-Reported Outcome Measure Response Scale Types Collected Using Bring Your Own Device Compared to Paper and a Provisioned Device: Results of a Randomized Equivalence Trial - PubMed (nih.gov).

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