



[Tuzag](#) has built an advanced digital relationship platform that trains personalized behavior-based omnichannel digital assistants for the following roles: **Pre-Trial Recruiting and Priming** using our Trust Enabling Technology to build relationships with potential participants long before a trial **In-Trial Patient Engagement** fully integrated into specific trial protocols and trained to serve as a personalized concierge, companion, and coach for participants both **during** and **Post-Trial**.



The Opportunity

- » A large number of DEI focused community organizations empowered with the ability to offer an advanced conversational AI platform that builds holistic trusted and personalized relationships with millions of potential trial participants that have been recruited, profiled, and primed for successful participation in clinical trials.
- » More efficient, effective, and accessible trial protocols with integrated behavior-based human-like digital assistants trained to augment site capabilities. 24/7 access to a personalized concierge, companion, coach. Continuously tracking of wearables, efficacy, symptoms, SEs, and AEs. Connected to curated protocol approved local and national services and resources.

A trusted personalized relationship is critical for successful DEI recruiting and RWE clinical trials. Our Digital Assistant platform builds human-like trusted relationships and enables behavior-based real-time interventions...all within the context of trial protocols and stringent medical-legal-regulatory frameworks. — Neal A Sofian, CEO, Tuzag



The Resources

- » Two resources, **Plan for Diverse, Equitable, and Inclusive Engagement** and **Design an Inclusive Engagement Plan**, are important for important for engaging patients.

 1. Inclusive engagement is critical for sustained, trusted relationships between patients and their clinical teams.
 2. Engagement has to be tailored to individual patients to develop successful interactions and improved outcomes.



The Impact

- » The [Diversity, Equity, & Inclusion in Digitized Clinical Trials](#) project resource demonstrates that one size does not fit all; customized engagement is needed.
- » Tuzag's digital assistant interacts with people in their context and is trained to engage proactively or reactively with the most optimal conversation.



[Tuzag](#) augments pharma, payers, providers, employers and caregivers with digital concierges, companions and coaches that engage consumers in dynamic, relationship building conversations, contextually relevant content, and referral to services matched to their emergent needs to accelerate and maintain desired medical, health and well-being behaviors.



The Opportunity

- » [Tuzag](#) is a digital platform for building and nurturing highly interactive enduring relationships using digital assistants that focus on the person not just the patient.
- » Tuzag extends the reach, frequency, and capabilities of sites and caregivers with human-like digital assistants that are fully integrated into the sponsor's trial protocols and can execute proactive and reactive interventions in real-time.



The Resources

- » The [Elements of a Diverse, Equitable and Inclusive Digital Clinical Trial](#) resource demonstrate how digital tools can transform the clinical trials industry.
 1. Learn how a variety of digital tools can be used to increase efficiencies in healthcare or clinical research.
 2. This resource provides examples of additional digital platforms and solutions that can be used to improve health equity.



The Impact

- » The [Diversity, Equity, & Inclusion in Digitized Clinical Trials](#) project resource highlights the power and variety of digital platforms and solutions to address clinical trial challenges.
- » The Tuzag digital platform will improve health equity by augmenting the capabilities of sponsors, investigators, and sites.

Digital Assistants can now be safely deployed to build enduring behavior-based human like relationships that are in compliance with trial protocols, and significantly improve the experience and outcomes for diverse populations. Conversational AI has come of age!

— Victor Morrison, CSO, Tuzag



[Tuzag](#) helps pharma, payers, providers, employers and caregivers create digital concierges and companions that engage their consumers in dynamic, relationship building conversations, contextually relevant content, and referral to services matched to their emergent needs to accelerate and maintain desired medical, health and well-being behaviors.



The Opportunity

- » [Tuzag](#) is a digital platform for developing and optimizing highly interactive, conversational AI digital assistants that see someone as a person first who is sometimes a patient.
- » As an omni-channel engagement platform, Tuzag aims to develop a holistic continuum of care.



The Resources

- » The resource to [Empower Participants with Information and Education](#) will support all populations, including those underrepresented or underserved by healthcare, to learn more about their health and the healthcare system.
 1. This resource shows you how to bridge the digital divide and demystify complex clinical processes.
 2. Use this resource to develop informational materials and training sessions for patients.



The Impact

- » The [Diversity, Equity, & Inclusion in Digitized Clinical Trials](#) project resource help ensure that patients have all the support they need to fully participate.
- » Tailored interventions and engagement is critical for wellness and behavioral health.

“We have a lot of ground to make up with people of color! It is imperative that our digital platforms and resources prioritize diversity, equity, and inclusion. DiMe has assembled the best possible repository of resources.”

— **Victor Morrison**, CSO, Tuzag