
Few diseases affect as many people as breast cancer. According to the World Cancer Research Fund, more than 2 million women were diagnosed in 2018 – and 1 in 8 women will develop invasive breast cancer over the course of their lifetime.

Fueled by advances in personalized medicine and genomic testing, great strides have been made in the treatment of cancer. Yet, guidelines around breast cancer screening, one of the key determinants of patient outcomes, have remained the same for nearly thirty years. Researchers at the Carol Franc Buck Breast Care Center at U.C. San Francisco and The Athena Breast Health Network have set out to change that. They believe physicians can improve breast cancer treatment and survival rates by moving away from a one-size-fits-all approach and instead embracing more personalized breast cancer screening.

One of UCSF's biggest challenges is the sheer number of patients required to answer a fundamental question: "How often should I get a mammogram?" Where most clinical trials analyze hundreds of patients, or a few thousand at most, the WISDOM study will recruit and evaluate 100,000 women to ensure they have the data needed to answer this question once and for all.

To successfully execute one of the largest clinical trials in history, the researchers at UCSF knew they needed a different approach to enrolling patients. Asking 100,000 women to take the time to fill out lengthy paperwork, mail or hand deliver it, and wait for eligibility results was simply not an option. Researchers needed a process that fit into the lives of their patients, enabling women to both enroll and use genetic testing kits from the comfort and convenience of their homes. But ease of use wasn't enough: protecting PHI was paramount. Every step of the process needed to adhere to HIPAA regulations and rigorous IRB standards.

eSignature allows women to enroll from the comfort of their own homes

To accelerate the enrollment process with trust and confidence, UCSF partnered with DocuSign and Salesforce to build a secure, patient-friendly online portal. "Having an electronic workflow was the only option for an undertaking of this size," says Allison Fiscalini, Director of the Athena Breast Health Network at UCSF. "Enrolling and completing consent forms digitally with DocuSign was mission critical."

Today, women interested in enrolling in the WISDOM study go through a guided online portal that takes them step-by-step through the process. Patients get individualized forms based on where they live, and forms can be signed digitally using DocuSign's secure eSignature technology. Not only is the process quick and easy, it also puts women in the drivers'

Stats

2 million women

diagnosed with breast cancer in 2018

100,000 women

targeted for study to improve cancer screening guidelines

“Our research is complex, but DocuSign isn’t – the fact that we have it in place has given us piece of mind that we can focus on our research, rather than managing paper applications. I can’t imagine trying to manage this study without DocuSign.”

Allison Fiscalini

Director of the Athena Breast Health Network
UCSF

seat, allowing them to enroll when and where it's best for them. And data transfer is seamless: every signed agreement along with all of the information collected in the enrollment process is stored securely in Salesforce.

Accelerating Toward 100,000 Participants with DocuSign

This streamlined process has helped the WISDOM study enroll more women at a faster accrual rate, while freeing up resources to focus on managing research. And, with the ability to enroll women digitally, the WISDOM study has been able to expand outside of California, helping UCSF accelerate toward their goal of 100,000 participants while also recruiting a more diverse and representative patient population.

To learn more about the WISDOM Study visit: wisdomstudy.org

About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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