

Case Study – Integrating Greenphire’s ClinCard™ System as a payment module to Clinical Conductor™ Site CTMS

Three clinical research sites—Sterling Research, The Corvallis Clinic, and The Lehigh Center for Clinical Research—recently integrated Greenphire’s ClinCard™ System into their existing Clinical Conductor™ CTMS workflow. This case study presents the research sites, the challenges of their previous patient payment methods, and the results achieved by implementing the ClinCard™ System to manage patient payments within the Clinical Conductor™ Site CTMS.

The Research Sites

- Sterling Research is a clinical research center serving the Greater Cincinnati tri-state area, with offices in Cincinnati and Northern Kentucky. Sterling Research maintains operations in over 25 therapeutic areas.
- The Corvallis Clinic is a physician-led medical clinic, serving the mid-Willamette region of Oregon and a population of approximately 250,000 in Linn, Benton, and Lincoln Counties. The Clinic has medical offices in Albany, Corvallis, and Philomath, along with an Outpatient Surgery Center in Corvallis.
- The Lehigh Center for Clinical Research is a clinical research site based in Allentown, Pennsylvania, which is currently conducting eight clinical trials.

The Problem

Prior to implementing the ClinCard™ module, each of the three research sites examined had been using paper checks to issue payments to clinical research patients. “This meant that our assistant had to assure that the checks were ordered, accounting had to process and print the checks, we had to pick them up, make copies, and get them in the binders for every patient, every visit. Not to mention the added hassle if the visit wasn’t scheduled in the Clinical Conductor workflow. As our site grew this was becoming increasingly burdensome,” explains Pat Eshleman, Clinical Research Manager at The Corvallis Clinic.

The most urgent concern at each of the three research centers was the increase of paper work and administrative costs associated with managing patient payments as sites expanded their operations. Additionally, some patients without bank accounts disliked being paid by check, as their stipends were reduced by costly check-cashing fees. “It was such an expense, not to mention a hassle for us and our patients,” remembers Vince Gillen, Director of the Lehigh Center. Even the most responsible and organized site coordinators and staffers struggled to issue payments in a timely and accurate manner. Tracking, reporting, and auditing payments were even greater challenges.

The ClinCard™ Implementation

The integrated ClinCard™ solution directly met the aforementioned challenges. The Corvallis Clinic’s Pat Eshleman relates her experience with the ClinCard™ implementation: “At Bio-Optronics, Michael Bonavilla put me in touch with Sergio Armani from Greenphire. After speaking with Sergio, assessing the fees, and speaking with another site using the cards, we contracted to do a trial with Greenphire. For the pilot, we chose a study with the oldest patient population and complicated visits. When the trial ended, we asked the patients to evaluate their experience using the ClinCard™ System. All of our patients were excited to continue with the card. We then went live across our studies, through the Clinical Conductor™ CTMS workflow. The cards work as advertised. The customer support is superb.”

Betsy Harris of Sterling Research echoes Eshleman’s enthusiasm, explaining “Sterling had also considered the ClinCard™ System for quite some time, and finally agreed the cost of the cards was worthwhile. We have seen that the system has indeed saved us on the staff’s administrative hours, as well as the cost of processing checks and postage. Overall, the cost savings have really been substantial.”

Ongoing user feedback acknowledges that organizations using Clinical Conductor™ Site CTMS with the integrated ClinCard™ System are thrilled with the ease of integrating the module and the comprehensive customer support throughout the implementation and operation process.

“The support was invaluable,” says Vince Gillen, Director of the Lehigh Center for Clinical Research. “Not only did the support team walk me through the simple steps to learn the system, they gave us tips on how to best explain it to the patient. My biggest concern was ease of use for the patient, which was no problem with help I got from Greenphire and Bio-Optronics. Some local banks gave us a hard time. I called the manager and even had my contact from Greenphire get involved to help smooth out the process, which he did exceptionally well. I really have to reach to come up with any negatives for the system.”

The Results

Users of the joint solution have shared overwhelmingly positive feedback. “Our site began using Greenphire’s ClinCard™ System in May of this year, and so far we have been very happy with our decision. Most of the patients like the cards, and our staff loves them,” says Betsy Harris. “We are grateful that Greenphire’s support team is working with Mastercard, who in turn is educating branch managers of the banks near our office.”

For Pat Eshleman, the new payment module has provided a major benefit to The Corvallis Clinic’s operations, compliance, and even marketing initiatives. She says, “The administrative time saved has been everything that we hoped it would. We have found that we can use incentive payments to patients for diary and survey completion at home, since the card can be instantly loaded with the appropriate payment. I would never have contemplated doing this when paying by check. We even had a customized card printed. It is a marketing tool. We work in a community of about 50,000, and these cards put our site out there in the community. We are very happy to have moved forward with this system.”

The Lehigh Center’s Vince Gillen expressed a similarly enthusiastic sentiment: “Our site pays our patients at the end of each visit. We used to use paper checks, but now it is completely streamlined. As our coordinators complete the visit updates in Clinical Conductor™, they simply click one more button to issue the stipend! This saves us tons of time and money, and also allows the patient to have their stipend at their disposal before they even walk out the door. I have fewer headaches and so does my accountant! We have actually had lots of follow-up patients calling us back months later asking if we have any other studies. The only reason they called us back is that they were cleaning out their wallet or purse and saw their old ClinCard™. We enrolled two patients just by having the card with our logo on it!”

Bio-Optronics, Clinical Conductor™ Site CTMS

Customer Support: support@bio-optronics.com, (877) 279-8377

Michael Bonavilla, Account Manager: mbonavilla@bio-optronics.com, (803) 816-0322

www.bio-optronics.com

Greenphire, ClinCard™ System

Sergio Armani, VP of Business Development: sergio@greenphire.com, (215) 609-4315

www.greenphire.com