



WHITE PAPER

2024 Market Trends in Clinical Trials:

Navigating the Future with Ease



The Facts

Data Collected August 2024

Company Type:

- 68% Sites
- 25% Sponsors
- 4% CROs
- 3% Other

Geographical Breakdown

- 76% U.S.A.
- 24% O.U.S.

Functional Areas:

- 56% Clinical Operations
- 13% Vendor Management
- 13% Other
- 11% Finance
- 6% Patient Recruitment/Engagement

The State of the Industry

The landscape of clinical trials is rapidly evolving as technology advances and the demand for inclusive, participant-centered research intensifies. There is now a greater emphasis on leveraging technology, improving both the participant and site experience, and prioritizing diversity in trials. These changes are not just emerging trends but essential shifts that will shape the clinical research industry. All stakeholders, including sponsors, CROs, and research sites, must adapt to these changes to remain compliant and ensure the overall success of clinical trials now and in the future.

Greenphire's 2024 Market Trends Survey

Greenphire's latest market trends survey reveals the real experiences and perspectives of those at the heart of clinical research. This survey gathered valuable input from nearly 400 global sites, sponsors, and CROs and explored the key factors driving clinical trial operations today. From technology preferences to the challenges of site management, this data uncovers the priorities guiding decisions across the industry.

This white paper dives deep into the survey's findings, analyzing the preferences and obstacles that will influence clinical trial processes in the years to come.

If you could solve one problem you face in conducting clinical research, what would it be?

"Automating more work for both internal teams and sites."

Responding Sponsor



The Growing Importance of User-Friendly Technology

As clinical trials become increasingly complex, the need for technology that simplifies operations is more critical than ever. Sponsors and CROs overwhelmingly agree that a “user-friendly interface” is the top priority when selecting new technology for clinical trials. Site staff juggle multiple responsibilities and often find themselves using a variety of technologies to manage different aspects of a trial. With so many tools at their disposal, it’s essential that the technologies they rely on are simple and integrated. The outcome is not only easier site workflows but also better trial outcomes—fewer delays, reduced errors, cost savings, better participant retention and a more engaged network of trial sites. At the heart of this efficiency is our commitment to making tech easy to use for sites, ensuring they have the intuitive and efficient platforms they need to succeed.

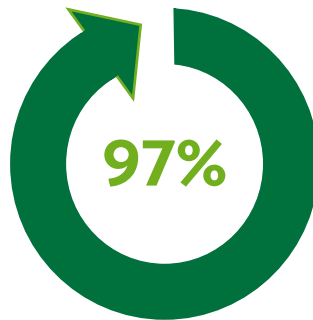
Greenphire’s Mission:

Greenphire core goal is to simplify traditionally manual and time-consuming workflows, delivering technology that seamlessly integrates into the eClinical ecosystem.



Ease-of-Use for Sites

96% of sites say it’s *important* or *very important* to have user-friendly technology that supports their clinical trial activities, highlighting the need for intuitive platforms that can streamline processes and reduce administrative burdens.



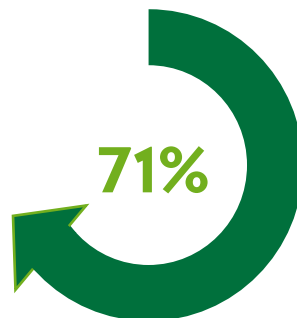
Participant Experience

97% of sites say it’s *important* or *very important* to provide ease-of-use technology for participants. Technology that is easy to navigate not only enhances the participant experience but also boosts engagement and compliance, leading to more reliable trial outcomes.



Reducing Effort

100% of sites emphasize the importance of reducing effort/time spent completing a task within technology in support of their clinical trials.



Changing Landscape

71% of sites say “keeping up with technology and innovations” is challenging.



The “Must-Haves” for Optimizing the Clinical Trial Experience

Maintaining strong relationships with sites is crucial to the success of any clinical trial. Reliable and prompt payment systems play an essential role in driving participant satisfaction and site efficiency. Sites need the ability to reimburse participants quickly and seamlessly, avoiding lengthy delays that can hinder trial progress. Additionally, site cash flow remains a concern, with 79% of sites reporting less than six months of operating capital available—a critical issue that underscores the importance of timely payments.*



Consistent Payments

100% of sponsors and CROs say payment to sites on a preferred and consistent basis is important in providing an *optimal site experience*.



Accelerating Study Startup

100% of sponsors and CROs say accelerating study startup (e.g., budgeting and negotiations) is important in providing an *optimal site experience*.

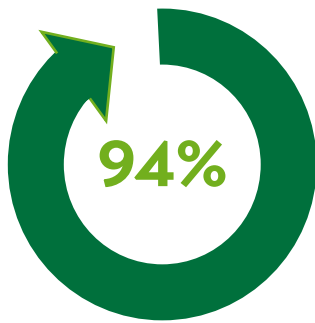
Greenphire site-focused solutions provide clients with:

- 80% reduction in time spent on payment inquiries
- 1-month reduction in study timeline
- 20% reduction in admin work



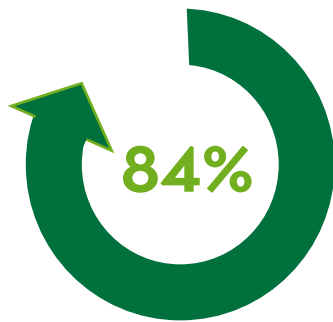
The Participant Experience

It's not a secret that a positive participant experience is the driving force behind any successful clinical trial. Real-time payment capabilities are crucial in building trust and ensuring participants feel valued throughout the trial process. By addressing financial and logistical barriers, sponsors and CROs can drive diversity, improve patient engagement, and enhance retention, resulting in happier participants and fewer dropouts.



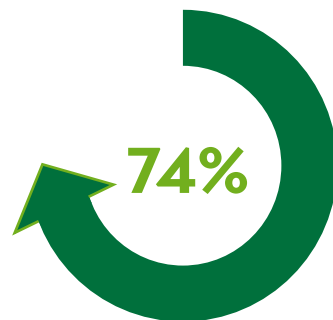
Real-Time Payments

94% of sites and 96% of sponsors and CROs identified real-time payment capabilities as an essential aspect of providing an *optimal participant experience*.



Concierge Services

84% of sites say offering patient concierge services to make all logistical arrangements and cover all out-of-pocket costs is important to provide an *optimal participant experience*.



Tax Threshold Concerns

74% of U.S. sites believe that the current tax threshold of \$600 for clinical trial participant payments should be increased or eliminated. This threshold can create unnecessary complications and discourage participation.

Personalized Solutions for Every Patient



Patient Payments: Ensure real-time, compliant participant reimbursement via a method they prefer most (card, virtual, bank transfer)



Travel and Logistics: Remove logistical blockers with global travel arrangement and personalized concierge services and in-country expert resources



Mobile Engagement: Provide a better experience with financial details, travel itineraries, surveys and insights in the palm of your patients' hands

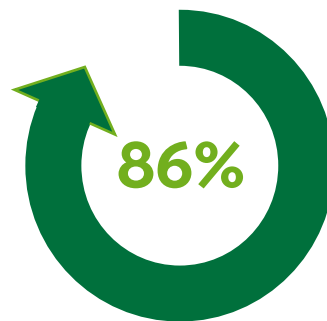


Greenphire's Commitment:

Greenphire collaborates closely with sponsors, CROs and research sites to introduce flexible solutions and best practices that promote diverse clinical trial participation.

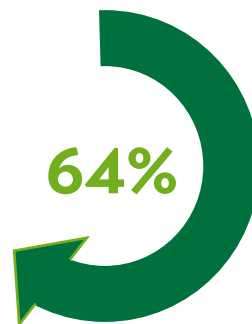
Removing Barriers to Drive Diversity and Efficiency

Diversity in clinical trials is not just a regulatory requirement but a moral and scientific imperative. The survey highlights significant support for removing financial and logistical barriers to enhance trial diversity and efficiency. Addressing challenges like transportation costs, time commitments, and financial compensation is critical for reaching underrepresented populations and ensuring clinical trial results are applicable across diverse demographics.



Diversity and Recruitment

86% of sites believe that eliminating barriers for participants is key to improving recruitment, retention and diversity. Additionally, 86% of sponsors and CROs find enrolling *diverse patient populations* challenging.



Financial and Logistical Support:

64% of sponsors and CROs agree that removing these barriers is a core component of their diversity action plans.

Diversity Action Plan

At Greenphire, we're committed to supporting these initiatives with our patient-centered solutions. From instant patient payments to comprehensive travel and logistics support, and our innovative GreenSpace app, we're here to make clinical trials more inclusive.

Partner with us to drive meaningful advancements in medical research.
[Learn more!](#)

Parting Thoughts

Greenphire's 2024 Market Trends survey paints a clear picture of the current clinical trial landscape, where technology, real-time payments, and diversity initiatives are at the forefront of industry priorities. As clinical trials continue to evolve, embracing these trends will be essential for ensuring successful, efficient, and inclusive studies. Organizations that proactively address these challenges will play a key role in advancing clinical research and positioning themselves as leaders in this dynamic and rapidly changing field.



Ready to GO with Greenphire?

Greenphire understands the importance of keeping both sites and participants at the forefront of clinical trial operations. Our solutions are continuously evolving to be best-in-class technologies—simple, effective, and designed to ensure sites are paid on time, participants face no financial or logistical barriers, and diversity in clinical research is enhanced. Ultimately, our goal is to help bring treatments and cures to market faster.

[REQUEST A DEMO TODAY](#)



Greenphire is a Thoma Bravo-backed software company specializing in providing comprehensive solutions for streamlining clinical trials. With a focus on optimizing patient and site experiences, Greenphire offers innovative software for travel and logistics support, automated patient and site payment solutions, and trial budgeting software and analytics.
Greenphire Means GO.



Greenphire Means GO!



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