

Greenphire's ConneX Travel Service Helps a Global Rare Disease Biotech Drive Retention by Easing Logistical Burdens for Their Study Participants

The Challenge

Greenphire works with a global biotechnology company on a mission to develop precision medicine for rare diseases. With patients at the forefront of their trials and decisions, this organization continuously strives to provide the best possible experience for their study participants.

Rare diseases by nature impact fewer people globally than other therapeutic areas. The result is rare disease patients having to travel greater distances to participate in a clinical trial (average distance from the site = 152 miles over the last five years). Though many patients are willing to travel in support of their healthcare journey, the time, effort, cost and associated stress can be substantial.

As such, this sponsor selected Greenphire's ConneX global travel service to manage their trial logistics and ease the burden for clinical trial participants.



The Solution

Through ConneX, patients have access to global agents with regionalized expertise who arrange all travel and accommodations from car service, flights and rail to hotels, visa services and specialty transportation.

Agents are available 24/7, providing in-market and local language support. They are dedicated to ensuring each participant's unique needs are met by booking the most appropriate and personalized travel accommodations all while adhering to the sponsor's travel policy. ConneX removes the burden of travel arrangement while eliminating the need for sites and participants to pay out-of-pocket for travel expenses.

The Results

Introducing Greenphire's ConneX to manage global travel has provided significant benefit to the sponsor, their sites, and most notably their participants. For one particular study using ConneX, the sponsor maintained a 95% retention rate over a duration of 148-weeks. This study supported more than 16,000 itineraries across 20 countries and 40 sites.

Itineraries were booked weekly with varying requirements. Families in closer proximity often had two-way car services or taxis arranged while other families traveled internationally, requiring flights, hotels, and car services. Other itineraries have included renting an RV, securing non-medical emergency transportation, and providing wheelchair accessible accommodations.

"ConneX is fundamentally the backbone of our travel program", indicated a Clinical Trial Associate from the pharma company. "No matter the need or request, ConneX has the regional expertise and flexibility to handle all travel requirements for our participants."

Ultimately, ConneX provides this sponsor with a dedicated program for the facilitation of participant travel, including a centralized view into itineraries and spend. Site staff have gained time back to concentrate on research and participant care, and most importantly, participants are given peace of mind as they can focus solely on their journey towards better health.

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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.