



What the Clinical Trial Industry Needs to Know to Excel in Patient Recruitment and Retention

2023 Research Report:
Global State of Patient Convenience

The State of the Industry



Fast Facts:

- Fielded April 2023
- 601 survey responders
- Geographic breakdown:
 - 68% US
 - 32% Global
- Company type:
 - 61% Site
 - 19% Sponsor
 - 10% CRO
 - 10% Other
- Functional area:
 - 64% Clinical Ops
 - 11% Recruitment
 - 7% Finance
 - 6% Vendor Mgmt
 - 12% Other

The ultimate goal of a clinical research study is to prove the safety and efficacy of new medical treatments, and bring new drugs and therapies to market as quickly as possible. However, the process of administering a clinical trial is one wrought with complexity realized by participants and sites, sponsors and CROs. Not only are protocols more complicated today, but so is the environment in which we conduct clinical trials.

Instead of looking at complexity as an obstacle, Greenphire considers the shifts towards personalized medicine delivered via decentralized formats as a sign of progress. Providing more choice and digital tools for participants can enable further access and simplicity, engagement and diversity. However, if not managed efficiently, negative consequences can emerge, including creating burden for site staff and participants, and extending study timelines.

About the 2023 State of Patient Convenience Market Trends Study

In this year's survey, we asked the global healthcare community - sites, sponsors and CROs - about their sentiment towards emerging clinical trial patient engagement trends.

Greenphire has been innovating the clinical trial participant journey since 2008. We channel patient insights as well as feedback from global sites, sponsors and CROs to drive our innovation roadmap. We invite you to utilize this report to identify key performance measures, benchmark your respective patient centric programs and advocate for new services to drive recruitment and retention.



Making a Business Case for Patient Centricity

In clinical research, every patient counts. Today's sponsors and CROs are more committed than ever to ensuring that patients are well-supported. When surveyed as to why they consider the selection of patient engagement technology, drivers included:

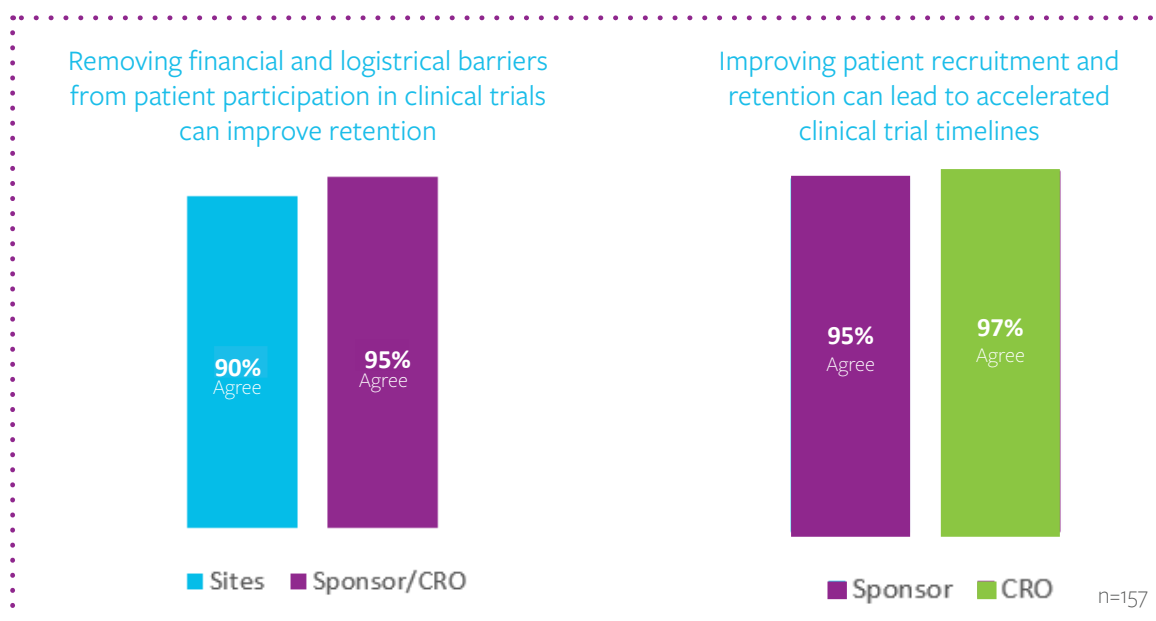
1. Overall patient centricity mission
2. Specialized mission to improve diversity, equity, inclusion of select populations
3. Data transformation/Information technology integration

Amassing sufficient, trustworthy data is the key to trial success. It's no surprise that Greenphire's survey also confirmed that sponsors and CROs want to "accelerate patient enrollment" as their foremost patient engagement objective.

While much focus has been put on recruitment, retention is equally important. After all, the [average cost](#) to recruit a new patient to replace a lost one was \$19,000+. Patient drop out can cause longer, more expensive trials, and delay getting treatments to those who need them.

Investing in measures to stop dropout, such as patient reimbursement and travel solutions makes good business sense.

CISCRP has long documented that financial & logistical burdens placed on trial participants are significant and can hinder or prevent participation. Simple measures can have dramatic results. Greenphire's 2023 research suggests that eliminating these barriers can improve retention and recruitment rates for clinical trials, ultimately speeding up clinical trial timelines.



Greenphire removes the leading causes for patient dropout (costs and transportation burdens) and enables flexibility for participation in and out of the clinic.



Patient Accessibility: Key to Engagement



“Utilizing a place where a patient can access their study information (like a website or app) would be awesome. They could see study contact information there or payment details for visits.”

U.S.-Based Clinical Research Site

Just like no two trials are alike, no two patients – or caregivers, are alike.

This means that as a professional managing the selection and usage of clinical trial technology, it's critical to account for everyone, everywhere.

When casting that net, you need to map out every touch point of the participant journey and evaluate how to continuously make the process exceed expectations.

Technology Accessibility

While the physical research site most often remains the center of clinical trials, participants want instant access, on their preferred device, to access study details digitally. It's not enough to only have a mobile application. Patient-facing technology must be all-inclusive to accommodate the diverse participants of research.

It is important to provide clinical trial participants with the ability to access their study information digitally, both through web and mobile applications (such as a phone or a tablet).

86%

of sites agree
n=313

90%

of sponsors agree
n=157

Flexible Options, Increased Access, Better Results

Greenphire tools are available in a multitude of globally preferred formats for sites and patients alike - whether receiving reimbursements digitally or via a physical card or accessing trial information and tasks via the web or mobile app.



Financial Accessibility

Banking preferences vary within countries, but also globally. Trial sponsors as well as sites working directly with participants must be able to pay participants in local currencies, swiftly and in the manner they prefer. Given the spectrum of individuals who participate in research studies, it's critical not to leave out select populations. For example, some participants may be either uncomfortable with providing bank account details, or simply do not have access to a formal banking institution. Greenphire's 2023 research found that the desire to support those with and without bank accounts was consistent around the globe, both in and out of the US.

Ensuring that patients and study volunteers, both with and without bank accounts, can be easily reimbursed for out-of-pocket expenses is a critical component of our patient engagement program

93%

of sponsors and CROs agree
n=157

Location Accessibility

Traveling to the study clinic is often cited as the most burdensome aspect of participating in a trial. Greenphire data reveals that the average distance between a participant's home and the clinic is 67 miles. It was not surprising to see that [CISCRP](#) confirmed that 84% of would-be clinical trial participants say it is important to know the location of the study clinic before deciding to participate. CISCRP has conducted extensive research on trial participant pain points and preferences, which are invaluable for sponsors, CROs and sites looking to improve diversity, including:

- Hispanic/Latino and Black/African American subgroups more likely to say that traveling is more burdensome than white/Caucasian
- Black/African American subgroups and those with household income of less than \$25,000 were more likely to rank supportive services, such as transportation, reimbursement support as "very important" than other segments ([2021 CISCRP Preceptions and Insights Study](#))



Sponsors and CROs are certainly listening. In our 2023 survey, **“offering travel and logistical support”** was the number one area of the patient experience cited by sponsors/CROs as to where they were trying to improve.



Simplifying Delivery, Removing Site Burden



The primary reason sites said they utilize clinical trial patient engagement technology is to **“simplify administrative tasks for staff”**.

2023 Greenphire Patient Convenience Market Trends Survey

There are a variety of processes (clinical, administrative, financial) that sites are responsible for throughout the life of a study, many of which are supported by technology.

According to [Florence Healthcare](#), more than 250 companies create site, sponsor and mobile technologies for clinical trials and on average, clinical research teams log into at least six platforms for each study.

Often, trial technology can be duplicative if the software can't support the global protocol or integrate with other systems. This can hamper study managers, who are keen to have global visibility and streamlined processes for clinical operations.

Unifying the participant experience was found to be a global preference for both sponsors, CROs and sites.

Patient engagement in clinical trials encompasses every touchpoint with the participant, from the moment the individual considers participation through their last visit and providing post-trial feedback.

It would be beneficial to have just one provider to deliver your entire patient engagement program

85%

of sponsors and CROs agree
n=157

It would be valuable to have a singular digital access point (web and app for iOS/Android) for patients to access their study information, such as reimbursements, transportation, appointment reminders and more.

90%

of sites agree
n=313

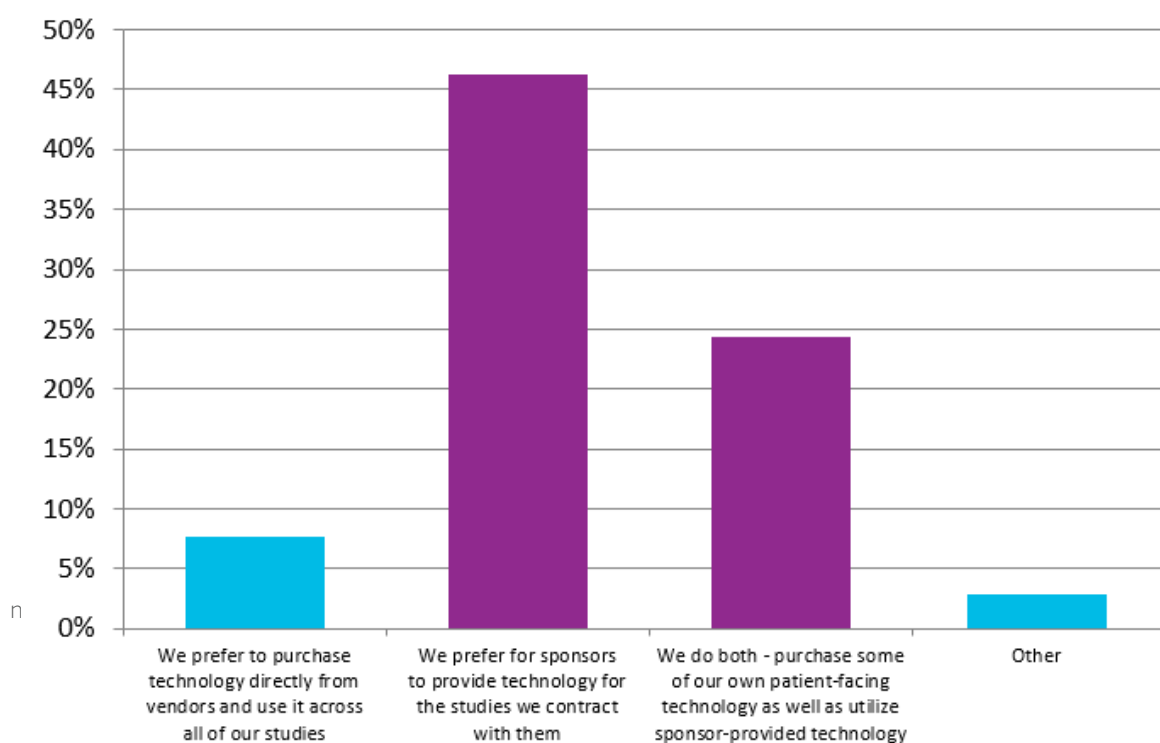
While clinical research sites want to do right by the participants they care for, they also are concerned about creating efficiencies for their employees. Given the intensity of the trial protocols and complexity, reducing manual effort through automation is a key objective.



Global Clinical Research Sites Weigh In

Fit-for-purpose technology has the power to improve the day-to-day operations for research staff, from trial coordinators to finance professionals.

According to [SCRS research](#), approximately 60% of research sites have three months or less of operating capital, and these budget considerations are sure to impact site staff decisions for what technology can be utilized organization-wide. New data confirmed that sites around the world want sponsors and CROs to provide technology resources for studies. Vendors can assist in ensuring that the technology is easy to use and that training and educational resources are available for staff.



Robust capabilities, Reliable Support, Better Results

- Our digital platform, [GreenSpace](#), offers a participants a unified access point to key trial-related information and activities
- We ensure study success through ongoing site and participant support, live site trainings and in-application resources
- Sites have the flexibility to utilize our solutions through a sponsor or directly



Never Settle: Continued Participant Engagement Innovation



The primary site concern about digital technology for patient engagement is the **patient not wanting, or being able, to use the technology.**

The clinical trial industry must continue to advocate and innovate, bringing new ideas and solutions to the table to improve the participant experience and remove site burden.

Looking to the Future

As new digital solutions become more widely available globally, sponsors, CROs and sites are looking for increased opportunities to engage trial participants, to provide education, promote trial opportunities and validate their experience.

CISCRP has validated that feedback is important for those who haven't participated in a research study in the past, and sponsors are looking for solutions to deliver on that wish.

Having the opportunity to complete a satisfaction survey on your clinical research study experience to provide feedback is very important

44%
of would-be
participants agree

Greenphire sees similar trends in sentiment by sponsors and CROs as witnessed by these three key areas of focus:

3 Key Areas of Focus by Sponsors and CROs



Patient feedback: Better understand if services our company has enabled are valued by trial participants



Patient insights: Deliver meaningful information and/or educational resources to patients



Trial matching: identify and/or pre-screen potential participants from disease foundations



Take the Next Step

At Greenphire, we understand the challenges that those in the clinical trial industry face on a daily basis. To meet the needs of all involved in the clinical trial process, especially the sites and participants, we create solutions that make trials easier, more accessible and efficient. Our goal is to ensure that Greenphire's solutions provide the necessary support to make your trial run more smoothly.

Greenphire is the leading provider of financial lifecycle management solutions for global clinical trials. From budgeting and payment execution through patient engagement and analysis, our solutions provide valuable insights, automate workflows and enhance overall trial management.

Discover how our solutions, including ClinCard and ConneX, can optimize participant and site experience in your clinical trials. Learn more today!

Ready for a demo?

Get in touch and allow us to assist you in executing more successful trials.

[Request a demo today!](#)





Smarter Trials from Beginning to End

Learn more:

[Greenphire.com/patient-convenience](https://www.greenphire.com/patient-convenience)