greenphire®

UH Cleveland Medical Center Offers Best-In-Class Participant Experience and Alleviates Administrative Burdens with ClinCard®

University Hospitals
Cleveland Medical Center

"Our old process would probably take 12 months to enroll that many patients. I think we could cut our time in half if not more because of the efficiency of ClinCard."

UH Cleveland Medical Center

University Hospitals, a leading healthcare provider in Cleveland and Northeast Ohio for 150 years, is committed to medical advancements and exceptional patient care. Recognizing the need for faster and more effective participant payments, UH Cleveland Medical Center sought to alleviate financial and logistical burdens on participants, ensuring they could focus solely on their trial participation.

The Challenges

- **Manual & Not "User-Friendly" System** — Their previous system relied on a homegrown Microsoft Access database, which was neither user-friendly nor scalable. It issued petty cash only available at main campus locations, leaving the other 22 freestanding hospitals without direct compensation options. As an alternative, they would send checks in the mail, which could take up to two weeks to arrive and sometimes get lost altogether.

- **Resource-Intensive Process** — Study coordinators manually entered data into the database, routing it to the finance office, which processed payments only at certain times of the month. This led to delays in participant compensation by up to a couple of weeks, creating an administrative burden for coordinators who had to follow up on payments.

- **Manual Payment Tracking** — Coordinators lacked access to parts of the database, requiring them to track payments manually. If participants reported missing payments, coordinators had to investigate, adding to their workload. This untracked administrative time typically resulted in lost revenue.

- **Patient Retention Issues** — The delays and problems with issuing payments led to participant frustration, impacting retention and recruitment. Participants who had previously taken part in studies and were used to receiving immediate compensation were reluctant to join trials that offered payment by cash or check. Those who were already enrolled in a trial would sometimes drop out due to the financial burden.

- **Travel Burdens** — UH Cleveland Medical Center lacked an efficient system for booking participant travel, which often required participants to find their own means of transportation and cover upfront costs for rides. This resulted in both a logistical and financial burden, particularly for those living far from the hospital.

The Solutions

UH Cleveland Medical Center adopted Greenphire's ClinCard platform, known by its industry partners for its user-friendly interface and real-time payment capabilities. ClinCard provided immediate reimbursement at appointments, enhancing participant satisfaction.

- **Efficient High-Enrollment Trials** — UH Cleveland Medical Center opened several high-enrollment clinical trials, some enrolling up to 1,000 participants. By eliminating the administrative burden with ClinCard, they quickly met or exceeded enrollment goals in a short period. Previously, enrolling these numbers took about 12 months, but with ClinCard, this time was cut in half or more.

- **Time and Cost Savings** — Immediate payments saved coordinators significant time, reducing payment processing from an hour to no more than 60 seconds. This efficiency also translated into financial savings, especially for grant-funded employees.

- **Higher Participant Retention** — Instant payments ensured participants, especially those with out-of-pocket expenses, could continue their involvement without financial strain. In addition, the integration with Lyft was beneficial, allowing coordinators to schedule rides directly, eliminating upfront travel costs for participants and enabling access to the main campus.

- **Patient Preference** — Participants appreciate the flexibility of ClinCard, including the virtual card option, with the ability to use the card anywhere they choose and even transfer funds to their bank account.

- **Reporting Functionality** — Site staff value tracking metrics such as unique participants, payments, the number of unique protocols or studies, etc. They also appreciate seeing a heat map through the Lyft integration, which allows them to see where their participants are coming from.

- **Lyft Integration** — The Lyft integration through ClinCard has been a lifesaver for both coordinators and participants. Patients appreciate not having to pay upfront for travel, alleviating a significant burden. Site staff benefit from the ability to schedule rides directly within the platform, ensuring participants can easily reach the main campus hospital, even if they live 50+ miles away.

> "Participants like how, whether it's on the card or the virtual card, they can transfer the funds right to their bank account of their choice."
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> UH Cleveland Medical Center

Summary

Since implementing ClinCard in March 2023, UH Cleveland Medical Center initially rolled it out to a large COVID long-hauler study and has since expanded its use to 22 unique protocols. Over 1,500 participants have received more than 5,000 payments. UH Cleveland Medical Center plans to continue using ClinCard for future studies, enabling efficient trials and providing a best-in-class participant experience.