



HOBSON & COMPANY

# Driving ROI

**The Business Case for a Comprehensive  
Patient Convenience Solution for  
Clinical Trials**

A recent satisfaction survey conducted by Greenphire revealed that both research sites and sponsors are looking for opportunities to improve clinical trial processes, including participant-focused workflows.<sup>1</sup> Managing participant payments/reimbursements can be a significant burden for sites. According to the Society for Clinical Research Sites (SCRS), more than 80% of site staff that are caring for participants also have to spend time on tasks such as distributing stipends and arranging travel/transportation for study participants.

Without comprehensive participant convenience technology solutions, the time spent on processes such as participant payments / reimbursements, and travel arrangements, can be extensive. This leaves sites with less time to focus on the participant experience, which is proven to result in higher patient dropout rates and extended study timelines.

Hobson & Company, a research firm focused on Return on Investment (ROI) studies, worked with Greenphire to explore these challenges. They conducted 15 in-depth interviews with Greenphire clients, to understand the sources of value generated by the company's ClinCard and ConneX (participant payment and travel) solutions. Clients validated that Greenphire addressed their participant-focused challenges and delivered measurable results.

Over the life of a study,  
organizations who leverage  
the ClinCard/ConneX  
solutions experience a

**200-300%  
ROI**

The goal of this white paper is to highlight examples of operational and business benefits that can be realized with the comprehensive patient convenience solutions available by partnering with Greenphire. We explore:

- Participant Payment & Logistics Challenges
- Three Key Solution Value Drivers Across the Study Lifecycle
- A Sample Company Overview

1. <https://greenphire.com/sponsors-leverage-the-automation-control-and-predictability-of-eclinicalgps-to-empower-sites/>





# Participant Payment & Logistics Challenges

## Increasing ease and timeliness of participant payments & logistics

The effort to manage participant payments and logistics can be a major burden for sites and sponsors.

Clients interviewed reported that sites traditionally have to pay participants via their own means and from their own accounts. Sites must then submit an invoice to the sponsor. This creates cashflow issues, especially for smaller sites, and requires significant staff and sponsor time and effort.

## Improving participant experience

The financial burden placed on participants in a clinical trial can be significant, including, but not limited to, transportation, parking, meals, time away from work and childcare. In a recent survey conducted by Greenphire, 93% of sponsors agreed that ensuring patients and study volunteers, both with and without bank accounts, can be easily reimbursed for out-of-pocket expenses is a critical component of their patient engagement program.<sup>2</sup> If these hurdles are not addressed, the burden is often too great, forcing participants to drop out of the study.

## Decreasing delays in study timelines

If too much time is spent on administrative tasks like participant payments and logistics, this can result in overburdened, frustrated and less efficient sites. Additionally, with participant payment methods such as checks, it can often take longer for participants to be paid. This can lead to reduced engagement and increased dropout rates, drawn out timelines and a more costly study.

*Client research identified benefits of Greenphire's Patient Convenience Platform (ClinCard and ConneX) in three key areas:*

**Streamlining Workflows**

**Increasing Accuracy & Transparency**

**Improving Site & Participant Satisfaction**

2. What the Clinical Trial Industry Needs to Know to Excel in Patient Recruitment and Retention 2023 Research Report: Global State of Patient Convenience.



## Value Driver #1: Streamline Workflows

### Reduce time spent managing site reimbursements

By utilizing Greenphire's ClinCard and ConneX patient convenience solutions, sites no longer need to invoice the sponsor for participant payment activities, reducing the number of line items on a study, which directly reduces the time spent by the sponsor on invoice review, adjudication and payment.

**"We would have needed double the headcount handling payments, adding another FTE, if we had to manage the growth in number of studies manually."**

*- Sr. Clinical Research Associate*

*Clients interviewed averaged:*

**50%**

REDUCTION in time spent on site reimbursements

## Value Driver #2: Increase Accuracy & Transparency

*Clients interviewed averaged:*

**50%**

REDUCTION in site administrative overhead rates

### Reduce site administration overhead charges

ClinCard and ConneX allow sponsors to pay participants directly and provide pre-booked travel arrangements, so the sites do not need to administer these pass-through funds. This results in a significant savings on site administrative overhead costs for applicable items.

**"We have definitely seen savings in administrative overhead charges from the sites since moving to Greenphire."**

*- Senior Study Manager*

### Reduce time spent on reimbursement inquiries from sites

With ClinCard and ConneX, the time spent by sponsors on reimbursement questions from the sites is significantly reduced, as participants are paid directly and automatically, eliminating the need for sites to invoice the sponsor for participant payment activities.

**"The number of questions received from sites regarding payments and reimbursements has definitely been reduced, to just 2-3 per day."**

*- Sr. Clinical Research Associate*

*Clients interviewed averaged:*

**80%**

REDUCTION in time spent on reimbursement inquiries

## Value Driver #3: Improve Site & Participant Satisfaction

### Reduce site start-up time with accelerated enrollment

ClinCard and ConneX offer the proven ability to remove barriers across diverse populations and expand geographic recruitment, thus offering a larger participant pool from which to enroll.

"Greenphire helps speed up enrollment, as it helps increase diversity, providing a larger pool from which to pull patients. In more complex trials Greenphire could help shave 1-2 months off of the enrollment timeline. Greater diversity of patients in a trial also helps deliver a deeper data set."

- Associate Director, Patient Recruitment

Clients interviewed averaged:

**10%**

REDUCTION in number of months needed for study enrollment

Clients interviewed averaged:

**10%**

INCREASE in participant retention

### Improve study participant retention

ClinCard provides rapid payments and reimbursements to participants, eliminating a critical financial barrier that often impacts continued study participation. Also, providing global pre-paid travel arrangements with ConneX helps get participants to the clinical site throughout the trial, with no added burden or out-of-pocket expenses for the participant or the site.

"ClinCard and ConneX have helped retention, which is a key benefit, as it can cost from \$10K to \$50K+ to recruit each added patient."

- Senior Study Manager

Clients interviewed averaged:

**-1.0**

DECREASE in number of months of study delays

### Reduce study delays

Greenphire's best-in-class solutions optimize clinical trial performance, simplifying and streamlining payment processes to participants: removing barriers/burdens to patient participation; allowing medical staff to focus more on treating patients and less on administration; and enabling sponsors to improve workflow efficiency, financial visibility, control and regulatory compliance.

"ClinCard and ConneX can both help improve patient retention, which helps reduce study delays. This is key as every added month a study is delayed is lost revenue. This could be an especially big impact if study delays result in losing first mover advantage."

- Senior Study Manager



## Key Findings



### ROI Research Results

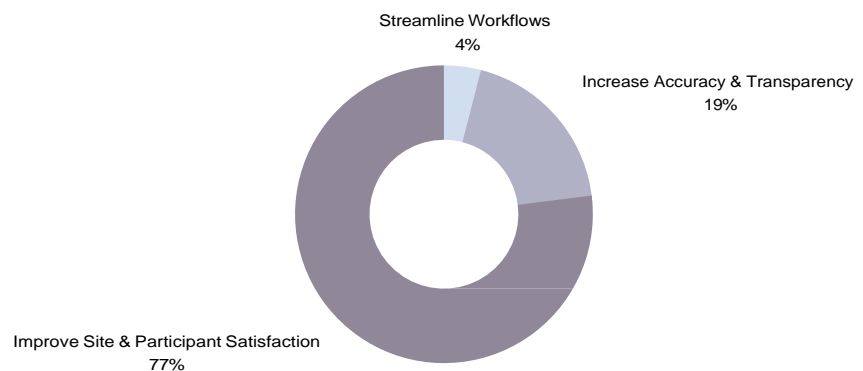
The value of a comprehensive patient convenience solution for clinical research is immediate and demonstrable.

Using a sample organization migrating to ClinCard/ConneX from more manual processes, with the following inputs pre-Greenphire:

- 70 sites per study
- Average of 8 months that sites are open before enrolling a participant
- A participant dropout rate of 30%, and average recruitment costs of \$25,000 per participant
- Average annual revenues per new product brought to market of \$150M

An investment in the Greenphire solutions generates positive cash flows in 4.3 months, creating significant value as illustrated below and generating a 180% return on investment.

### Percent of Total Value Delivered by Business Objective





## About Greenphire

Greenphire's suite of best-in-class technology solutions enables clients to prioritize the patient journey, so treatments and cures can be delivered to those who need them faster. Committed to modernizing and integrating each step in the participant journey and the overall clinical trial lifecycle, Greenphire has established an unmatched suite of patient convenience solutions, including a mobile-enabled technology platform which offers a personalized and empowering end-to-end participant experience from trial identification through participation. ClinCard® and ConneX® remove financial and logistical barriers, simplifying the delivery of global patient convenience initiatives and improving recruitment and retention. Greenphire's EnvisiX™ and eClinicalGPS® transform the budgeting and site payment process, resulting in expedited study start-up and improved site sustainability. Learn more at [www.greenphire.com](http://www.greenphire.com).

## About Hobson & Company

For over two decades, Hobson & Company has created ROI tools and processes that help technology vendors qualify prospects, close more deals, increase average deal size, and defend pricing. We have worked with early-stage start-ups all the way up to some of the largest technology vendors in the world. Our clients come from diverse industries including Enterprise Software, Health Care IT and Specialty Applications. Our well researched, yet easy-to-use ROI tools have helped technology companies better position and justify their unique value proposition. For additional information, please visit [www.hobsonco.com](http://www.hobsonco.com).

### Disclaimer:

The return-on-investment (ROI) and other financial calculations expressed in this paper are based on data provided by Greenphire clients and various assumptions and provide estimates only. The actual ROI realized by clients may vary from the estimates provided. Greenphire offers this tool to assist clients with evaluating their solutions; however, Greenphire and Hobson & Company (the firm that created the tool) are not responsible for the accuracy of any estimates.

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