



CASE STUDY

The Largest Health System in New York Centralizes Research Participant Travel with Greenphire's Rideshare Solution



94%

of sites using Greenphire's Rideshare integration indicated that arranging transportation for participants helps keep them enrolled in a study.

The Challenge:

Northwell Health is the largest healthcare provider in New York, featuring 21 hospitals, over 850 ambulatory centers, 50 research laboratories and 400 clinical investigators backed by a 300+ workforce of clinical research professionals that support over 500 clinical trials. Areas of clinical research span a variety of medical conditions, including cardiology, cancer, rheumatology, pulmonary, neurosciences and more. With so many in-demand treatments being investigated, Northwell Health attracts patients seeking breakthrough treatments across the five boroughs of New York they serve, as well as Nassau and Suffolk counties, and all the way to Westchester.

For almost 12 years, Northwell Health has been enjoying the benefits of streamlining and automating patient reimbursements via Greenphire's ClinCard® solution. In addition to reimbursing participants, ensuring they have the means to get to the research sites for their visits is a key focus for Northwell. However, ride services they offered often differed by location or study, limiting the options available or even excluding participants from being able to benefit from ride services. When Christina Brennan, MD, Senior Vice President for Clinical Research, sought to find a centralized, cost-saving alternative to expensive car services, she turned to Greenphire's rideshare offering through the ClinCard platform.

The Solution:

Through Greenphire's partnership and reputable rideshare integration, Northwell site coordinators are offered a convenient way to provide transportation for patients across Northwell's vast service area. In a few easy steps, staff can schedule pre-funded rides for the future or in real time through the ClinCard portal. This ensures participants - who may otherwise face hurdles in securing transportation - can get to the research site. The real-time visibility of the ride status allows study coordinators to track the progress of rides and ensure that the participants are safely delivered to and from their study visit destination.

“This service has enhanced our research subjects’ experience in their participation of the trial, which has led to increased recruitment and retention. We have also seen increased compliance in follow up appointments without the stress of navigating the transportation.”

Christina Brennan, MD

Senior Vice President for Clinical Research,
Northwell Health

The Results

Northwell Health has experienced significant benefits since implementing rideshare through ClinCard - both regarding site and patient experience. The intuitive ride booking workflow has reduced the administrative burden for site staff, giving them time back to focus on research and patient care. This new functionality gives the study coordinators the ability to track patients en route which is helpful for timeline management to ensure the patient is seen within the appropriate window. Additionally, the automated accounting reports have been very helpful - providing a holistic view across the health system and simplifying reconciliation per study, and study and fund.

The service has also led to seamless recruitment and retention for many trials at Northwell Health. Serving such an expansive region, including Manhattan, Staten Island, Long Island and Westchester, patients are often traveling from a distance. Offering Greenphire’s rideshare service removes the financial and logistical burden associated with traveling to multiple sites to complete assessments.

Peace of mind is provided to patients by eliminating out-of-pocket costs and logistical barriers, and missed study visits are reduced, keeping the study on track. Overall, patients have been very pleased with the service. They especially appreciate being able to get to the study site without having to worry about driving or public transportation, especially if they live far away.

Ultimately, Greenphire’s centralized platform - both financial and logistical - has enabled Northwell Health to drive efficiency, provide a better participant experience, and gain financial transparency and control. As such, they plan to continue using ClinCard’s reimbursement and ride booking offerings to deliver value for future studies.



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.