



CASE STUDY

CRO Enhances Security and Participant Payments Workflow with ClinCard®

"ClinCard makes participant payments seamless and efficient."

Vice President, Phase I Operations

Inefficient and costly manual processes drive the need for a new participant payment method

As full-service Contract Research Organization (CRO) with decades of industry experience, this organization successfully conducts over 250 studies each year. They have built strong relationships with a variety of global sponsors who depend on their expertise in early-phase research and clinical trial management.

As a standard practice in conducting clinical research, the CRO reimburses participants for their involvement in a study. The participant payment process had been managed by their accounting department, consisting of cash disbursements throughout the study and after completion of various milestones, and a final payment in the form of a check upon study conclusion. While this approach was accepted for years, these payment methods presented issues that they felt necessitated change.

The CRO was distributing up to 500 checks per month, which proved to be a costly, laborious and resource-draining process, taking valuable time from the accounting staff. In addition to the burden of requesting and issuing physical checks, payment delivery was often delayed, taking three days or longer for participants to receive their checks. In the instance a participant didn't have a bank account, they would be forced to go the extra step of obtaining cash from a check cashing facility, which comes with additional costs.

While issuing checks presented inefficiencies, paying study participants in cash also came with its own set of hurdles. In order to distribute a substantial volume of participant payments throughout the year, they needed to keep a large amount of cash on-hand, which was seen as a security concern for the accounting team. It turns out that their apprehension was warranted. A few years ago, someone broke into their clinic and the cash stowed onsite was stolen. This incident was a clear indication that they needed to find a better solution – it was time for a change!

Bringing innovation to their clinics with ClinCard

The CRO researched additional payment methods to bring innovative new processes and added security to their clinics. They were looking for a solution to drive efficiencies while also serving as a point of differentiation. They discovered that many other research sites were using debit card solutions, including Greenphire's ClinCard technology. They decided to implement ClinCard, which they deemed the best fit based upon several factors:

- Card custom branding capability (with their name/logo imprinted on the card)
- Comprehensive customer service available to both their clinics and study participants
- Ability to send automated notifications to participants via text message and/or email
- User-friendly web-based software
- Robust tracking and reporting capabilities
- Superior cost-to-value ratio as compared to competitors

Improved participant satisfaction, optimized site staff workflow and enhanced security - all resulting from ClinCard implementation

ClinCard was first implemented in one of the CRO's clinics in 2018. With exceptional support from Greenphire, they experienced a seamless transition and fast adoption among staff and participants. The benefits were immediately apparent. A short five months later, ClinCard was introduced in other clinics, and the positive outcomes were consistent across all locations.

Increased speed and security.

Payments are now distributed to participants immediately after a visit with the click of a button, by clinic staff. With the burden of payment distribution lifted from the accounting department, they can now allocate their time to other financial responsibilities. Additionally, automating the payment process has increased security immensely, eliminating the need to maintain large sums of cash on-hand – a perk that provides the accounting department and clinic staff with peace of mind.

Eliminating manual processes.

They no longer worry about costly and tedious processes related to issuing checks. The payments process now takes a matter of seconds and the staff enjoy a flexible approvals process that allows approvers to authorize payments from anywhere, via the secure, web-based interface.

Financial Transparency.

The accounting team benefits greatly from having full visibility into all payment activities and financials via ClinCard's comprehensive reporting suite. This allows for ease of tracking, reconciliation and 1099 preparation.

Improved participant engagement.

In addition to site staff workflow optimization, they observed an increase in participant satisfaction resulting from real-time payment delivery that allows for flexible spending. The ClinCard's interactive alerts have created an enhanced participant experience and improved engagement, as approximately 90% of the participants utilize the text message feature for instant notification of payment. "It's an easy way to let the participant know when payment has been applied to the card, further engaging the participants in the study" indicated the Associate Director of Operations.

An impactful partnership: Benefits now and in the future for the CRO, their staff and participants

Ultimately, ClinCard has provided many considerable benefits to each of their clinics. Security has been significantly enhanced by eliminating the need to maintain cash on-hand, the burden of manual payment processes has been removed from site and accounting staff and participant satisfaction and retention has increased through heightened engagement.

"I can't imagine going back to the old way of paying."

Vice President, Phase 1 Operations

Looking To the Future

Implementing ClinCard has been a wonderful marketing tool for them, with the customized cards serving as a reminder of where the payments came from, while permitting participants to reuse the cards for future studies. With sustained success, they anticipate continuing to use ClinCard to automate and streamline their participant payments for all foreseeable studies, ensuring a positive clinical trial experience for the CRO, their staff and participants.



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.