![greenphire logo]

CASE STUDY

A Top 10 Clinical Trial Sponsor's Commitment Drives Global Site Adoption and Process Optimization

The Challenge

After experiencing inconsistency in payment methods across sites and studies, causing confusion and decentralization of payment modality, this global top 10 pharma sponsor was driven by a need for a provider whose core focus was on patient payments with heightened functionality and centrality. As such, they sought after Greenphire's participant payment solution, ClinCard®.

Results

Although the sponsor did not have a structure in place to support the implementation and usage of Greenphire solutions, Greenphire's Relationship and Project Management team worked closely with the key sponsor contacts to build out a standard infrastructure and methodology that improved workflow consistency and reduced pain points. The sponsor leveraged Greenphire's expertise and standardized processes to adapt their payment and reimbursement parameters across their portfolio of studies. In Greenphire's recent Site Satisfaction Survey, the sponsor users gave an average rating of 8 out of 10 regarding their overall satisfaction with Greenphire, showcasing a significant improvement directly impacted by this collaboration.

After this build out, the sponsor has subsequently partnered closely with Greenphire, utilizing recommended best practices to roll out ClinCard to their sites with optimal efficiency. As a result, they have experienced high levels of site adoption due to their committed buy-in to Greenphire and the sites' positive experience using the solutions. For example, the sponsor has implemented ClinCard as the standard across all sites, resulting in consistent usage across the board, and a 92% satisfaction rate with ClinCard. They have also seen growth from Q4 2018 - Q1 2021: a **96%** increase in participant count, and a **320%** increase in payments. The partnership with this sponsor runs in both directions: helping Greenphire hone in on new features and improve processes based on open feedback and collaboration.

Future Plans

This sponsor has maintained a devoted relationship with Greenphire, resulting in a strong interest in all of the latest updates and functionalities. They are eager adopters to new capabilities and continue to incorporate Greenphire's solutions into their strategic initiatives such as driving diversity and inclusion in their trials.

Metrics and testimonials have proven that this sponsor's users are satisfied with Greenphire solutions. A U.S.-based user said "*It is a HUGE help to not have to go through site management and then the sponsor to reimburse these patients. It is also easier during a visit to click through on the ClinCard website than pull out a check to sign, and patients also like it way more. Could not recommend ClinCard enough; it is a great experience*". A U.K.-based user indicated ClinCard and ConneX™ resulted in a "*reduced amount of time spent on reimbursements, and patient receives reimbursement faster*".

Greenphire's partnership with this sponsor is an example of a committed client whose trust in Greenphire processes and products has resulted in improved site relationships, financial and time savings, and improved workflow, amongst other benefits.

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