



CASE STUDY

Transforming Patient Support: How Greenphire Revolutionized Payment & Travel Processes for a Multinational Pharmaceutical Company

KEY METRICS:

- 30+ Countries
- 150+ total studies and 80+ active studies
- 1500+ active sites
- 5k+ patients paid to date
- \$2 million paid to participants

11% increase
in patient retention

Significant reduction
in time spent on reimbursements

Faster receipt
of payments

The Challenges:

A few years ago, a large multinational pharmaceutical company faced the challenge of expanding into a new therapeutic area. As part of this expansion, they needed to build an internal patient enrollment and retention group. To achieve this, they sought a partner that could help enhance the patient experience and improve retention rates. They chose Greenphire to standardize and streamline patient payment processes and travel arrangements across their global sites, which had previously used varied and inconsistent methods, creating regulatory challenges.

The Results:

The sponsor initially implemented Greenphire on a small scale, beginning with U.S. sites only for the first two years. Through the initial phase of the partnership, they saw an 11% increase in patient retention. Motivated by these positive outcomes, the sponsor allocated more resources to expand the use of Greenphire solutions to regions outside the U.S., leading to a 16% increase in site adoption.

One U.S. site commented about their experience with Greenphire travel, saying "it is easy to use and travel is booked quickly." Another global ClinCard user noted that they were able to "reduce the amount of time spent on reimbursements and patients receive reimbursement faster."

Future Plans:

The sponsor remains committed to Greenphire, continually exploring the company's new features and solutions. They're also looking to expand the use of Greenphire's travel and payment solutions across additional countries, highlighting their focus on scaling their global patient-centric approach.

By leveraging Greenphire's solutions, the sponsor has significantly enhanced patient and site experiences while also demonstrating a strong commitment to innovating and optimizing patient convenience efforts and financial management processes for their trials.



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.