

The ClinCard System for research sites

The Corvallis Clinic

Sterling Research

The Lehigh Center for Clinical Research



At a Glance

Situation

- Manual patient payments drive inordinate costs to clinical research sites and negatively impact the patient experience.

Solution

- Greenphire's ClinCard System implemented to deliver electronic patient payments.

Results

- Research sites reduce administrative cost and payment timelines by 90%.
- Patients receive real-time, accurate electronic payments that can be used as cash.
- Research sites increase marketing and retention efforts with customized card designs.

Solutions Provided

ClinCard



“(For every payment issued) we had to assure that the checks were ordered, process and print the checks, pick them up, make copies, and get them assigned for every patient, every visit. As our site grew this was becoming increasingly burdensome.”

Pat Eshleman

Clinical Research Manager, The Corvallis Clinic

The Situation

•*The Corvallis Clinic is a physician-led medical clinic, serving the mid-Willamette region of Oregon and a population of approximately 250,000 in Linn, Benton, and Lincoln Counties.*

The Clinic has medical offices in Albany, Corvallis, and Philomath, along with an Outpatient Surgery Center in Corvallis.

•*The Lehigh Center for Clinical Research is a clinical research site based in Allentown, Pennsylvania, which is currently conducting eight clinical trials.*

Despite rapid advancement in so many aspects of the clinical research environment, the realm of clinical patient payments has long remained a technological backwater. The vast majority of clinical research sites continue to rely on manual, often paper-based processes to calculate, deliver, and track patient payments. This outdated process drives major costs to site budgets, reduces tracking and auditing capability, inevitably leads to human error, and negatively impacts patient satisfaction and retention.

As Pat Eshleman, Clinical Research Manager at The Corvallis Clinic explains, “(For every payment issued) we had to assure that the checks were ordered, process and print the

checks, pick them up, make copies, and get them assigned for every patient, every visit. As our site grew this was becoming increasingly burdensome.”

Vince Gillen, Director of the Lehigh Center for Clinical Research, further explains that “some patients without bank accounts disliked being paid by check, as their stipends were reduced by costly check-cashing fees. (Paper checks) were such an expense, not to mention a hassle for us and our patients.”

The Solution

After evaluating alternative payment technology and payment management service options, Greenphire's ClinCard System is implemented at each site. For research sites already using Clinical Conductor CTMS or other established payment technologies, the ClinCard is implemented as a module within the site's existing workflow to capture synergies between the technology platforms and further drive efficiency.

Patients are issued reloadable branded debit cards for the life of their study, which are automatically loaded with stipend funds upon completion of relevant study milestones.

“Our payments are now completely streamlined. As our coordinators complete the visit updates, they just click one more button to issue the stipend! This saves us tons of time and money, and also allows the patient to have their stipend at their disposal before they even walk out the door.”

Vince Gillen
Site Director
Lehigh Center for Clinical Research



The Results

Upon implementing the ClinCard System, sites reduce administration related to patient payments by an average of 90%, and accelerate payment timelines tremendously. A process formerly consisting of an average of 4-6 unique administrative steps across multiple departments is consolidated into a single click in the ClinCard System’s web-based portal.

Where paper check payments subject patients to extended processing delays and often drive check-cashing fees for immediate use, the ClinCard System offers patients a reloadable debit card which lasts the life of the study and can be used as a standard debit card anywhere in the MasterCard network. Payments are released in real time in conjunction with a payment schedule customized to each individual study, or as ad hoc payment milestones occur. When reimbursements for extended travel are included in a study, these stipends may be pre-approved to eliminate prohibitively large patient out of pocket expenses.

As an added benefit, each ClinCard program features customizable artwork based on the unique branding and marketing message of each site user. This feature drives positive feedback to patients and encourages ongoing participation with the site’s studies.

For Pat Eshleman, the new payment module has provided a major benefit to The Corvallis Clinic’s operations,

compliance, and even marketing initiatives. She says, “The administrative time saved has been everything that we hoped it would be. We have found that we can use incentive payments to patients for diary and survey completion at home, since the card can be instantly loaded with the appropriate payment. I would never have contemplated doing this when paying by check. We even had a customized card printed. It is a marketing tool. We work in a community of about 50,000, and these cards put our site out there in the community. We are very happy to have moved forward with this system.”

The Lehigh Center’s Vince Gillen expressed a similarly enthusiastic sentiment, saying “Our payments are now completely streamlined. As our coordinators complete the visit updates, they simply click one more button to issue the stipend! This saves us tons of time and money, and also allows the patient to have their stipend at their disposal before they even walk out the door. I have fewer headaches and so does my accountant. We have even had lots of follow-up patients calling back months later to ask if we have any other studies. The only reason they called us back is that they were cleaning out their wallet or purse and saw their old ClinCard. We enrolled two patients just by having the card with our logo on it!”

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