Greenphire Introduction / Demo
Greenphire Introduction / Demo

Agenda:

• Project Update/Benefits
• Penn Process Walk-Thru/Review
• Greenphire Demo
• Closing/Questions
Greenphire Introduction / Demo

Project Update:
• Volumes, spread, requirements, RFI
• Pilot
• CHOP
• Approval, project plan, contract
• Advisory group
• Trial – 5 studies
• Road Shows
• July 2015 Launch
• Enterprise & Pilot Migration
Greenphire Introduction / Demo

Project Benefits:
• Direct disbursement
• Reduction in admin time
• Quicker and safer way to pay
• Branding
• Compliance
• Central accounting/tax reporting
• Progress reporting
• Retention
• Messaging
Greenphire Introduction / Demo

Key Points:

• Fees against a federal grant/fund must be borne at the department
• Generic and the Penn branded cards are $3, and each load is $1
• Stipend, reimbursement and manual payments are separate loads
• Identify fees/method of payment early in the bidding process
• Identify in your IRB application/modification
• C-2 Form
• Secure cards
• Accounting entries and W-9/1099 reporting is centralized
• Not for foreign nationals
• A W-9 utility/repository (August)
Greenphire Introduction / Demo

Branded Card:

1. Your ClinCard Prepaid MasterCard is active once your first payment is loaded. Please sign the back of the card and then you can immediately begin using it by selecting the "Debit" option in stores or for online purchases.

2. Your ClinCard does not come with a pre-set PIN. In order to use your ClinCard at an ATM location or to make a purchase using the "debit" option in stores, please call 1-866-952-3705 to get your PIN.

3. This prepaid MasterCard is reloadable, so please be sure to keep it so that additional funds may be credited to your ClinCard.

4. You may view your available balance, review transactions and manage your account at www.myclincard.com or by calling 1-866-952-3705.

Tips on using your ClinCard Prepaid MasterCard:

- If you "opt-in" to receive email and/or text messaging, you will be notified when funds are applied to the card.
- You may also receive messages to remind you about upcoming appointments and other study information. Standard text messaging rates may apply. See carrier for details.
- As a prepaid card, your ClinCard can only be used for purchases up to the amount of your available balance. If you wish to make a larger purchase, you must know your available balance and inform the cashier of the amount you would like charged to your ClinCard. Merchants are unable to check your balance or transaction history.
Greenphire Introduction / Demo

Penn Process Walk-Thru/Review:
Greenphire Introduction / Demo

Greenphire Demo:
Greenphire Introduction / Demo

Closing/Questions:
The ClinCard System:
Automate Subject Payments
Greenphire At-a-Glance

- First technology company focused on clinical payments
- Market leader in clinical payment technology
- Over 2 million payments executed to date; over 20,000 executed weekly
- Over 400 industry clients; over 3,700 sites & 300,000 patients served
- Offices in Philadelphia & London
Selected Awards
What is the ClinCard system?

The ClinCard System automates subject reimbursements in a study by combining real-time payments to subjects using a reloadable debit card with automated subject messaging.
Data Security & Quality Management

- Greenphire makes protecting confidential health information its highest priority by:
  - Never selling patient information
  - Deleting patient information from our system when the last patient has completed the last visit and all cards are depleted of funds.
  - Sharing data with processing partners only as necessary to execute payments and enable customer service
  - Complying with the Health Insurance Portability and Accountability Act (HIPAA), 45 CFR Section 160.103, and HITECH
  - Storing patient information securely using appropriate administrative, physical, and technical safeguards
  - Voluntarily self-certifying to the Safe Harbor framework

- New software releases are subject to Greenphire’s quality management process, which requires extensive testing & review of new code
‘Direct’ ClinCard Clients
ClinCard Package Example

ClinCard Program

It's easy to manage your account!

By phone:
1-866-952-3795
or
www.myclincard.com

1. Your ClinCard Prepaid MasterCard® is active once your first payment is loaded. Please sign the back of the card and then you can immediately begin using it by selecting the "credit" option in stores or for online purchases.

2. Your ClinCard does not come with a pre-set PIN. In order to use your ClinCard at an ATM location or to make a purchase using the "debit" option in stores, please call 1-866-952-3795 to set your PIN.

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The ClinCard Prepaid MasterCard is issued by The Bancorp Bank pursuant to license from MasterCard International Incorporated. The Bancorp Bank; Member FDIC. MasterCard is a registered trademark of MasterCard International Incorporated.

Penn University of Pennsylvania

ClinCard

Debit

MasterCard

5462 6860 9044 9010
5462

VALID THRU 01/16

VALUED CARDHOLDER
Benefits to Subjects

- ClinCard can be used for:
  - Bank Withdrawals (cash)
  - Signature POS
  - PIN Based Transactions (cash)
  - ATM Access (cash)

- Worldwide acceptance of card
- Mastercard Zero Liability Policy: Protection against fraud
- No bank account required
- 24/7 customer service (free) in English and Spanish
The ClinCard System: System Set-Up

- Site Users Defined
- Cards Designed & Produced
- Visit Schedules & Reimbursements Defined & Set Up
- Users Trained
- Payment Triggers Defined & Set Up
- Automated Messaging Defined & Tested

8-10 Week Implementation Process
Managed by Greenphire Program Manager
1. Request for Funding made by Research Department*

2. Greenhire Account Funded by AP/Finance Manager

3. Subjects Registered by Study Coordinator

4. Payment Initiated by Study Coordinator

5. Payment Approved by Business Manager/Research Manager at Department Level

6. Payment Delivered to Patient

7. Reporting & Analytics Available on Web Portal

*Funding Frequency is determined by University requirements
ClinCard Pricing Model

Three components:

- Per Card Fee
- Per Load Fee
- Set-Up Fee
Manual Payment Cost

- Avg. steps to write a check/cash/gift cards = 4+ steps
- Average time to cut check/pay cash (check request, send to accounts payable/accounting, cut check, mail check, petty cash runs, manually track, receipts, security, etc.) = 15 minutes
- 4-6 steps or 15 minutes may equal $5+ per payment
- Average study may equal 7 visits
- 7 visits x $5+ per payment equals $30+ per subject per study (hard costs + overhead)
ClinCard Payment Cost

- Average steps to make a ClinCard payment = 1 step
- Average time to make a ClinCard payment = 30 seconds
- Assuming 7 visits, cost per ClinCard payment = $1.56
  - ClinCard = $3.90
  - Load = $1.00
  - First visit ($3.90 ClinCard + $1.00 Load) = $4.90
  - Next 6 visits ($1.00 Load) = $6.00
- 7 visits x $1.56 per payment = $10.90 per subject
- $10.90 per ClinCard subject vs. $30.00 per manual subject = $19.10 saved per subject per study
- Note: A subject can use same ClinCard multiple studies
ClinCard:
Areas of Benefit
Reduced Administration

How much time does it take your clinical site to process a subject reimbursement...

Source: 2014 Clinical Site Satisfaction Survey, n=139
Automated Tracking & Reporting

Patient Payments

Automated Tracking & Reporting
Increased Subject Satisfaction

We asked sites to rate their patients’ satisfaction with manual payment processes compared to ClinCard:

- Patient satisfaction with previous process:
- Patient satisfaction with ClinCard system:

Source: 2014 Clinical Site Satisfaction Survey, n=139
Increased Controls

Patient Payments

Client Authorized Approvers
Branding & Awareness
How does the Funding Process work?

- Clients have the flexibility to choose how and when to fund issuance accounts, and issuance analysis reports help clients to adjust funding amounts based on changing program needs.
- Flexible balance requirements allow clients to keep funds free for operational needs.

1. Greenphire sends issuance invoice to client
2. Client sends funds to Greenphire
3. Funds are deposited into a dedicated issuance account for the benefit of client funds
4. Funds are drawn down when a ClinCard payment is executed
5. Clients track balances via web-based reports & low-balance alerts
Preparing the IRS Form-1099

- Compiling the information required to issue your site's 1099s from spreadsheets or petty cash payments is time-consuming and can lead to errors in filings. Greenphire can help by:
  - Instantly identifying subjects that were paid $600 or more in taxable income
  - Creating secure, automatic reports that prove you with all the information needed for filing
ClinCard: Impact
Reduced Administrative Burden

- Manual processes required to process patient reimbursements are time-consuming & inefficient
- The Data: How much time does it take your clinical site to process a subject reimbursement...
  
  ...using your previous process?

  ![Previous Process Time Distribution](chart1.png)

  ...using the ClinCard System?

  ![ClinCard System Time Distribution](chart2.png)

Source: 2014 Clinical Site Satisfaction Survey, n=139
Patient Retention: 2012 Case Study

ClinCard was implemented mid-study as a “rescue strategy” for a top 10 pharma study; 41% of patients began using ClinCard

- 214 sites and 2,552 patients in US & Canada
- 13 visits with reimbursements ranging from $50 to $150

The results:

Retention Rate Comparison

<table>
<thead>
<tr>
<th>Before ClinCard</th>
<th>After ClinCard</th>
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<tr>
<td>75.10%</td>
<td>83.50%</td>
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Cumulative Attrition by Visit

Source: 2012 Case Study Published in CenterWatch’s Global Issues in Patient Recruitment and Retention
Patient Retention: 2013 Case Study

- Top 10 pharma company launched a ClinCard program within 3 adult & 1 pediatric studies
- Goals: increase retention, promote protocol compliance, and enhance patient experience
- 12-24% of subjects used the ClinCard (n=1,295)
- Result: Drop-out rate reduced to ¼ of previous drop-out rate in population using ClinCard
CenterWatch Data

“A 2010 survey of members of the Association of Clinical Research Professionals (ACRP) found 65% of sites use checks as their primary method of payment. Many of these sites pay study participants on a monthly or quarterly basis because of the considerable administrative time required to process checks. In addition, 44% of sites said four or more unique manual administrative steps are required to process a single payment. “Our customers were struggling with the fact that they were losing time and money on the patient reimbursement process.”

Source: CenterWatch September, 2012
Human Research Participant Payment Method

University of Kansas Center for Research, Inc. (KUCR) utilizes reloadable debit cards as the preferred method for making payments to research subjects and participants. In May, 2011 KUCR selected Greenphire’s ClinCard process to accomplish the following goals:

- Ensure privacy and confidentiality of personal information of participants
- Increase retention and enhance the satisfaction of research participants
- Reduced administration and enable timely payments controlled by the researcher’s group
- Provide payment method that is safe, secure and easy to use with no cost to participant
- Reduce the payment risks inherent in other methods such as cash, gift cards or check payments
- Support research studies with reporting that will enhance project results

Greenphire is an industry leading provider of clinical payment technology. KUCR and other universities have tapped Greenphire’s clinical trial expertise and expanded the service to a broader range of sponsored research participant activities. University of Kansas Medical Center Research Institute (KUMC-RI) uses Greenphire’s ClinCard system too. More information about the KUCR ClinCard.

Greenphire’s ClinCard system is a web-based operation with customer service available 24/7/365. Data is held in Greenphire’s system in accordance with information security and technology standards approved by the University of Kansas. University of Kansas and Greenphire have entered into a Business Associate Agreement which identifies the responsibilities of each party regarding the protection of private information, including Protected Health Information (PHI) subject to HIPAA guidelines.

The payment vehicle is a debit card which is accepted in the MasterCard® network. The card is assigned, loaded and approved in the ClinCard web-based system by authorized research group personnel with oversight by the appropriate administrative department. Funds are available in real time once the payment is assigned to the debit card and approved by the appropriate authorized individual.
“I love the ClinCard system: The registration process is easy. I love that the visit amounts are predetermined, and I love that I can manually pay out other amounts if needed.”

-Stephanie Judge, Clinical Research, Coordinator, Andrew J Porges MD PC
“The ClinCard system is by far the easiest and best system we have used for subject reimbursement. Subjects can use the card for anything and can get gas anywhere with the ClinCard. With a gas card, it was very restrictive and it was inappropriate for subjects who didn't drive. If we have to go through the UW system to get a check to subjects, it could take up to a month for them to receive payments.”

Connie Trantow,
Study Coordinator,
University of Wisconsin- Madison
“I love using the ClinCard. Payments are so much faster, and it is easier to track. I love the appointment reminder feature as well.”

Lori Buechler,
Washington University School Of Medicine
“Our subjects are very happy with the ClinCard. They are happy to receive their stipend for their visit within a day or two. With our other system, they wouldn't receive a check from our corporate office (where all payments are processed) in less than 30 days.”

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