



Case Study

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QUADRUPLING REVENUE FROM CRIO

Summit Clinical Research started as a single-coordinator practice. Through CRIO, it was able to increase revenue by nearly four-fold in only two years – with a lot more growth potential left.

Single coordinator practice at full capacity

Owned and operated by Barbara Wilson, Summit Clinical Research is an independent research organization that runs clinical trials for the Athens Gastroenterology Association in Athens, GA, accessing the practice's 50,000-person database. The site started in December, 2015. By March, 2017 Barbara was running at full capacity.

"As the sole person responsible for trials, I had to do everything. I was my own coordinator, my own data entry specialist, my own QC, my own Finance person," she said.

Due to the lack of support, Barbara's maximum visit processing capacity was 2 patients per day – and only on days not set aside for administrative work. "Overall, I was doing about 5 visits per week," she said.

Using CRIO to bootstrap the business

While looking for more efficient ways to run her operation, Barbara received a call from a representative of Clinical Research IO. "The idea seemed very interesting," said Barbara, so she agreed to a product demonstration.

When she saw the demo, she knew immediately the product was for her. "I loved how it automated everything," said Barbara, "I could see its potential right away." She signed a contract that day, and within a week she was up and running.

"The customer support team was fantastic," she said. "They were very professional in the way they conducted their training and supported me throughout the implementation process. Plus, the system is so easy to use it didn't take a lot for me to figure out how to use it."

Barbara started seeing immediate benefits. She describes some of the ways the system saves her time:

- It's easier and faster to build study templates because of the system's built-in, customizable library of procedure templates. When she modifies a procedure, it ripples all the way across the study.
- It eliminates the need to create paper binders, track Informed Consent versions, fill in subject headers, etc.

- It improves her own accuracy and ensures she completes all data fields. The findings from her monitor letters went down by 60%.
- She can work from home, accessing the system anytime she needs to.

Barbara's maximum visit capacity per day doubled, from 2 to 4 patients. She soon found herself able to process 10 visits per week instead of 5.

Adding a coordinator

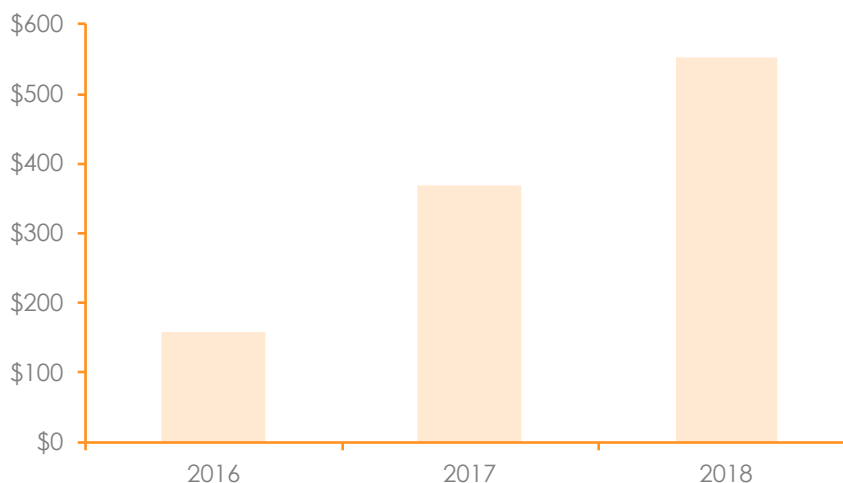
The additional visit volume translated directly into additional revenue. When she forecast the revenue impact from this added visit volume, Barbara realized she was able to hire a new coordinator – only two months after starting CRIO.

Even here, CRIO helped. "Without CRIO, I would have stuck to an experienced coordinator, and they are hard to find," said Barbara. "But the system automates everything, so it makes it a lot easier to bring someone new on and get them up and running."

She hired a recent college graduate, and together the two-person team now processes 15 visits per week.

This vast increase of visit volume has had a direct impact on revenue. From 2016 through 2018, Barbara projects her revenue will increase from about \$150K in 2016 to about \$550K in 2018.

Annualized Revenue (in \$K)



CRAs have embraced the change

Barbara reports that not only is her business more profitable and stable, but her pipeline has improved because the monitors are impressed with the technology and the quality of the work that results. "Most of the monitors have

really embraced the technology in a positive way,” she said. “In fact, one was actually familiar with it from another site he had worked with. It’s gratifying to see how the system is spreading like that.”

Barbara noticed that the monitors didn’t need to spend as much time on-site. “They might leave in the middle of the afternoon instead of staying the full day,” she said. She attributes that to the reduced workload from higher quality and the ability to work the night before from their hotel rooms.

As a high enroller, Summit Clinical Research went through two sponsor audits – with no findings related to the system. In one case, the sponsor was so impressed with the technology that when a Vice President was in the area, he visited her site just to look at the software.

Barbara says that the technology has even improved civility. “One monitor I had could sometimes be really nasty. Because the ‘stickies’ are electronic, however, her queries in CRIO are always very professional,” she said.

Conclusion

Barbara is planning to expand her services to encompass more neighboring physicians. CRIO will make this site expansion much easier to do, since she’ll be able to monitor work remotely. Barbara summarizes her experience with CRIO this way: “CRIO has literally transformed my site. Before, I was a single coordinator working all the time to keep up with the demands of research. Now, I’m able to carry a much greater load of business, and I have a platform for expansion.”

ABOUT THE PROFILE



Barbara is the owner of Summit Clinical Research in Athens, GA. Barbara has over 10 years of experience as a Clinical Research Coordinator, Clinical Research Associate, and as a Site Manager. She has a MS in Clinical Research and Management from Drexel College of Medicine and a BS in Public Health from South University. She was a third-class petty officer in the US Navy and has worked as a phlebotomist and lab technician.