

Medidata's Full-Service Site Payment Solution: Mid-sized Sponsor Manages Study Finances across Hundreds of Sites

A sponsor is on a mission to conquer cancer with data, empowering patients and providers to act decisively in fighting the disease. Shortly after the sponsor became publicly traded, the company planned to sponsor its first large clinical trial. Recognizing that the financial management of the study would be as critical to the trial's success as data management, the sponsor turned to Medidata's Rave Site Payments solution to track and manage timely payments to research sites, triggered by entries in Medidata's Rave EDC (Electronic Data Capture) solution.

"I'm not sure that we could've done it without Rave Site Payments and without relying on a team of experts."

Vice President of Outcomes and Evidence at the Sponsor

The Challenge

When the sponsor was about to launch its large study its resources were constrained. The company, having just gone public, had just 350 employees and was in the process of installing and integrating several enterprise-wide systems.

The study is one the largest cancer screening studies of its kind. The sheer scope of the study, which would be challenging even for an industry giant, was daunting for the sponsor's clinical team of six people.

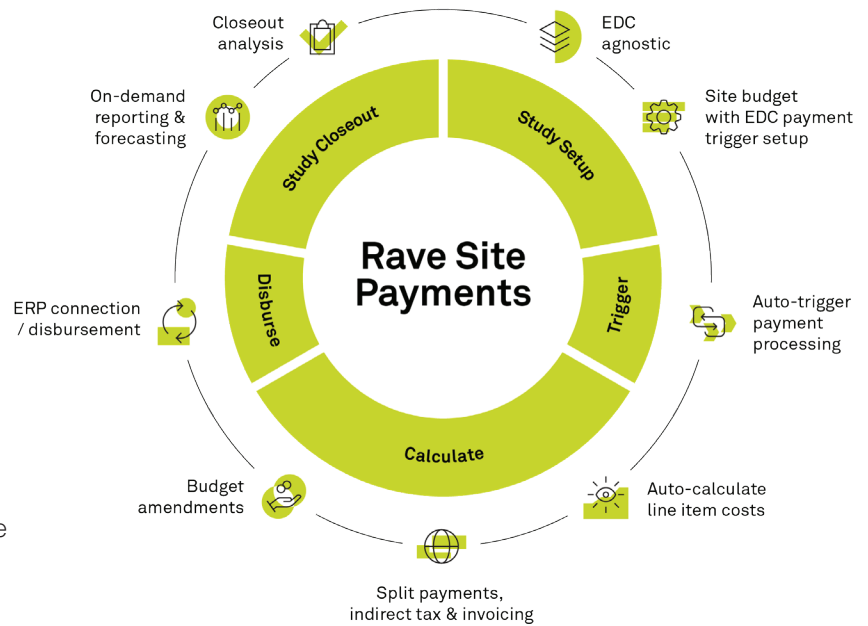
The sponsor's chief financial officer was keenly aware that it would be essential to know, minute by minute, what investigator payments had been processed and what charges from sites had been accrued. Otherwise, the company could have a distorted view of its cash flow and future liabilities, which could be devastating to its financial health. Meanwhile, the small clinical team couldn't devote two or three people - half of its headcount - to building the budget templates, ensuring that sites were paid on time, and creating an audit trail of payment activities. Technology would, therefore, be key to working efficiently and managing the company's resources wisely.

The Solution

The sponsor's clinical team subscribed to Medidata's full-service, site payment model to ensure that they had a unified platform to manage the trial's finances and could call on a cadre of site payment experts at Medidata for support. Rave Site Payments is a cloud-based, smart solution that provides real-time payment processing triggered by data in the trial's electronic data capture (EDC) system, which in this case, was Medidata's market-leading Rave EDC.

The study was designed to pay sites upon their entry of critical data points, rather than on a per-visit basis. When certain fields are completed in Rave EDC, Rave Site Payments automatically calculates what is owed to each site, converts that amount to accrual, and disburses the payment due according to schedule.

Medidata payment experts worked as an extension of the sponsor's staff in helping set up the system. Critically, they helped the sponsor's financial and clinical teams come to a consensus over requirements and processes. "We desperately needed Medidata in the middle to help us negotiate and understand one another," explained Vice President of Outcomes and Evidence at the sponsor. "The Medidata team also advised us as we customized our reporting. They knew what the auditors would want to see."



In addition to executing payments based on the contract terms, Rave Site Payments offers the sponsor's team visibility into the status of payments and accruals and allows sites to track what they have been paid and what they are owed.

The Results

At the time of this writing, the study has been ongoing for multiple years and has captured data on more than 14,000 patients. Running such an expansive study has meant that the sponsor's clinical team is always in "start-up" mode with little time to devote to financial management. This has posed no difficulty as Medidata's technology automates the payment process, and Medidata's staff are always on call.

The sponsor reports that the full-service solution has delivered:

Confidence in financial tracking. The Medidata payments solution has earned the trust of the sponsor's financial team, eliminating any anxiety about the trial's finances. The system's transparency means that every line item can be tracked and checked. Lang said, "I don't sit up at night worrying that my accruals are wrong."

Improved site relationships. Before Rave Site Payments was installed, the team extracted payment data manually and paid sites without a particular schedule. Consequently, at least three early sites experienced payment delays and stopped recruiting patients. "Once we adopted Rave Site Payments, complaints from sites went down to zero," said VP of Outcomes and Evidence at the sponsor. "Our ability to communicate to sites how much they'll be paid on an exact date is second to none. This has strengthened their trust in us."

Audit readiness. The system generates evidence easily and produces customized reports that answer auditors' very specific questions. And, because the system is so understandable, it has been easy to orient new auditors.

Strengthened corporate reputation. The company has built a reputation for paying sites on time, which will benefit its site recruitment in the future.

Redistributed internal resources. "We were able to rely entirely on Medidata's very responsive team," said VP of Outcomes and Evidence at the sponsor. "Our Clinical Research Coordinators (CRCs) and Clinical Research Associates (CRAs) have been able to devote their time to data management rather than to onerous, repetitive tasks and to chasing down site payments. They're not entering data, but are providing oversight." Alone, the automated purchase order and approval system save us "countless hours" each month, and collectively, the efficiencies and support have not only made the study manageable but have led to a reduction in full-time employees devoted to the study.

Streamlined communications with sites. Because payment dates are standardized across sites, messaging to sites can also be standardized.

In discussing the sponsor's overall experience with Medidata's payment technology and support, the VP of Outcomes and Evidence at the sponsor said, "I'm not sure that we could've done it without Rave Site Payments and without relying on a team of experts." Perhaps the best indication of the solution's success is that Medidata's financial management solution has receded into the background; the fact that no one talks about it means it's working flawlessly. As the sponsor pointed out, **"Most study investigators don't know how payments work, but they sure know when they've not been paid. Their silence speaks to how successful this has been."**



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50,000+

SITES

69

COUNTRIES

50

CURRENCIES

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