

Utilizing Clinical Trials to Improve Population Health, Expand Patient Volume and Practice Revenue

Challenge

PrimeCare has enjoyed growth and stability as a family and occupational medicine practice since its founding in 1994, adding clinical services and staff that now includes five physicians (including an ER-certified provider) two physician assistants and one nurse practitioner, leading to an expansion into urgent-care medicine.

The implementation of Greenway's integrated electronic health record (EHR), practice management and interoperability solution PrimeSUITE® in 2007 enabled the practice to coordinate these additional care elements, share patient data when necessary and reconcile more complex billing procedures.

Still, the practice continued to consider ways to grow by increasingly engaging patients and providing heightened and innovative ways to improve clinical diagnoses and long-term preventive care, all without adding to practice overhead.

Solution

In 2009, PrimeCare integrated Greenway's clinical trials solution PrimeRESEARCH® into PrimeSUITE, leading to participation in six completed clinical trials to date and practice revenue from study sponsors approaching \$50,000.

The patient care gains resulting from trial participation has led to patient population growth throughout the community, and has advanced PrimeCare's ability to offer all patients refined clinical care options based on new information from drug, device and procedural studies.

PrimeCare's clinical trial successes have ranged from urinary incontinence, coronary care, atrial fibrillation, irritable bowel and patient registry studies.

PrimeRESEARCH Technology

Greenway's PrimeRESEARCH uses unique data-capture technology to automatically identify and present patients that qualify for a given trial based on study sponsor parameters. Once a practice and its patients are enrolled, PrimeRESEARCH provides remote monitoring and study management services to the study sponsor throughout trial stages that track trial development and patient experience. The automated solutions require little oversight from busy practice administrators, who also have clear communication paths to trial sponsors throughout a study's duration.



PrimeCare, with clinics in Dothan, Daleville and Headland, AL, provides family and occupational medicine to patients throughout the Southeast region of the state. With an Emergency Room board-certified physician on staff, PrimeCare also provides urgent care and minor surgical procedures.

www.primecaredothan.com

Results: Practice Gains, Patient Care

“We are constantly looking for ways to improve patient care and the practice,” said PrimeCare Clinical Coordinator *Tina Cochran*. “Following our implementation of PrimeSUITE, we attended the 2009 PrimeLEADER customer conference and attended learning sessions on PrimeRESEARCH. We became intrigued to learn more, and with some additional training we were underway.”

According to Cochran, a coronary care trial was particularly fulfilling to the practice and patients. “I had a patient in a coronary artery study who was randomized for a computed tomography angiogram (CTA). When he went in for the heart catheterization, it was determined he had a blockage; we don’t know if it would have shown up on a stress test. He could have had a heart attack and not made it to the hospital. Instead, he received a coronary artery graft and is well now.

“We have also had patients improve 12 to 14 weeks into a urinary incontinence trials who are participating in activities they previously had to give up,” she continued. “And we’ve dramatically increased our data analysis capabilities from participation in a chest pain study.”

Overall, Cochran stated, the entire practice has benefited. “Patients in our trials have told their peers and referred them to us. So not only have we benefited from the research front, but we’ve gained new patients...plus they want us to keep them informed of new trials because it allows them to be involved in their healthcare and they like that.

“Our goal is to expand to the point at which we have our own research department and have multiple staff coordinators with trials underway, each running three or four trials. It would be ideal to have 12 to 14 per year.”

For More Information

For insights into PrimeCare and how other Greenway customers are utilizing our solutions to coordinate and improve care, visit www.meetgreenway.com, see our main website at www.greenwaymedical.com or email us at info@greenwaymedical.com.

“PrimeRESEARCH is an opportunity to expand your practice, expand your knowledge and give back to your patients while being reimbursed for the time spent on trials.”

Tina Cochran
Clinical Coordinator
PrimeCare

Key benefits/outcomes

- Practice revenue approaching \$50,000 from completed trials
- Increased patient volume
- Improved patient care
- Enhanced clinical pathways and diagnostics

Greenway solutions featured

PrimeRESEARCH