

Achieving research profitability

How Bon Secours Mercy Health transformed research finances with Viewpoint Site CTMS

For clinical trial sites, proper tracking and management of financials can make the difference between operating with comfortable margins or taking heavy losses and straining teams. With Viewpoint Site CTMS, sites have the opportunity to enhance their financial performance through increased central oversight, streamlined processes, and data-driven insights.



In partnership with Verily, Bon Secours Mercy Health (BSMH) transformed its research program to a network of sites that thrives financially. The results were remarkable:



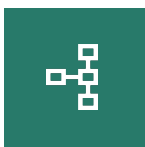
Increased profitability

All BSMH sites using Viewpoint Site CTMS enhanced their profitability. One particular site, whose research program had unclear future fiscal sustainability, turned around and posted a significant profit within a year.



Strengthened relationships

Enhanced operational efficiency has made BSMH a preferred partner to many sponsors, and led to CROs recommending them for trials.



Maximizing staffing efficiencies

Improved financial performance enabled BSMH to maximize research staff throughout their network, support new studies, ensure more focused attention to patients, and reduce the strain on existing staff.

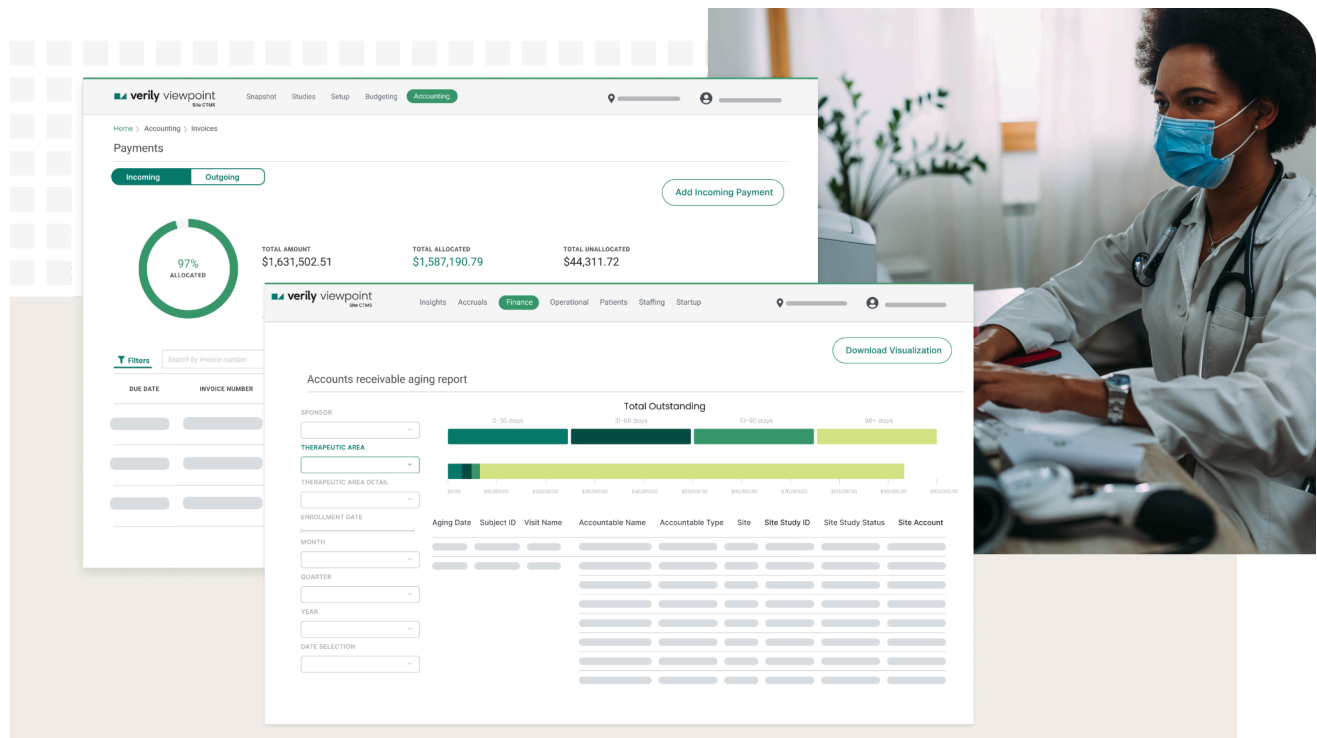
BSMH's story demonstrates the power of technology to drive financial health and operational efficiency in clinical research, allowing their sites to focus on what matters most: **bringing more innovative treatment options to their patients.**

Disjointed financial management obscured the financial sustainability of BSMH's research program

Bon Secours Mercy Health, a renowned healthcare system with research sites across multiple states, faced significant financial challenges in its clinical research program - much like many community-based health systems do. Disparate systems, manual processes, and a lack of centralized financial oversight led to inconsistencies, inefficiencies, and uncollected and unrealized clinical research revenue. Sites within the network were grappling with the burden of tracking budgets, managing invoices, and reconciling payments manually, often resulting in errors, delays, and missed revenue opportunities. **The absence of real-time financial data hindered BSMH's ability to make informed decisions, optimize trial portfolios, and ensure the long-term sustainability of the research program.**

Using Viewpoint Site CTMS as a catalyst for financial transformation

Recognizing the urgent need for change, Bon Secours Mercy Health partnered with Verily to implement Viewpoint Site CTMS, a comprehensive solution designed to streamline financial management and improve operational efficiency in clinical research. This strategic implementation empowered BSMH to **optimize trial portfolios, prioritize profitable enrollment opportunities, engage in preemptive workload planning, and reduce underpayment**, ultimately leading to a remarkable financial turnaround.

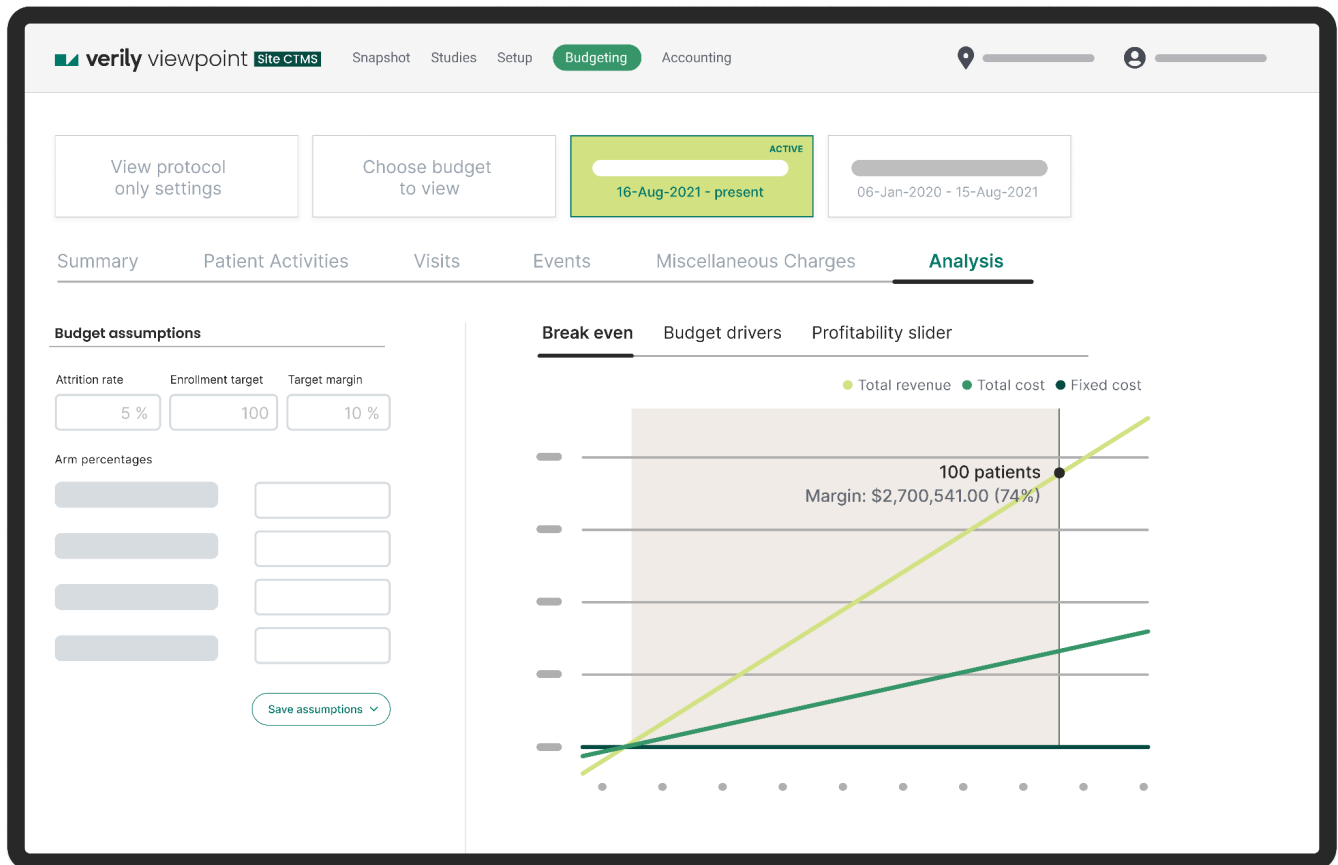


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Strategic trial portfolio optimization

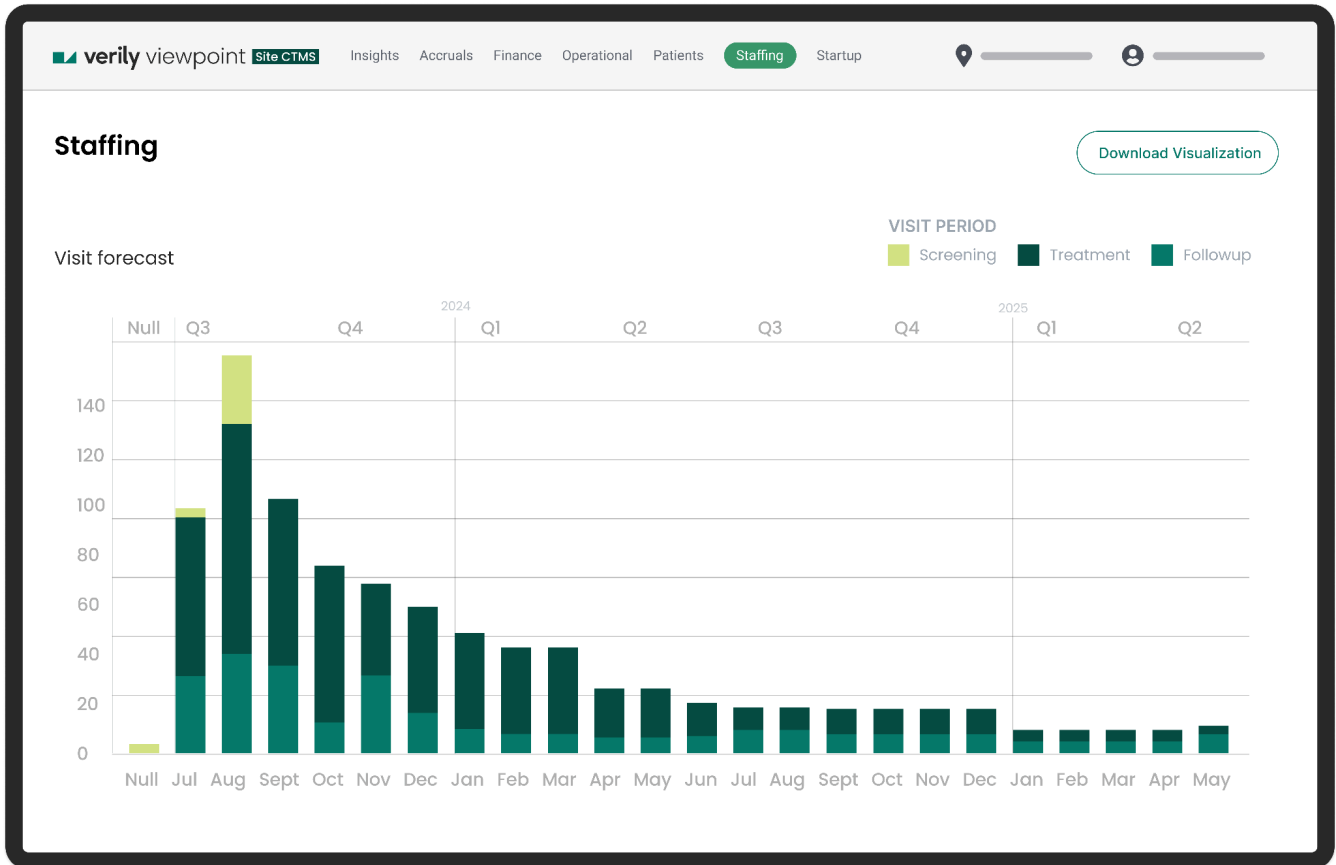
Viewpoint Site CTMS's digitization technology automatically classifies trials by a number of characteristics (e.g. treatment area, sponsor and/or CRO, federally funded vs. industry-sponsored trials). This data in our insights module provides BSMH with a centralized platform to analyze its trial mix and corresponding financial performance across their nine sites. Cutting the data across multiple dimensions allows BSMH to identify gaps, strengths and improvement opportunities to consider when seeking and accepting new trial opportunities. By strategically balancing trials, **BSMH built a sustainable research program that meets both patient needs and financial objectives.**



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Targeted profitable enrollment

As trials are being executed, Verily's CTMS empowers BSMH to identify under-enrolled trials with high-profitability potential based on their past performance. By highlighting these opportunities, Viewpoint Site CTMS enables BSMH's central research team to collaborate with individual sites to help them strategically focus recruitment efforts. This proactive approach ensures that **resources are utilized efficiently, and financial gains are realized from trials that offer the greatest return on investment.**

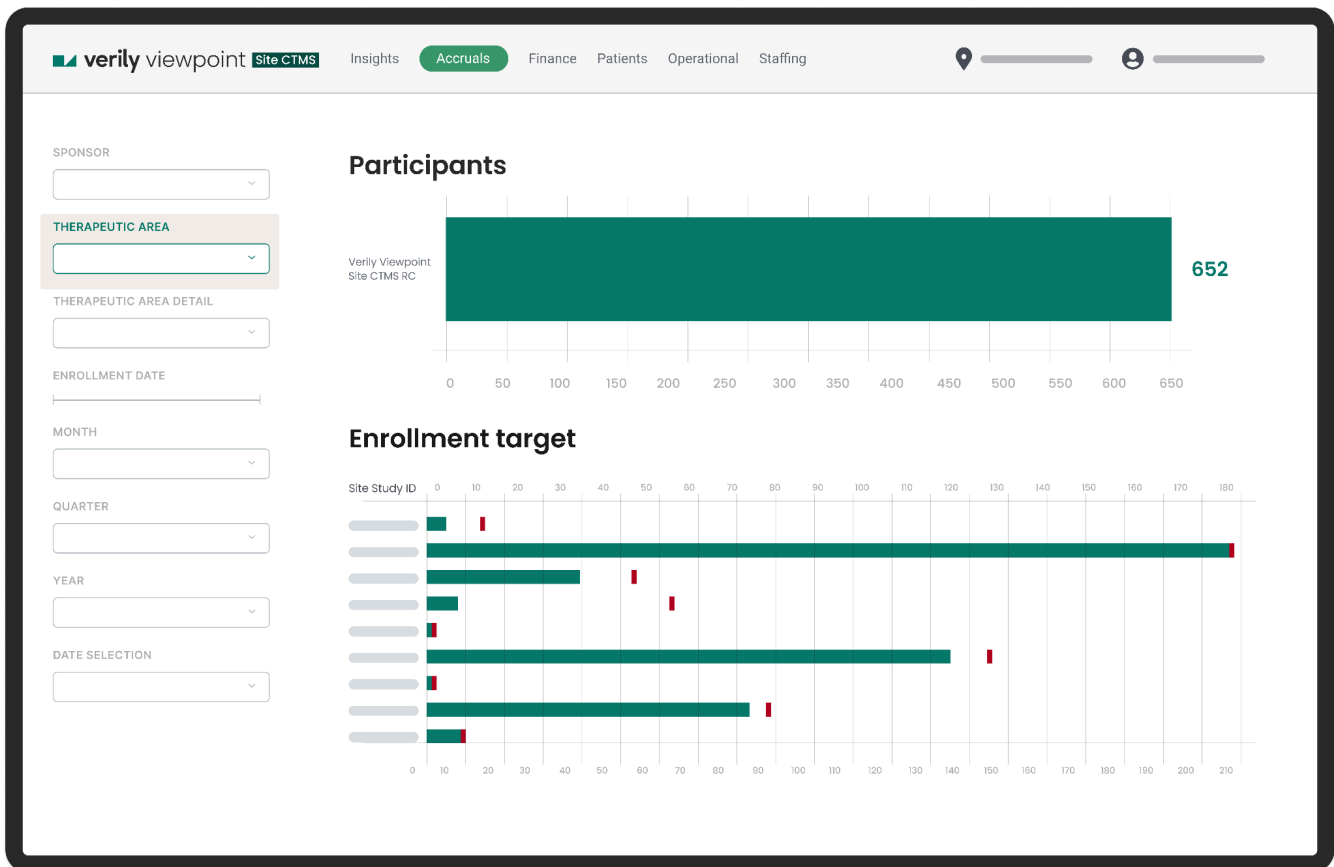


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Proactive workload management

Viewpoint Site CTMS's workload forecasting capabilities enable BSMH to anticipate staffing needs and proactively address potential bottlenecks. By visualizing upcoming visit volumes, types of visits (e.g. screening, treatment, closeout) and resource requirements (e.g. investigators, coordinators, other clinicians), **BSMH can optimize staff allocation, ensure adequate coverage, and prevent delays or disruptions in trial execution.** In addition to proactively identifying bottlenecks, BSMH also finds periods with surplus capacity to start new studies or increase recruitment efforts for existing studies. This proactive approach improves operational efficiency, reduces staff burnout, and enhances the overall patient experience.

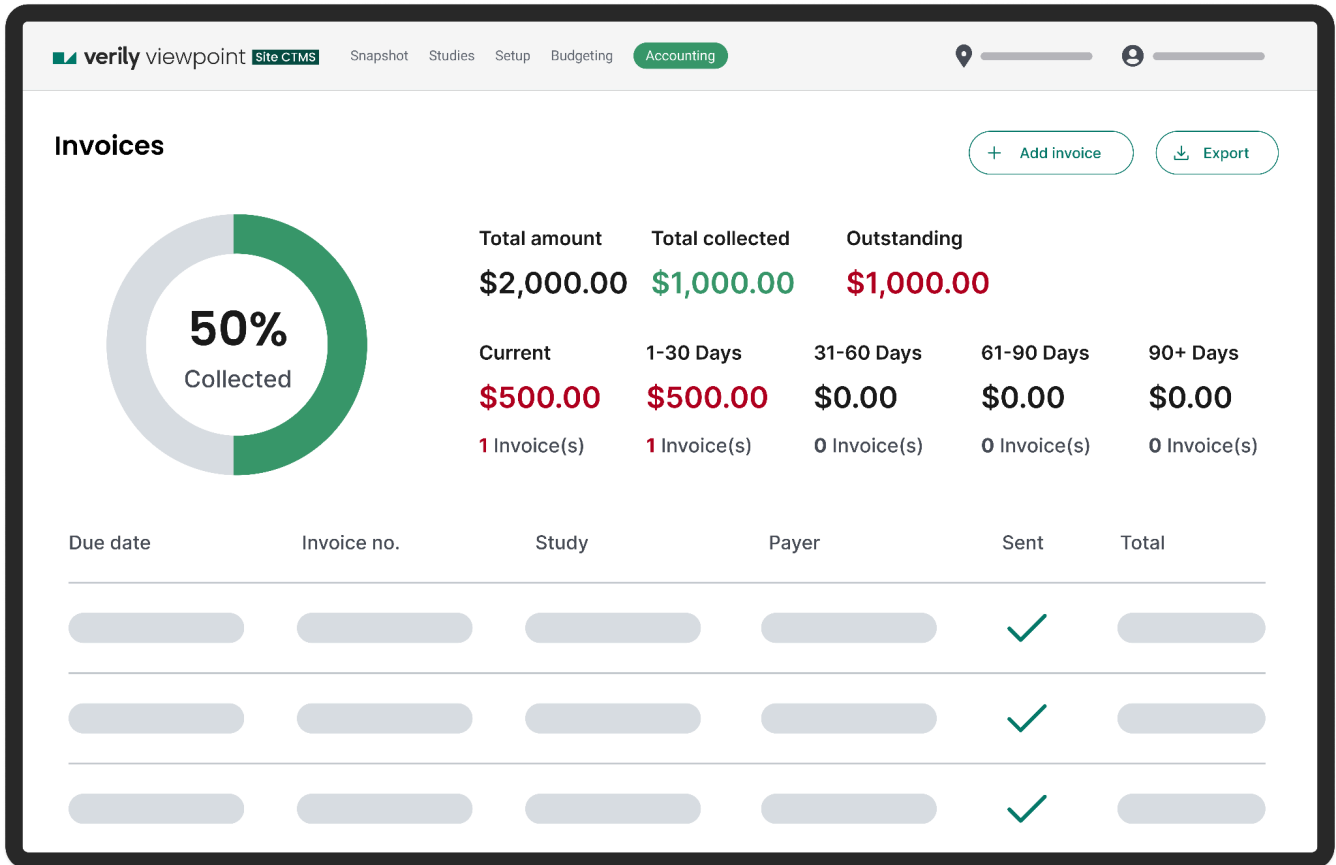


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Enhanced financial oversight and accuracy

Viewpoint Site CTMS facilitates meticulous financial tracking, providing BSMH with real-time visibility into budgets, invoices, and payments across all research sites. This centralized oversight enables BSMH to identify discrepancies, reduce payment errors, and ensure accurate and timely revenue collection. By automating many manual processes, the **CTMS freed up valuable staff time, allowing the site network to focus on higher-value activities and optimize financial performance.**



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Improving patient care through innovative, efficient research

Bon Secours Mercy Health (BSMH)'s commitment to its clinical research program, particularly the successful conduct of clinical trials, has been significantly enhanced by the adoption and system-wide implementation of Verily's Viewpoint Site CTMS.

Through strategic trial portfolio optimization, targeted enrollment efforts, proactive workload management, and enhanced financial oversight, BSMH not only secured its research program's future but also strengthened its position as a trusted partner in advancing medical innovation. The success of BSMH serves as an example of how technology can enable research organizations to achieve financial sustainability while fulfilling their mission in patient care.

Learn more about Viewpoint Site CTMS

Contact the Verily team to learn more about how Viewpoint Site CTMS can transform your research finances, streamline your operations, and drive towards strengthened relationships with sponsors and participants.

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