



# Streamlining patient consent and payment management with SignNow API

Fertility Pro has been working closely with clinics, labs, and scientific companies worldwide to create cutting-edge software for the fertility industry. With modules designed for every aspect of fertility management, Fertility Pro gives users the tools to collect essential data, meet legal and regulatory requirements like SART and CDC, and establish their own standards of excellence.

The fertility industry has unique requirements for the consent process. Getting approvals from all parties involved in a fertility process is a complicated and highly regulated task, and many fertility clinics struggle to keep up with the latest paperless technologies.

## COMPANY NAME

Fertility Pro

## LOCATION

Denver, CO

## RESPONDENTS

**John Butler**

Founder & Managing Partner

## Challenges

Handling sensitive patient information, coordinating financial packages, and ensuring that consent forms meet strict regulations can be a massive undertaking. Every document must undergo a detailed review process before moving forward.

Furthermore, most documentation requires multiple parties to sign.

Fertility is quite expensive, so the parties need to agree on a financial package that they pay for upfront. So they have a financial coordinator from that clinic create the custom package, sign off first, send those documents to the parties responsible for payment, and then it comes back to the financial coordinator who can again sign off that the payment loop has been completed.



**John Butler,**  
founder



When you rely on pen and paper, you have to organize, store, and transport all those forms manually, so things can quickly get out of hand. And if someone makes a mistake filling out a form? That's more time and money wasted — and the start of the procedure gets pushed further back.

## Solution

Fertility Pro needed a reliable eSignature tool to manage consents and payments while ensuring compliance with medical regulations.

Consent workflows play a crucial role in Fertility Pro's Electronic Medical Record (EMR) system for clinics. Nothing can move forward until every party signs documents in the correct order. That's where SignNow API comes in. It enables clinics to assign signer roles to all parties, ensuring that documents are accurately filled out and approved efficiently.

## How it works

The Fertility Pro EMR revolves around patient and physician workflows. When a patient is added to the system, they're automatically linked to the professionals and partners involved in their treatment. SignNow API makes it easy to set up signer roles in this process.

Reusable templates allow clinics to quickly create and personalize documents for specific patients. Signing roles can be easily assigned, and Fertility Pro can track the real-time status of every document in their system.

Most importantly, SignNow helps Fertility Pro operate in a fully HIPAA and GDPR-compliant environment, complete with detailed audit logs for liability tracking.

Our system is completely HIPAA & GDPR compliant. We're expecting to expand internationally, and SignNow meets this standard right out of the gate. We're using the ability for eSignatures throughout the entire platform, that's why we felt it very important to be fully integrated. Another thing that is very important to note is that SignNow features a nice audit log that we're able to attach to these documents for clinics to access. If there are any liability issues or questions, they'll have those details at their fingertips.



**John Butler,**  
founder



The process is even more straightforward for patients. They can simply log into a clinic's app to view and sign documents — no need to create a SignNow account.

## Rolling out the integration

After testing the integration with multiple clinics and patients, Fertility Pro started rolling out the new SignNow-powered features to their clients in July 2019.

We're the only fertility EMR that I'm aware of that has this level of a fully-integrated electronic signature system. Other clinics have to go to a third-party software just to process consents, which we feel adds another layer of complexity to what is already arguably the most complex field of medicine.



**John Butler,**  
founder



Asked about the implementation process, Butler reflects on the journey and the support received along the way.

We built everything off the API documentation that SignNow provides and some back and forth with support. It's taken us about two months to achieve this level of implementation with SignNow, and the system has been very reliable.



**John Butler,**  
founder



## Wrapping it all up

After considering their options, Fertility Pro decided to go with SignNow, and they couldn't be happier with their choice.

We researched all the companies for this feature, and from our perspective, SignNow came out head and shoulders above all the others. And after having completed this, I would extend that even further in saying that the SignNow team has been exceptional, responsive, the API has been great, and we're extremely happy that we chose SignNow as a company.



**John Butler,**  
founder



**Integrate eSignatures into your workflows**

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