

Case Study

Fertility Pro improves Electronic Medical Record consent and payment management using signNow



THE RESPONDENTS

Michael McCrary

Director of Product Development

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Founder & Managing Partner

LOCATION

Denver, CO

Fertility Pro works collaboratively with clinics, labs, and scientific companies worldwide to design software for managing and promoting growth in the fertility industry. With modules designed specifically for every aspect of fertility management, Fertility Pro enables users to capture essential data and meet legal obligations, regulatory requirements such as SART & CDC, and create their own standards of excellence.



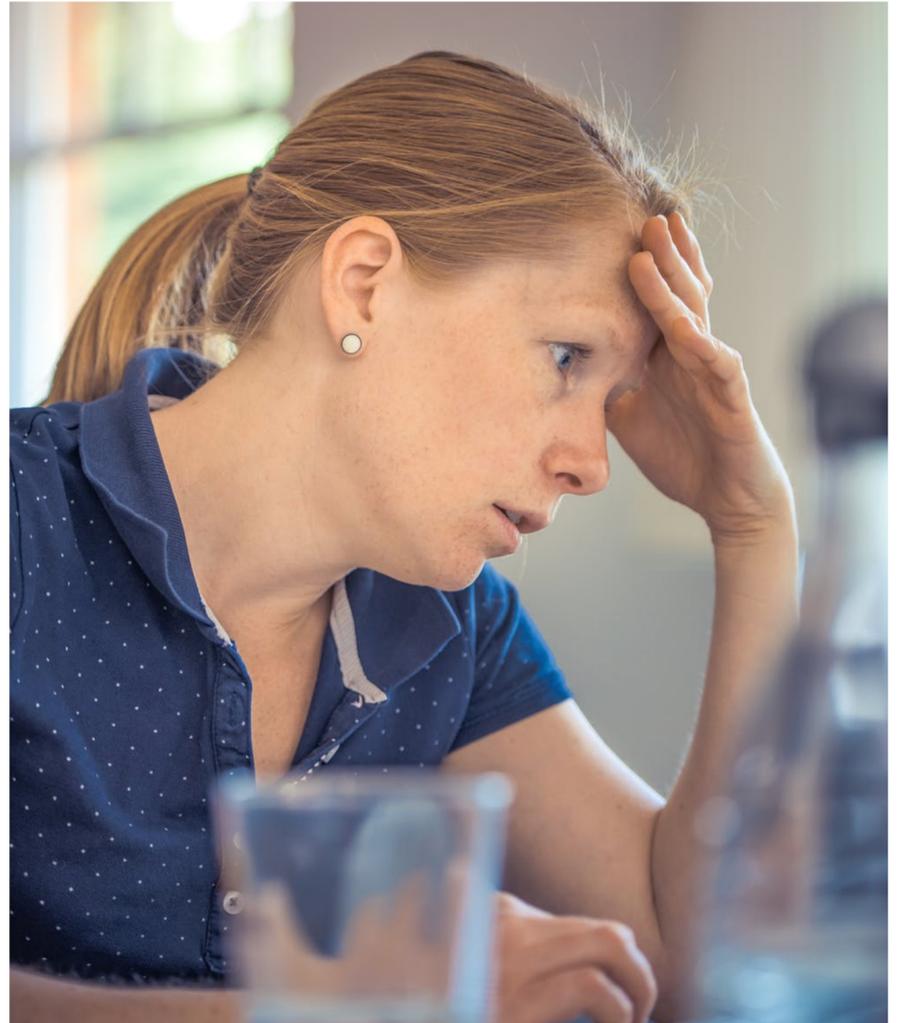
Challenges

Fertility clinics need a solution capable of addressing the challenges of consent processing, delays in application approval, and authorizing finances for procedures.

The fertility industry has unique requirements for consent of all fertility process parties. Due to the review process for these requirements, most clinics aren't up to speed with the latest paperless technologies available in other areas of medicine. "Before signNow, our clients were using PDFs to send to patients" says Michael McCrary, Fertility Pro's Director of Product Development.

Sensitive patient information, processing financial packages, and highly regulated consent forms have to go through a rigorous process of review before any approvals can be given for procedures to commence.

In fertility, there is documentation that requires multiple parties to sign, rather than a single party receiving treatment for an injury or illness. “Fertility is quite expensive, so the parties need to agree on a financial package that they pay for up front,” says John Butler, Fertility Pro’s Founder. “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.”

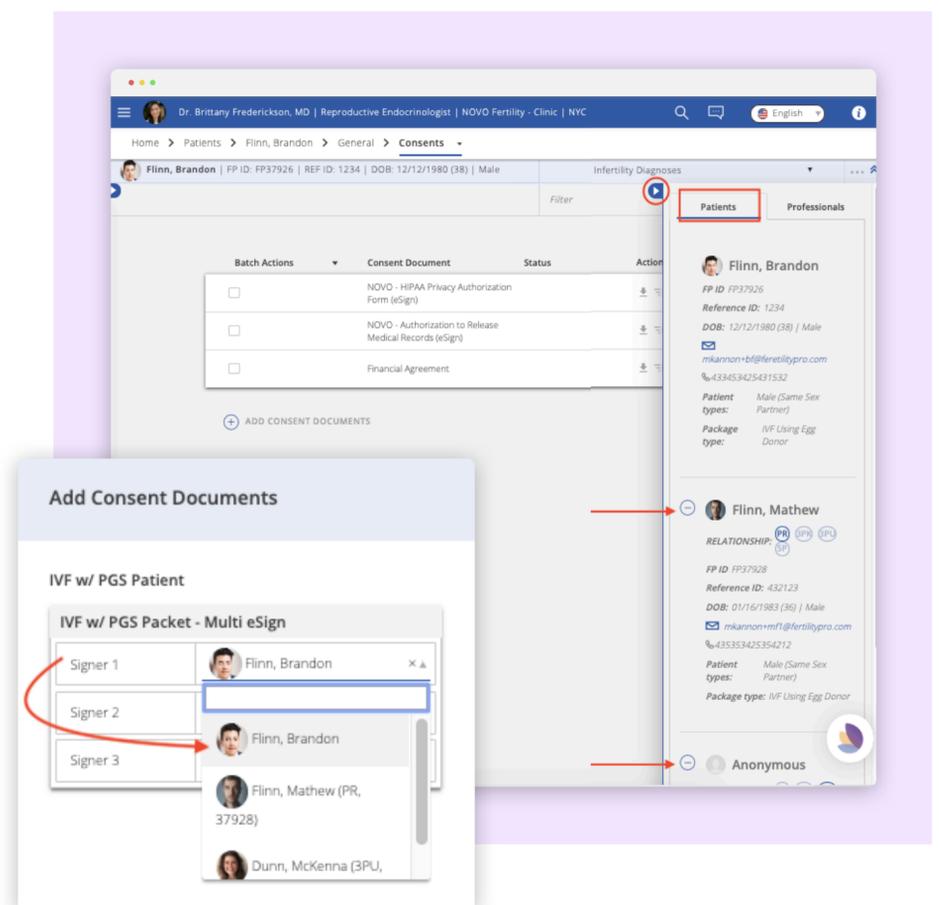


Using standard PDFs and collecting forms signed by hand create the additional burden of organizing, storing, copying and transporting. And what if a form is filled out incorrectly? Costs and delays can easily begin to mount, meanwhile commencement of the procedure drags on.

The Solution

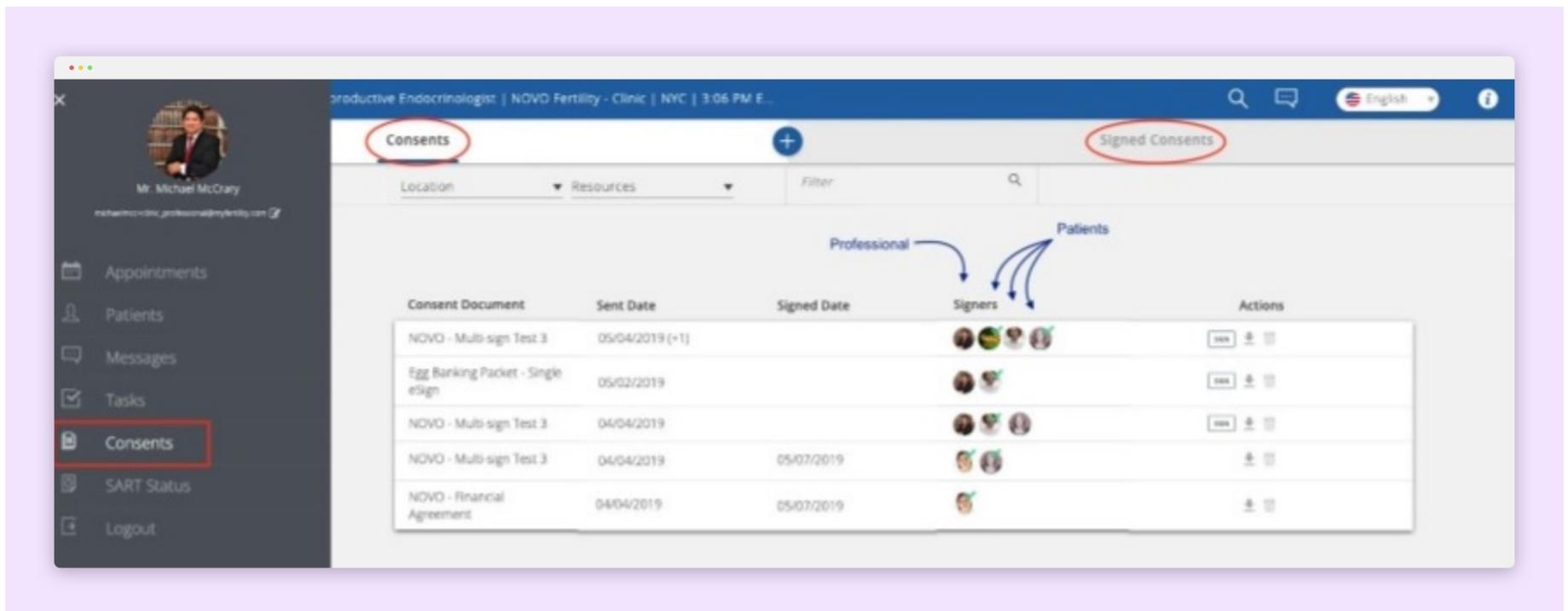
A robust e-signature API for approving consents, collecting payments, and complying with medical regulations.

Consent types are a primary focus for Fertility Pro’s EMR integration with client clinics. No steps can be taken until consents are collected from all parties involved. The signNow API allows clinics to assign Signer Roles to every signer necessary, in the appropriate order, for a consent form to be approved.



The EMR is built around patient and physician workflows. When a patient is added, we associate them with professionals and other patients. **These relationships are used to assign signing roles via the signNow API.**

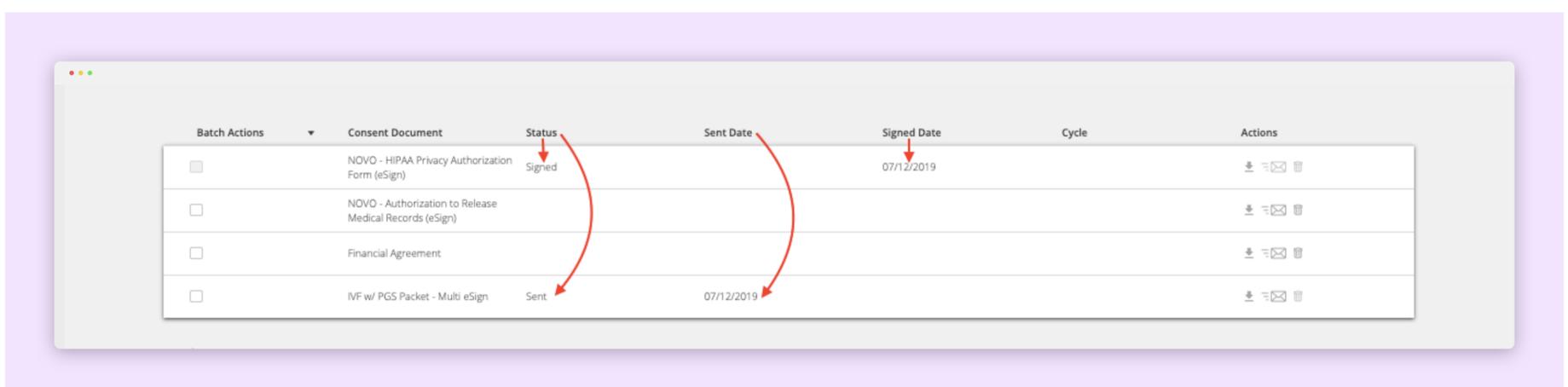
Documents are created from signNow templates and signing roles can be assigned to anyone present in the patient chart.



With the signNow API, Fertility Pro can view charts in real-time and check the status of all documents added, opened, signed, and submitted.

A completely HIPAA & GDCP compliant environment with detailed audit logs for liability tracking.

“Our system is completely HIPAA & GDCP compliant. We’re expecting to expand internationally and signNow meets this standard right out of the gate” Butler notes. “We’re using the ability for e-signatures 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’s any liability issues or questions, they’ll have those details at their fingertips.”



Patients can log in to the app already authenticated so they don't have to create a signNow account to view document signing links shared with them. The signNow audit log allows Fertility Pro to track who has opened, signed and submitted every document in their system.

Conclusion

After testing their signNow integration with a beta site and patients, Fertility Pro began rolling out this feature to clients in July 2019.

Butler continues, "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."

The API's straightforward implementation with Fertility Pro's EMR allows them to add new consent documents, assign them to a clinic, add an e-sign template, say who it's associated with, and categorize it in seconds.

"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."

"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, Fertility Pro