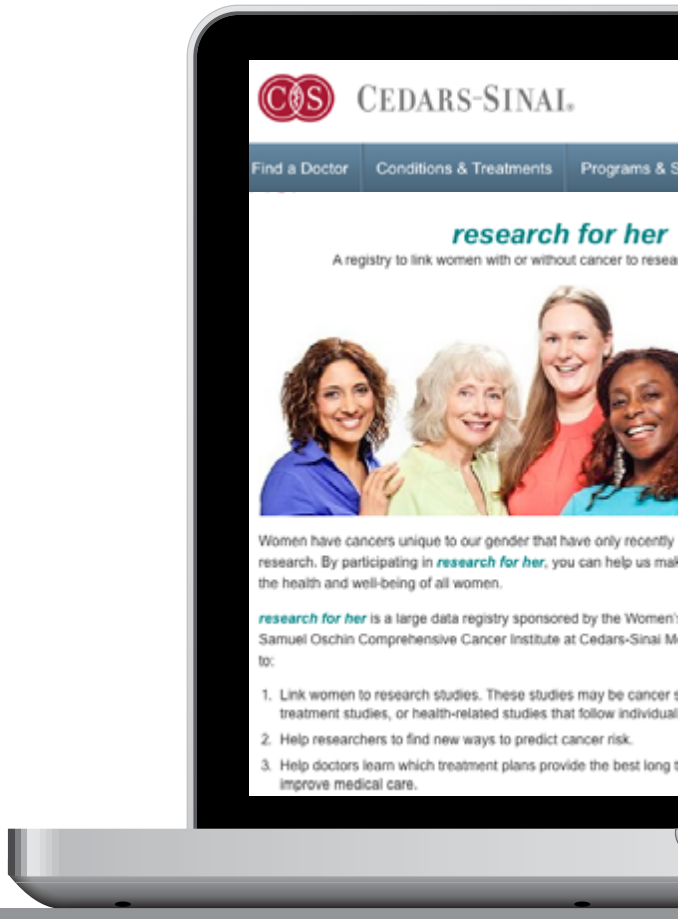
Women's Cancer Program at the Cedars-Sinai Samuel Oschin Comprehensive Cancer Institute Increases Trial Participation And Decreases Costs With DocuSign

The Cedars-Sinai Women's Cancer Program Has Replaced Its Multi-Step Manual Registry Consent Process With DocuSign's Simplified, Automated Process

Company's Top Objectives

Cedars-Sinai is the largest academic medical center in the western United States, with nearly 11,000 employees including 2,000 physicians across nearly every specialty. The Los Angeles-based hospital is devoted to training the next generation of healthcare professionals and is renowned for providing the highest quality patient care.

Healthcare professionals at Cedars-Sinai believe in continuously innovating and improving in order to provide the most effective treatment and services. Thus, a vital piece of Cedars-Sinai's work is to initiate trials and studies that advance patient treatment and quality of care. DocuSign has played a significant role in the Cedars-Sinai Women's Cancer Program (WCP), the hospital's research center focused on developing new methods of early detection, prevention and treatments that will improve survival and quality of life for women. DocuSign has helped the Cedars-Sinai Women's Cancer Program automate consent forms for its Research for Her Registry, Gynecologic and Breast Tissue Bank, the Gilda Radner Hereditary Cancer Program and a new study focused on the cognitive impact of surgical menopause.



Top Benefits Achieved

- Registry enrollment increased nearly 5x, from 5.4 people per month to 26.3 people per month
- 75% reduction in Turnaround Time (TAT)
- Up to $17.16 benefit per Research for Her Consent Form and up to 63% productivity gain
- $46.76 benefit per Tissue Bank, Gilda Radner Hereditary Cancer Program, and Cognitive Function Study Consent Form and up to 67% productivity gain
- Award for Best Practices in Human Subjects Protection with DocuSign

Challenge

Clinical trials are the gold standard for testing new cancer treatments and methods of cancer prevention. However, the average clinical trial participation rate in the United States is very low, hovering around 2% - 4%.

One of the reasons for such low participation is the lack of knowledge about clinical trials. Potential participants cannot easily find information about which studies are open, whether they are eligible to participate, and how to obtain more information. Using registries is one way that researchers can identify and recruit subjects for clinical trials.

Previously, the Cedars-Sinai Women's Cancer Program implemented a traditional paper-based registry in which recruitment was performed by physicians, nurses, or registration staff, and consent was either face-to-face or via mail in consents and questionnaire packets. The face-to-face consenting required at least 15 minutes and the mailed packets consisted of 13 pages. After the forms were completed, a staff member at Cedars-Sinai had to manually enter each participant's information into their database and identify the trials for which a participant might qualify. Ultimately, this manual and lengthy process adversely impacted registry accrual rates.

The staff of the Cedars-Sinai Women's Cancer Program needed a way to recruit women with and without cancer to the research registry utilizing social marketing and complete consent forms with minimal staff time in a way that would adhere to regulations governing the use of electronic records and signatures.

The Resolution

Using DocuSign's digital transaction management and eSignature capabilities, the Cedars-Sinai Women's Cancer Program was able to move their paper-based trial recruitment process for the Research for Her Registry online. Implementing DocuSign replaced the Cedars-Sinai Women's Cancer Program multi-step manual registry consent process with an automated one that simplified participant's consent and saved hospital staffs' time. Now, the Cedars-Sinai Women's Cancer Program staff automatically receives consent forms and questionnaires immediately after they are completed and can easily track participant information to assess their eligibility for clinical trials and in turn simplify enrollment for eligible candidates.

The Key Benefits

The Cedars-Sinai Women's Cancer Program in the Samuel Oschin Comprehensive Cancer Institute created an online registry, Research for Her, where research candidates use DocuSign to complete consent forms. After implementing DocuSign, the Cedars-Sinai Women's Cancer Program saw an immediate increase in registry enrollment from 5.4 people/month to 26.3 people/month at a much lower cost per enrollment. Researchers also witnessed a marked shift in demographics to include more healthy controls, non-Caucasians, and younger patients. DocuSign's ease of use boosted participation: eliminating the

"We were able to win an award for Best Practices in Human Subjects Protection from the Health Improvement Institute because of DocuSign's help in eliminating paper-based consent forms while adhering to federal requirements and keeping participants safe. This user-friendly consent process has allowed our program to recruit more participants, further enhancing our research efforts."

Dr. BJ Rimel,
Gynecologic Oncologist and Associate Director of Gynecologic Clinical Trials, Cedars-Sinai Women's Cancer Program

strenuous consent process made joining the registry easy and hassle-free.

The number of participants who elect to participate in clinical trials after joining the registry has been increasing while the cost per linkage to clinical studies continues to decrease. After integrating DocuSign into its consent agreement process, the Cedars-Sinai Women's Cancer Program saw a 75% reduction in turnaround time (TAT) and up to 63% in productivity gain. DocuSign has been able to help Cedars-Sinai increase efficiency and improve the participants' experience. They have also realized up to $17.16 per document savings, paying immediate returns on the hospital's investment. The hospital's innovation and achievements have been applauded by the Health Improvement Institute, who presented Cedars-Sinai with the 2013 Award for Excellence for their user-friendly electronic consent form.

With the Cedars-Sinai Women's Cancer Program's initial success in the Research for Her online registry, the medical center is expanding its use of DocuSign's technology to other areas of the organization. In 2014, Cedars-Sinai started utilizing DocuSign's digital transaction management technology for consenting patients to the gynecologic and breast tissue bank, the Gilda Radner Hereditary Cancer Program, and a new Cognitive Function Study. These studies are all crucial to the Cedars-Sinai Women's Cancer Program as it allows for ongoing research on the causes and cures for cancers related to the female reproductive tract. In these new use cases, Cedars-Sinai can expect additional savings and productivity gains. Using DocuSign to automate these additional consent processes, Cedars-Sinai will realize a $46.67 benefit per document and up to a 67% productivity gain.

With the continued use of DocuSign to improve and automate its processes, Cedars-Sinai can continue their focus on developing treatments and bringing medical advancements from the laboratory to patients' bedside.