

MD Consents delivers secure, efficient signing solution for fertility clinics with Ascertia's SigningHub

Client

*fertility*consent

Business Need

MD Consents launched its first service fertilityconsent.com in 2017 and has over 20 fertility clinics in the UK and Ireland using its platform.

Fertility Consent's mission is to strengthen the informed consent process by making it more robust and transparent, thereby improving how patients are educated about the medical options and legal implications of their treatment.

MD Consents was looking for a cost-effective, secure e-signature solution with a customisable API that it could integrate into its own portal, to tailor consent forms for each clinic's unique requirements.

The solution needed to provide a comprehensive digital audit trail, legal evidence of a signer's identity and long-term validation of signatures.

Selection Process

SigningHub's per-signature pricing model was highly cost-effective and the flexibility and support offered has enabled MD Consents to provide a competitive solution that enables clinics to provide a long-term validated (LTV) consent signing service that is effective for both them and their patients.

Solution

In order to comply with HFEA (The Human Fertility and Embryology Association) regulations, confidentiality and anonymity are compulsory and all forms must be signed through a bespoke dashboard created for each individual clinic, avoiding the need to send forms via unsecured email.

This ensures that no names or email addresses are ever kept in the system – everything is electronically signed, timestamped and verified on a tablet at the clinic in the presence of healthcare professionals.

The fertility process involves multiple forms and requires patients to read and understand a significant amount of information to make an informed decision about the process. The cloud-based solution enables patients to digest the information with easy to understand videos at home in their own time.

SigningHub provides ‘page declarations’ – points throughout the form where signers must mark to declare they have read and comprehended a particular section. This provides the clinic with evidence of understanding if forms were ever disputed.

SigningHub also provides long-term validation through the use of PDF/A documents, embedded timestamps and Online Certificate Status Protocol (OCSP) technology to ensure proof of signing. This provides patients and clinics with a minimum of up to 50 years validation of a signature, with the ability to extend this.

Result

From the clinic’s perspective, Fertility Consent powered by SigningHub improves efficiency by reducing the consenting process time from up to two hours down to 20 minutes. The time saved frees up a nurse time, increasing their time spent with patients.

An incorrect form can cost the clinic thousands of pounds to correct. SigningHub significantly reduces the risk for the clinic, ensuring forms are completed correctly and there is long-term evidence and an audit trail to prevent any legal issues.

For the patient, the solution provides an easy-to-use robust, informed consent process as well as the convenience to read forms at their own pace and time to ask any questions that arise prior to visiting the clinic to sign.



SigningHub has provided us with tight integration and the technical support to create a solution that clinics and patients can depend on. Signatures that provide non-repudiation and long-term validation are critical for us and SigningHub provides these. With the help of SigningHub we are improving the efficiency and accuracy of the fertility consent process and are now looking to expand into consent solutions for other therapy areas.

Tony Marven | CTO at MD Consents.