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For further information contact:

Name: *PR Line*

E-mail: *info@EmpiraMed.com*

Biologic Treatment Comparative Effectiveness Study

Abstract Accepted by AAD

Maynard, MA — FEBRUARY 6, 2017 — EmpiraMed, Inc., a leader in the field of patient engagement software, today announced that results from the study entitled *A prospective observation study of patient reported outcomes and patient satisfaction with biologic treatment for plaque psoriasis* was accepted by the American Academy of Dermatology for presentation at its 2017 AAD Annual Meeting on March 3-7, 2017 in Orlando Florida.

The study abstract was submitted to AAD by Janssen. The EmpiraMed™ PRO Portal™ software platform was used to capture patient experience for the study. “We are happy to see study results shared with the research and medical community so all healthcare stakeholders may benefit,” said Greg Erman, President & CEO of EmpiraMed. “Our innovative technology strives toward better capturing real world patient experience to make comparative effectiveness studies such as these more prevalent and successful.”

About EmpiraMed

EmpiraMed has developed a patient engagement software platform called the PRO Portal to capture patient reported outcomes (PRO) to better measure what works and what doesn't work in the real world. Our unique rules-based approach completely automates all patient interactions via the web and any mobile device while seamlessly integrating healthcare personnel patient recruitment and follow-up to execute studies or programs in less time, at lower cost, and with greater flexibility. In a phase II, III, or IV clinical trial, our system captures ePROs and feeds the study EDC system. For observational studies, our platform becomes the EDC housing all study data. These post-market studies typically suffer from poor patient participation so our portal

includes novel incentives that have boosted compliance to 3X what's available today. Using our EMR integration framework with validity analytics, bias inherent in current PRO methods can be made more transparent and minimized. Most of the information we capture will not exist in the clinical record, EMR, clinical trial literature, or claims data but we can tie those sources of information as well as Passive Monitoring Data from wearable devices into one complete view of real world patient experience. In addition to monitoring patients, our real-time, dynamic system can trigger educational content and intervention alerts at any time for any event to directly improve patient care as part of a disease management (DM) quality improvement program. For industry, our system can deliver PRO measures for comparative effectiveness, adherence, treatment satisfaction, quality of life, work productivity, and healthcare utilization to improve market access (reimbursement), prescriber demand, new indication justification, labeling, pharmacovigilance/safety, and quality management. Our customers have included Merck Sharp & Dohme, Biogen, Janssen, Sanofi, United Therapeutics, and Teva. We also have collaboration agreements in place with numerous healthcare providers, academic medical centers, CROs, AROs, specialty pharmacy providers (SPPs), PBMs, health plans, direct-to-patient outreach companies, biostatistics firms, and epidemiology/health economic research centers. Please visit <http://www.EmpiraMed.com> for more information.

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