

FOR IMMEDIATE RELEASE

For further information contact:

Name: *PR Line*

E-mail: *info@EmpiraMed.com*

EmpiraMed CEO Selected to NSBA Leadership Council

Greg Erman to Promote the Interests of Entrepreneurs to National Policymakers

Maynard, MA — January 14, 2019 — EmpiraMed, Inc., a leader in the field of patient engagement software, today announced that Greg Erman, President & CEO of EmpiraMed, has been named to the National Small Business Association (NSBA) Leadership Council. The NSBA is the nation’s oldest small-business advocacy organization and operates on a staunchly nonpartisan basis. Erman, a recognized leader in the Boston entrepreneur community, joins the NSBA Leadership Council alongside other small-business advocates from across the country as they work to promote the interests of small business to policymakers in Washington, D.C.

“I am proud to have Greg Erman as part of our Leadership Council,” stated NSBA President and CEO Todd McCracken. “He came to us highly recommended and I look forward to our coordinated efforts for years to come.”

“As a serial entrepreneur who has run 6 small businesses across multiple industries, I see daily the importance of being involved and active when it comes to laws and regulation,” stated Mr. Erman. “Joining NSBA’s Leadership Council will enable me to take our collective small-business message to the people that need to hear it most: Congress.” Erman joined the NSBA Leadership Council as part of his efforts to tackle the many critical issues facing growing technology companies like EmpiraMed, including data privacy regulations, health care costs, patent reform, regulatory restraint, access to capital, and how the Affordable Care Act will impact small business. The NSBA Leadership Council is focused on providing valuable networking between small-business advocates from across the country while ensuring small business a seat at the table as Congress and regulators take up key small-business proposals.

About EmpiraMed

EmpiraMed’s innovative ***Real World Evidence*** (RWE) technology incentivizes patients and reduces clinic burden to improve the success rate of clinical studies that enhance the value proposition of biopharmaceutical therapies. The EmpiraMed™ PRO Portal™ Software Platform is a patient engagement system that offers unsurpassed user “stickiness” to capture real world patient experience. Combining our fully automated study execution rules-engine, novel patient recruitment methods, and true PC/mobile device independence, EmpiraMed delivers the most robust Virtual Trial solution available to minimize patient response burden during non-interventional RWE studies. Observational studies typically suffer from poor patient participation, so our portal includes a ground-breaking Rewards Program that has improved patient engagement to 3X current industry standards. Consequently, our customers have seen dramatic increases in patient participation, compliance, wearable device utilization (Passive

Monitoring), and overall study success. To support Post Market Required Phase IV Studies and to offer a more comprehensive view of the patient, EmpiraMed has developed an EHR and claims data integration framework in addition to a unique Patient Medical Records (PMR) to EDC unification system. These powerful tools reduce clinic burden to enhance the success rate of regulatory agency mandated studies. In addition to **Observational** and **Post Market Required Studies**, our products also support **Rare Disease Registries**, **Outcomes Based Contracts** that go beyond just claims data, and **Quality Improvement Intervention Programs** to improve medication adherence. EmpiraMed has implemented our technology for many large biopharmaceutical companies including Merck Sharp & Dohme, Biogen, Janssen, Sanofi Genzyme, United Therapeutics, Teva, and Takeda. Please visit <http://www.EmpiraMed.com> for more information.

For more on the NSBA Leadership Council, please visit <http://www.nsba.biz>



###