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EmpiraMed Hires Two Impressive Executives from the Biopharmaceutical Industry

Paul Krysiak and Dan Larson to Propel EmpiraMed's Real World Evidence Technology

Maynard, MA — November 6, 2017 — EmpiraMed, Inc., a leader in the field of patient engagement software to capture Real World Evidence, today announced that two executives were hired who have deep biopharmaceutical industry experience. Paul S. Krysiak has been appointed EmpiraMed's VP of Sales & Business Development and Daniel E. Larson is now EmpiraMed's VP of Clinical Operations.

Paul Krysiak joins EmpiraMed's management team with 17 years of biopharmaceutical industry experience in the US, Canada, and Europe including sales, marketing, strategy, business development, operations and general management functions. He is a strong business leader and brings great depth of understanding of pharmaceutical and biotechnology markets. Most recently, Paul was the CEO of Seva Therapeutics, an innovative pre-clinical oncology company. His previous experience includes serving as CEO of 3G Therapeutics, an early stage rare diseases company, VP of Commercial and Operations at Ceerdis Corporation, Area Director & General Manager at BioMarin Pharmaceuticals, as well as progressive sales and marketing management roles at Genzyme Corporation. Paul started his career in general and specialty sales at Merck. While in Europe, Paul was also the Co-Founder and President of the Orphan Drug Manufacturers Representatives Association. Paul obtained an MSc. in Molecular Physiology from the University of Western Ontario and a BSc. in both Biomedical Sciences and Biochemistry from the University of Guelph. He also received executive business training from the Ivey School of Business.

Dan Larson has 20 years of biotech experience in clinical research as both a sponsor and service provider. He has a unique background because he has served in multiple functional disciplines at biopharmaceutical, radiopharmaceutical, medical device, contract research organizations (CROs), and software companies. Dan has overseen the conduct of clinical trials at the director level over the past five years at AMAG Pharmaceuticals, Deciphera Pharmaceuticals, and AlloCure. Prior to that, he managed clinical trials at Molecular Insight Pharmaceuticals, Averion International Corporation, Bard Electrophysiology, and Biogen. Dan started in industry as a data manager at Quintiles where he had a broad range of responsibilities from data processing and validation to programming and auditing. After Quintiles, Dan designed the user interface for the widely acclaimed EDC software, InForm, while at Phase Forward which was acquired by Oracle. Over the course of Dan's career, he has developed deep biopharmaceutical domain expertise in many novel therapeutic categories including oncology, nephrology, cardiology, and neurology. Dan graduated summa cum laude from Boston University's school of Biomedical Laboratory and Clinical Sciences.

"We are thrilled to have Paul and Dan join us as our business takes off," said Greg Erman, President & CEO of EmpiraMed. "We now have successful customers in the biopharmaceutical market, an exceptional software technology, proven data showing outstanding patient engagement 3X the industry average, and disruptive new products. Paul and Dan bring depth of experience to help guide the company's growth. They both have already added value by using their biopharmaceutical experience to apply our innovations to solve big problems in the healthcare system."

According to Paul Krysiak, "I am very excited to join EmpiraMed and its accomplished management team. Healthcare IT is a rapidly advancing sector with many innovative solutions that could aid clinical development and expand industry's understanding of the real-world impact of approved therapies. EmpiraMed's strong and dedicated leadership, combined with a flexible and robust PRO Portal Platform, offers a unique set of advantages to access real world evidence (RWE), execute virtual trials, and much more. In fact, I believe that EmpiraMed's offering is the best solution available today. I am looking forward to further advancing EmpiraMed's leadership position in generating real world evidence to better understand safety and efficacy of

therapies and to deliver significant value to the biopharmaceutical, patient, medical, and payer communities."

Dan Larson adds, "I have run clinical operations for many years in the biopharmaceutical industry and I was immediately attracted to EmpiraMed's technical innovations and proven successes. My role will be to insure that this new technology meets the most rigorous standards for clinical trials in order to gain widespread adoption of these new methods. EmpiraMed clearly has developed a model that can disrupt the industry by offering biopharmaceutical companies more cost-effective solutions to capture real world patient experience resulting in new therapies, approvals for new indications, expanded market access, and improved patient outcomes."

About EmpiraMed

EmpiraMed has developed a patient engagement software platform called the PRO Portal to capture ***Real World Evidence*** and to execute ***Outcomes Based Contracts*** and ***Quality Improvement Intervention Programs***. For Randomized Clinical Trials (RCTs), our system captures ***ePROs*** (electronic Patient Reported Outcomes) and feeds the study EDC system. For observational studies, our platform becomes the EDC housing all study data. 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 projects in less time, at lower cost, and with greater flexibility. Combining our completely automated study execution system with novel patient recruitment methods, EmpiraMed offers study sponsors the most robust ***Virtual Trial*** (or Digital Trial) solution available today. Post-market, observational (non-interventional), RWE studies typically suffer from poor patient participation so our portal includes innovative technology to reduce response burden and to provide incentives that have raised compliance to 3X what was possible. Our customers have seen dramatic increases in patient participation, engagement, and wearable device utilization (***Passive Monitoring***) through our ground-breaking Rewards Program, which is the only incentive program approved by several blue-chip pharmaceutical compliance departments for clinical research. EmpiraMed also offers an EHR integration framework with proprietary validity analytics to support source data validation and verification to reduce bias inherent in self-reported patient information. A critical application of the PRO Portal is ***Outcomes Based***

Contracting. Our solution expands OBC beyond claims by capturing a greater variety of outcomes to more accurately tie the true value of treatments back to payments. Once RWE is assessed, healthcare stakeholders need to improve the outcomes measured. 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 ***Quality Improvement Intervention Program***. EmpiraMed has implemented the PRO Portal™ Platform for many large biopharmaceutical companies and has a proven track record of exceptional patient engagement. Our customers have included Merck Sharp & Dohme, Biogen, Janssen, Sanofi, United Therapeutics, and Teva. Please visit http://www.EmpiraMed.com for more information.

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