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EmpiraMed to be featured at the BIO International Convention in 2016

Using Technology to Capture Real World Patient Experience for Comparative Effectiveness

Maynard, MA — February 15, 2016 — EmpiraMed, Inc., a leader in the field of patient engagement software, today announced that the company has been chosen to moderate and present on a panel at the BIO International Convention in June 2016. EmpiraMed’s revolutionary use of technology to capture both real-world patient experience and use that information to drive comparative effectiveness research will be the focus of the panel. Joining EmpiraMed’s Chief Medical Officer, Neil Minkoff, MD, will be Fred Cox, PhD, Senior Director of Health Economics at Sanofi Genzyme, and Gary Rice, MS, Senior Vice President of Diplomat Specialty Pharmacy. The BIO International Convention is the world’s largest gathering of the biotechnology industry.

Sanofi Genzyme is a customer of EmpiraMed for studies capturing real world patient experience, and Diplomat is a collaborator in multiple studies evaluating patient outcomes. Together, these three companies represent pioneering work in the field of observational clinical studies. Lessons learned, trends, and insights for effectively capturing real world patient experience and measuring comparative effectiveness will be discussed during the panel at BIO.

According to Fred Cox, PhD, Senior Director of Health Economics at Sanofi Genzyme, “Our work with EmpiraMed helps to better understand MS patients and how the disease is impacting their lives. In doing so, we are better able focus on developing solutions to their unmet needs.” Gary Rice, MS, SVP of Diplomat Pharmacy stated, “Understanding our patients is critical to our mission of providing outstanding care to our patients. We look forward to sharing our experiences with the BIO audience.”

“We are thrilled to be a part of this important and prestigious conference, and I’m sure our Chief Medical Officer will offer the audience valuable tools to help capture patient reported outcomes and improve therapy for patients with chronic disease,” said Greg Erman, President & CEO of EmpiraMed. Mr. Erman added, “Our innovative technology helps our customers in the biotech market differentiate their products by diving deeply into the real world experience of their patients and using the data to improve patient quality of care, market access, and formulary decisions.”

About EmpiraMed

EmpiraMed has developed a patient-engagement software platform to capture and analyze patient reported outcome (PRO) data 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 seamlessly ties-in physical healthcare personnel activity to execute PRO studies in less time and with greater return on investment. Observational studies typically suffer from poor patient compliance so our platform 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 into one complete view of real world patient experience. Our hope is that our platform will help improve healthcare effectiveness for patients with chronic disease. 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 indications, labeling, pharmacovigilance/safety, and quality tracking. Our customers have included Merck Sharp & Dohme, Biogen, Janssen, and Sanofi. We also have collaboration agreements in place with numerous healthcare providers, academic medical centers, CROs, AROs, specialty pharmacy providers, PBMs, health plans, biostatistics firms, and epidemiology/health economic research centers. Please visit <http://www.EmpiraMed.com> for more information.

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