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For further information contact:
Name: *PR Line*
E-mail: *info@EmpiraMed.com*

EmpiraMed and Lahey Clinic Co-Author Patient Web Portal Paper

Accepted for Publication by the International Journal of Technology Assessment in Health Care

Maynard, MA — March 6, 2017 — EmpiraMed, Inc., a leader in the field of patient engagement software, today announced that our Chief Medical Officer, Neil Minkoff MD, has co-authored a paper, "Patient Web Portals and Patient-Provider Relationships: A Summary Perspective," which has been accepted for publication by the International Journal of Technology Assessment in Health Care (IJTAHC). The lead author was Kalyani Murthy MD MS of Lahey Clinic. EmpiraMed contracted with Lahey Clinic to perform a diabetes clinical study for Merck Sharp & Dohme, and Dr. Murthy was the Principal Investigator of that study which is unrelated to this paper.

“At this time, we are seeing growth in new technologies to engage patients to capture their experiences and health-related data and outcomes. I initiated this research because I believe we are now at a key moment in time to explore these new technologies, what we know about them, and how they may change clinical practice.” said Dr. Murthy of Lahey Clinic who was the primary author of the paper.

According to co-author Dr. Minkoff, “As a co-founder of EmpiraMed, I’m highly aware of the new opportunities that can be afforded to patients through engagement systems such as portals. The capture of previously unseen data drives changes in treatment, care plans and even clinical and pharmaceutical research.”

“We are delighted to see that electronic web portals, such as the EmpiraMed PRO Portal, are

critical to capturing real world patient experience," said Greg Erman, President & CEO of EmpiraMed.

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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