



CRF Health Appoints John Larson as Chief Operating Officer

Plymouth Meeting, PA – May 10, 2011: CRF Health, a leading global provider of ePRO solutions for the Life Sciences Industry today announced the appointment of John Larson to the position of Chief Operating Officer. In this role, John will be responsible for global operations and lead the Client Services, Logistics and Helpdesk functions.

John joins CRF Health from Medtronic, Inc. Surgical Technologies where he served as Head of Global Services, overseeing the inception and development of Medtronic's worldwide services business for surgical navigation and intra-operative imaging.

A twenty four year veteran of the Technology and Medical Device sectors, John has held leadership roles at several Global 500 companies. From product development through life cycle management; consultative selling; marketing to services and support, he brings a customer centric approach to managing operations and setting strategy.

John served as Head of Global Services for Medtronic Surgical Technologies and was responsible for developing clinical, professional and technical services, and supporting the corporation's international expansion. This included a full integration of Medtronic's intellectual properties in surgical navigation and imaging into a sustainable value proposition to the market place.

Prior to his work at Medtronic, John gained practical business perspective with Philips Medical Systems (Vice President and General Manager, Integrated Clinical Solutions), Agfa Healthcare (Vice President, Services and Support), StorageTek (Vice President, Global Services), Toshiba Computer Systems (Vice President, Technical Services and Support), AT&T and NCR.

Rachael King, CEO commented, "We are delighted to have John Larson join CRF Health as its COO. John has a proven track record of delivering excellence and his complimentary experience in the Medical Device area will help broaden CRF Health's offering. John's focus on "voice of the customer" integrates well with our continual improvement program."

John Larson added, "We are in a very dynamic time in the healthcare industry's history and I am excited to be in a position to support the introduction of new products and services. CRF Health is positioned to quickly and accurately support its pharmaceutical Sponsors in all phases of their clinical trials. As the global leader in ePRO technology, setting the trend in the elimination of paper trials will continue to be the mainstream focus. Our cutting edge solutions indirectly influence the global well-being of mankind allowing our Sponsors to bring new treatments to market through the application of robust ePRO standards."

About CRF Health

CRF Health is a global leader in ePRO (electronic patient reported outcomes) solutions for the life sciences industry. Through innovative technology, a thorough understanding of drug development, and mobile computing, CRF Health is driving the change to higher quality outcomes and more efficient paper-free clinical trials.

CRF Health's ePRO technology has been used in more than 60 countries, on six continents and 68 regional languages, including several regional Indian dialects. CRF Health consistently demonstrates the industry's highest patient compliance rates, while delivering unrivaled data accuracy and unmatched patient and site acceptance.

Since its founding in 2000, CRF Health continues to provide true global ePRO delivery and service. Headquartered in the US, CRF Health operates its R&D center of excellence in Helsinki, Finland and has offices around the world.

For more information, please visit www.crfhealth.com.

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