



CRF HEALTH IS AWARDED FOR GETTING CLOSER

- **New campaign proved a huge success at the IPA Best of Health Awards**

Lansdale, PA – July 23, 2010: CRF Health garnered nine awards recently in the Business-to-Business categories of the Institute of Practitioners in Advertising (IPA) Best of Health Awards, for their bold, new communications aimed at healthcare professionals involved in clinical trials. The awards were collected by their creative agency behind the campaign, Langland, at the awards night in London.

Judged by some of the top creative minds in the pharmaceutical business, the prestigious IPA Best of Health Awards exemplify creativity and originality worldwide. Langland is currently the world's most awarded healthcare advertising agency, and has won a record number of awards at the event for the last two years running.

Committed to working only with the best, CRF Health chose Langland to help develop their new campaign, which focuses on the collection of clean patient data for use in clinical trials. Andrew Spurgeon, Langland's Creative Director, explained that the idea was to put the patient at the heart of the execution. "We wanted to create something engaging that captures the essence of what CRF Health is about," he added.

"With cutting-edge global ePRO services and delivery capabilities that capture instant, high-quality data right from the source, CRF Health brings clinical trial professionals even closer to their patients," commented Mary Briggs, CRF Health's Vice President of Global Sales and Marketing. "We've represented this idea as a physical closeness," added Spurgeon. "It's as if CRF Health is right there with the patient, respecting confidentiality, and recording real-time data without anything to interfere."

Not only is the bold, new brand campaign unique in this data-driven field, but it also conveys elements of warmth and humor. "We like to show that we're not just about the data. We have a human side, are a forward thinking, and a fun company to work with," said Briggs. "We want our clients to agree that working with CRF Health is both a productive and positive experience."

To view our award winning campaign, please visit: http://www.crfhealth.com/NewAdCampaign_CRFHealth.php

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.

Media Contact
Heather Bilinski, Marketing Coordinator

CRF Health
1690 Sumneytown Pike, Suite 140
Lansdale, PA 19446
Phone: +1 267.498.2349
Fax: +1 215.565.0001
heather.bilinski@crfhealth.com