



## **CRF Health to Present on ePRO Technologies at the DIA EuroMeeting**

**Plymouth Meeting, PA – March 4, 2011:** CRF Health, a leading global provider of ePRO solutions for the Life Sciences Industry will be joined by industry colleagues at the DIA EuroMeeting for a session on the topic ePRO data collection methods.

The meeting takes place March 28-30, 2011 in Geneva, Switzerland. The title of the session is “Comparing ePRO Technologies: What Works?” The Session Chair will be Ingrid Klingmann, CRF Health, Clinical Advisor. Rauha Tulkki-Wilke, Director Product Management, CRF Health will deliver the introduction which will discuss the rapidly evolving techniques utilized in ePRO technology and provide attendees with an overview of practical considerations for utilizing different ePRO technologies ranging from PDA and mobile phones to tablet PCs and the web. Results from tests with people with a healthcare or technology background and from cognitive and usability interviews with patients in a real-world setting as well as experiences made in clinical trials will be presented and discussed in the session.

In addition to presenting at the session, CRF Health recently presented “Which ePRO Solution is Right for Your Clinical Study” at DIA’s Annual Workshop in Japan for Clinical Data Management in January, and will present at DIA’s annual meeting in June on these topics “Advanced Clinical Monitoring and Data Management with ePRO” and “Web-Based Assessments: The Internet is an Emerging Modality in PRO.”

Mary Briggs, VP Global Sales & Marketing comments, “We are very pleased to present on various global ePRO trends at DIA events in Asia, Europe, and the US in 2011. These events support CRF Health’s objective of educating the pharmaceutical industry on patient reported outcomes, and raising the visibility of ePRO within the clinical trials sector.”

### **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](http://www.crfhealth.com).

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