



CRF Health a Two-Time Winner of DIA's Greenest Exhibitor Award

Lansdale, PA – April 1, 2010: CRF Health, the electronic patient reported outcomes (ePRO) solutions company, won the Greenest Exhibitor Award at the Drug Information Association's 2010 EuroMeeting in Monaco. DIA Europe launched its greening project in 2009 in an effort to reduce the carbon footprint of its annual EuroMeeting. CRF Health also won DIA Europe's first award at the 2009 meeting in Berlin. Accepting the award for CRF Health was Senior Systems Specialist Kai Langel.

CRF Health's winning entry included both large and small measures. Because printing is energy intensive, the company's technology was used to set up a paperless booth. Instead of handing out brochures or other printed materials, the company invited attendees to complete an electronic request form. Instead of carrying home a heavy bag of paper, interested attendees received the information by email after the conference.

The company offset its carbon emissions by funding renewable energy projects with Carbonfund.org. These projects promote energy efficiency, and work for both reforestation and avoiding deforestation.

Visitors to CRF Health's paperless booth received dual-purpose "Seed the Future" cards. Redeeming the card means that a tree will be planted in a global reforestation project. Planting the card under a thin layer of soil brings wild flowers into the visitor's life. The company also gave gift cards to winners of a tablet-PC-based game that tested their awareness of environmental issues.

Rachael King, CEO, notes, "We are honored to be the recipient of the 'Green Booth Award' from the DIA EuroMeeting for the second year in a row. Environmental responsibility is an important part of our business philosophy. Not only do our ePRO products capture data electronically which eliminates the need for paper to document the data, but our employees continue to show their commitment to environmental responsibility."

To further raise awareness of each person's day-to-day impact on the environment, the company also raffled off three kick scooters, a popular commuting method among city dwellers. Greenest Exhibitor activities are a perfect fit for CRF Health. Its ePRO technology can dramatically reduce the environmental impact of clinical studies by reducing the use of paper for archival storage.

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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 10 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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