

A partner in clinical trials

Active in the field of electronic patient reported outcomes (ePROs) and the company behind TrialMax®, a product suite that covers the entire ePRO process, CRF Health experienced record growth in 2009. That implies that the life sciences industry is starting to understand the benefits of ePROs in terms of producing higher quality outcomes and more efficient paper-free clinical trials says Gregg Jewett, Senior Director Strategic Alliances and Partnerships for CRF Health. Jewett was recently appointed to this newly created position, underscoring CRF Health's aim to form new partnerships and to enhance existing partnerships in this space.

Jewett was appointed to the new position of Senior Director, Strategic Alliances and Partnerships for CRF Health in April of this year. "I was interested in the growing market for ePROs and knew CRF Health is the leader in this space," he says. "I previously worked for Schering-Plough (now Merck) where I built their clinical outsourcing organisation. In that capacity I worked with various service providers in the electronic diary space, but I always thought CRF Health came out the strongest. They're very client-focused." Jewett has significant experience developing successful global alliances with a variety of service providers including contract research

organisations (CROs), EDC, PRO and IVR organizations. In his new position at CRF Health, Jewett will be dedicated to developing strong, effective working relationships with CROs and other complementary clinical service providers. His focus, reads a company statement, will be on strengthening existing relationships, building new alliances, and ensuring their value and effectiveness towards CRF Health's growth and success in the ePRO marketplace.

Electronic patient reported outcomes are used by most pharma companies on more and more trials these days, he adds, but not by all. What the process involves basically is patients, who are enrolled

in clinical trials, entering their own diary and quality of life data on a PDA or through some other electronic methodology. CRF Health provides for and ensures the best methodology for the study and serves as the repository of that data for the sponsor. This represents a massive improvement when compared to what was common practise not so long ago: patients filled out questionnaires on paper, resulting in piles and piles of paperwork to process, collect and manage. "ePRO saves time and money obviously but it also improves the quality of your clinical trial in general; the FDA is pushing for more and more patient related data," Jewett points out. So it's safe to assume that the market for ePROs will continue to grow and according to Jewett, CRF Health is perfectly positioned to make the most of growth opportunities. "What we at CRF Health need to do is educate the market not just about the benefits of electronic patient reported outcomes, but also more specifically about what we at CRF Health can do. We have an excellent track record and I believe we offer the best product, service and people in this space." 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.



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