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## **RWE Comparative Effectiveness Biologic Data Presented at the Winter American Academy of Dermatology Meeting**

**Maynard, MA — April 3, 2017** — EmpiraMed, Inc., a leader in the field of patient engagement software, today announced that Real World Evidence (RWE) data collected through the EmpiraMed™ PRO Portal™ software platform was presented at the winter meeting of the American Academy of Dermatology (AAD) March 3-7, 2017. EmpiraMed’s Chief Medical Officer, Neil Minkoff MD, co-authored the presentation entitled *A Prospective Observation Study of Patient Reported Outcomes and Patient Satisfaction with Biologic Treatment for Plaque Psoriasis*. Patients for this study were enrolled by Specialty Pharmacies under contract with EmpiraMed. Dr. Neil Minkoff of EmpiraMed served as the Principal Investigator of the study.

This study measures real-world experience and comparative effectiveness across three different biologic therapies for plaque psoriasis in patients who were naïve to biologic therapies. Endpoints include changes in the Dermatology Life Quality Index (DLQI), the Psoriasis Signs and Symptoms Diary (PSSD), the Work Productivity and Activity Impairment (WPAI) and the Treatment Satisfaction Questionnaire for Medication (TSQM.) The data presented at the AAD meeting was an interim overview; further analysis will be done to measure the differences between the three therapies.

Greg Erman, President & CEO of EmpiraMed said: “Capturing real world patient experience is a critical tool to help industry, payors, and providers improve care to patients. Of paramount importance is engaging patients to achieve maximum study compliance so that real world experience can be effectively measured. We are delighted that in this particular study the

average monthly survey completion rate was over 75%.”

Dr. Minkoff added, “As the PI of this study and as the clinical lead at EmpiraMed, I’m pleased that the Academy recognizes the need for real world evidence showing what happens to patients after therapies are widely available.”

The AAD presentation including study results are available at:

<http://www.janssenhecorposters.com/poster/?p=I366IWC36>

### About EmpiraMed

EmpiraMed has developed a patient engagement software platform called the PRO Portal to capture patient reported outcomes (PRO) to better measure what works and what doesn’t work in the real world. Our unique rules-based approach completely automates all patient interactions via the web and any mobile device while seamlessly integrating healthcare personnel patient recruitment and follow-up to execute studies or programs in less time, at lower cost, and with greater flexibility. In a phase II, III, or IV clinical trial, our system captures ePROs and feeds the study EDC system. For observational studies, our platform becomes the EDC housing all study data. These post-market studies typically suffer from poor patient participation so our portal includes novel incentives that have boosted compliance to 3X what’s available today. Using our EMR integration framework with validity analytics, bias inherent in current PRO methods can be made more transparent and minimized. Most of the information we capture will not exist in the clinical record, EMR, clinical trial literature, or claims data but we can tie those sources of information as well as Passive Monitoring Data from wearable devices into one complete view of real world patient experience. In addition to monitoring patients, our real-time, dynamic system can trigger educational content and intervention alerts at any time for any event to directly improve patient care as part of a disease management (DM) quality improvement program. For industry, our system can deliver PRO measures for comparative effectiveness, adherence, treatment satisfaction, quality of life, work productivity, and healthcare utilization to improve market access (reimbursement), prescriber demand, new indication justification, labeling, pharmacovigilance/safety, and quality management. Our customers have included Merck Sharp & Dohme, Biogen, Janssen, Sanofi, United Therapeutics, and Teva. We also have

collaboration agreements in place with numerous healthcare providers, academic medical centers, CROs, AROs, specialty pharmacy providers (SPPs), PBMs, health plans, direct-to-patient outreach companies, biostatistics firms, and epidemiology/health economic research centers. Please visit <http://www.EmpiraMed.com> for more information.

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