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EmpiraMed's Chief Medical Officer to Present at the American Journal of Managed Care's Advanced Market Access: Evolving Forces Workshop

Maynard, MA — September 25, 2017 — EmpiraMed, Inc., a leader in the field of patient engagement software, today announced that EmpiraMed's Chief Medical Officer, Neil Minkoff MD, will be co-moderating the American Journal of Managed Care's Advanced Market Access: Evolving Forces Workshop. The topic will be the changes in the overall health care system regarding pharmaceutical market access and will involve the need for effective Real World Evidence (RWE) to support formulary coverage to drive access.

The AJMC Meeting is being held on October 10th at the AJMC site in Cranbury, NJ.

Dr. Minkoff stated, "In recent months, drastic changes have been occurring in the healthcare industry through the ACA exchanges, the potential changes to healthcare reform, and increased ACO creation. In these times of great uncertainty, the need to understand patients as consumers becomes paramount. Collecting and understanding real-world evidence about a pharmaceutical product become a strong tool for gaining or improving market access."

"We're glad to support the American Journal of Managed Care. I'm sure our Chief Medical Officer will offer the participants valuable insights to help capture real world outcomes and improve formulary access," said Greg Erman, President & CEO of EmpiraMed. Mr. Erman added, "Our innovative technology helps our customers in the biotech market differentiate their products by diving deeply into the real world experience of their patients and using the data to improve patient quality of care, market access, and formulary decisions."

More information is available at this link:

<http://www.businesswire.com/news/home/20170919006281/en/American-Journal-Managed-Care%2%AE-Presents-%E2%80%9CAdvanced-Market>

About The American Journal of Managed Care®:

The American Journal of Managed Care® (AJMC®) is a peer-reviewed, MEDLINE-indexed journal that keeps readers on the forefront of health policy by publishing research relevant to industry decision makers as they work to promote the efficient delivery of high-quality care.

AJMC.com is the essential website for managed care professionals, distributing industry updates daily to leading stakeholders. Other titles in the AJMC® family include The American Journal of Accountable Care® and two evidence-based series: Evidence-Based Oncology™ and Evidence-Based Diabetes Management™. These comprehensive offerings bring together stakeholder views from payers, providers, policymakers and other industry leaders in managed care. To order reprints of articles appearing in AJMC® publications, please contact Dr. Jeff Prescott at (609) 716-7777, x331.

About EmpiraMed

EmpiraMed has developed a patient engagement software platform called the PRO Portal to capture **Real World Evidence** and to execute **Outcomes Based Contracts** and **Quality Improvement Intervention Programs**. For Randomized Clinical Trials (RCTs), our system captures **ePROs** (electronic Patient Reported Outcomes) and feeds the study EDC system. For observational studies, our platform becomes the EDC housing all study data. 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 projects in less time, at lower cost, and with greater flexibility. Combining our completely automated study execution system with novel patient recruitment methods, EmpiraMed offers study sponsors the most robust **Virtual Trial** (or Digital Trial) solution available today. Post-market, observational (non-interventional), RWE studies typically suffer from poor patient participation so our portal includes innovative technology to reduce response burden and to provide incentives that have raised compliance to 3X what was possible. Our customers have seen dramatic increases in patient participation, engagement, and wearable device utilization (**Passive Monitoring**) through our groundbreaking Rewards Program, which is the only incentive program approved by several blue-chip pharmaceutical compliance departments for clinical research. EmpiraMed also offers an EHR integration framework with proprietary validity analytics to support source data validation and verification to reduce bias inherent in self-reported patient information. A critical application of the PRO Portal is **Outcomes Based Contracting**. Our solution expands OBC beyond claims by capturing a greater variety of outcomes to more accurately tie the true value of treatments back to payments. Once RWE is assessed, healthcare stakeholders need to improve the outcomes measured. 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 **Quality Improvement Intervention Program**. EmpiraMed has implemented the PRO Portal™ Platform for many large biopharmaceutical companies and has a proven track record of exceptional patient engagement. Our customers have included Merck Sharp & Dohme, Biogen, Janssen, Sanofi, United Therapeutics, and Teva. Please visit <http://www.EmpiraMed.com> for more information.

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