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**For further information contact:**

Name: *PR Line*

E-mail: *info@EmpiraMed.com*

## **EmpiraMed's Chief Medical Officer to Appear on a Panel on Impacting Patient Care at the Asembia Specialty Pharmacy Summit**

**Maynard, MA — April 9, 2018** — EmpiraMed, Inc., a leader in the field of patient engagement software, today announced that EmpiraMed's Chief Medical Officer, Neil Minkoff MD, will be appearing on a panel at Asembia Specialty Pharmacy Summit. The title of the panel is *Forging Successful Managed Care Partnerships: Strategies That Positively Impact Patient Care*. The presentation will occur on April 30, 2018 at 3:00pm.

The Asembia Specialty Pharmacy Summit is being held from April 29 to May 2 at the Wynn and Encore in Las Vegas, Nevada.

This presentation will explore changes in the managed care industry and the effect they can have on multiple stakeholders, but especially patients. Dr. Minkoff states, "As our industry progresses, the need to be focused on the patient becomes ever more paramount. Clearly, our work at EmpiraMed highlights patient experiences and outcomes. I hope to explore those issues on this panel and bring that knowledge to the Asembia attendees."

### **About EmpiraMed**

EmpiraMed has developed a completely automated patient engagement software platform called the PRO Portal offering unsurpassed user "stickiness" to capture ***Real World Evidence*** using more efficient and flexible methods which increase the success rate of *Clinical Studies, Rare Disease Registries, Outcomes Based Contracts, and Quality Improvement Intervention Programs*. Our unique rules-based approach totally 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 fully 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 studies typically suffer from poor patient

participation so our portal includes innovative technology to reduce response burden and our ground-breaking Rewards Program, which is the only incentive program approved by several blue-chip pharmaceutical compliance departments, to raise patient engagement to 3X current industry standards. Consequently, our customers have seen dramatic increases in patient participation, compliance, wearable device utilization (*Passive Monitoring*), and overall study success by using the PRO Portal. To improve the integrity of ePROs and to offer a more comprehensive view of the patient, our portal includes an EHR and claims database integration framework with proprietary validity analytics which reduce bias inherent in self-reported patient information. EmpiraMed has implemented the PRO Portal™ Software Platform for many large biopharmaceutical companies including Merck Sharp & Dohme, Biogen, Janssen, Sanofi Genzyme, United Therapeutics, Teva, and Takeda Oncology. Please visit <http://www.EmpiraMed.com> for more information.

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