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EmpiraMed's CMO Selected to Share His Unique Perspective on Effective Patient Engagement Strategies

Best-in-Class Real World Evidence Metrics Disclosed in New Managed Care Article

Maynard, MA — October 30, 2018 — EmpiraMed, Inc., a leader in the field of patient engagement software, today announced that our Chief Medical Officer, Neil Minkoff MD, has authored a paper to be published in the November 2018 *Managed Care* journal.

The title of the paper, which is part of the *Managed Care* Viewpoint series, is entitled, “Patient Reported Outcomes: You’ll Get a Lot More Responses If You Make it Fun To Do.”

Dr. Minkoff explained, “I’ve been working on patient engagement in managed care since the 1990s; I’ve learned that Real World Patient Experience is the only way to effectively implement population health.”

EmpiraMed has developed novel technology to maximize patient engagement through the use of intuitive and compelling user experience, mobile device independence, gamification, and a multi-faceted Rewards Program. This article shows that for non-interventional observational clinical studies, EmpiraMed has achieved an unsurpassed 95% annual retention rate, a monthly survey completion rate of over 75%, and electronic diary utilization of over 3 times per week.

Dr Minkoff added, “These patient engagement statistics surpass current standards threefold, and we’re excited to share our learnings with the whole industry through this article in *Managed Care*.”

“We are thrilled to support the efforts of managed care companies to engage patients more effectively than ever before. Generating Real World Evidence through patient experience is especially important in rare diseases, drug pricing justification, market access, and FDA-mandated Phase IV studies.” said Greg Erman, President & CEO of EmpiraMed.

As explained in this article, EmpiraMed’s innovative technology allows for the flexibility to capture different types of patient data in ways that are fun and enticing, leading to higher levels of PRO data capture than previously possible.

According to Dr. Minkoff, “We can integrate patient self-reported information with other data, including claims and EHR data, to truly understand the complete patient experience.”

The article will be in the print November 2018 issue of *Managed Care* and is currently available at:

<https://www.managedcaremag.com/archives/2018/11/patient-reported-outcomes-you-ll-get-lot-more-response-if-you-make-it-fun-do>

About EmpiraMed

EmpiraMed's innovative **Real World Evidence** (RWE) technology incentivizes patients and reduces clinic burden to improve the success rate of clinical studies that enhance the value proposition of biopharmaceutical therapies. The EmpiraMed™ PRO Portal™ Software Platform is a patient engagement system that offers unsurpassed user “stickiness” to capture real world patient experience. Combining our fully automated study execution rules-engine, novel patient recruitment methods, and true PC/mobile device independence, EmpiraMed delivers the most robust Virtual Trial solution available to minimize patient response burden during non-interventional RWE studies. Observational studies typically suffer from poor patient participation, so our portal includes a ground-breaking Rewards Program that has improved 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. To support Post Market Required Phase IV Studies and to offer a more comprehensive view of the patient, EmpiraMed has developed an EHR and claims data integration framework in addition to a unique Patient Medical Records (PMR) to EDC unification system. These powerful tools reduce clinic burden to enhance the success rate of regulatory agency mandated studies. In addition to **Observational** and **Post Market Required Studies**, our products also support **Rare Disease Registries**, **Outcomes Based Contracts** that go beyond just claims data, and **Quality Improvement Intervention Programs** to improve medication adherence. EmpiraMed has implemented our technology for many large biopharmaceutical companies including Merck Sharp & Dohme, Biogen, Janssen, Sanofi Genzyme, United Therapeutics, Teva, and Takeda. Please visit <http://www.EmpiraMed.com> for more information.

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