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## **EmpiraMed's Chief Medical Officer to Present at the National Association of Specialty Pharmacy Annual Meeting and Educational Conference**

**Maynard, MA — September 11, 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 presenting at the National Association of Specialty Pharmacy (NASP) Annual Meeting and Educational Conference. The topic will be Recent Proposed 340B Changes and the Effect on Payers and Manufacturers. He will be co-presenting this topic with Dan Kus, the VP of Pharmacy Services for the Henry Ford Health System and Pharmacy Advantage. The presentation will occur on Wednesday, September 20<sup>th</sup> at 1:15pm.

The NASP Annual Meeting is being held from September 18 to September 20 at the Marriott Wardman Park in Washington, DC.

In recent months, CMS and the US Government Accountability Office have proposed changes to the structure and oversight of the 340B program. This presentation will explore these changes and the effect they can have on multiple stakeholders in the industry. Dr. Minkoff states, "This is a moment of great uncertainty for the healthcare industry. Between these proposed changes to 340B pricing, the tenuous future of exchange offerings and the lack of action to improve the healthcare system by Congress, it's important for stakeholders in healthcare to be well informed. We hope to bring clarity to these issues for the NASP participants."

### 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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