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EmpiraMed Releases MS Registry

New Platform Measures Impact of Therapy on MS Patients

Maynard, MA — March 31, 2014 — EmpiraMed, Inc., a leader in the field of patient reported outcomes measurement, today announced that it was selected by Biogen Idec Inc. (NASDAQ:BIIB) to prime contract and build a novel MS patient registry.

“We are thrilled to have Biogen Idec as a customer and to apply our platform to help MS patients,” said Greg Erman, President & CEO of EmpiraMed. “Our innovative technology and creative model can only realize its potential when coupled with industry leaders. We believe the team assembled for this registry will create insights that may lead to better treatments for patients with chronic diseases such as MS.”

This MS registry integrates 11 validated instruments into the EmpiraMed™ PRO Portal™ Platform to create a uniform, highly engaging patient experience. Through the PRO Portal workflow, notification, event-driven diary, and incentive system, the company expects high levels of patient compliance. The entire system was customized, deployed, tested, and granted IRB approval in a record 2 months. The registry is now live with patients enrolled. To learn more about the MS registry, visit the study landing page at

<https://www.studyMS1.EmpiraMed.org>

About EmpiraMed

EmpiraMed is developing novel methods to capture and analyze patient reported outcome (PRO) data to better measure what works and what doesn't in the real world. Our system is designed to create a real-time view of health outcomes and comparative effectiveness while minimizing bias inherent in current PRO methods. Most of the information we capture will not exist in the clinical record, EMR, clinical trial literature, or claims data. Our hope is that our platform will help to dramatically improve healthcare effectiveness for patients with chronic disease.

EmpiraMed has initiatives underway to support new therapies, increase the availability of reimbursement payment for the most effective treatments, enhance drug safety, create insights for both marketing and drug development, and enable support for the emerging accountable care organization (ACO) pay-for-performance models by improving outcomes tracking. Our customers include Merck Sharp & Dohme Corp. and Biogen Idec. We also have collaboration agreements in place with numerous healthcare providers, academic research organizations (AROs), specialty pharmacy providers, and epidemiology/health economic centers. Please visit <http://www.EmpiraMed.com> for more information.

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