



## **CRF Health Announces an Open ePRO Integration Interface**

Plymouth Meeting, Pa – August 30, 2011: CRF Health, a leading global provider of ePRO solutions for the Life Sciences Industry, today announced an open ePRO integration interface, which enables Sponsors and CROs to integrate their own eClinical systems with CRF Health’s acclaimed ePRO platform, TrialMax®, to provide data collected from patients in real time to all study stakeholders.

The TrialMax Synapse™ open interface integrates ePRO data collected with CRF Health’s TrialMax® platform to other eClinical systems in real time using the CDISC ODM standard. The current studies integrated to a leading EDC system are seeing a variety of benefits, including the enabling of sites to view all study data in one system, increasing the efficiency of drug accountability, facilitating data management, and allowing easier correlation of adverse events.

Rachael King, CEO of CRF Health, comments, “We have seen a significant increase in interest for integrating ePRO data to other eClinical systems, and are currently using integration in several studies. As the use of integration has exceeded all of our expectations, we decided to offer the possibility to all Sponsors and CROs that we are working with.”

The TrialMax Synapse™ open interface offers efficient tools for setting up and maintaining integration in individual clinical studies, according to their specific needs. Pekka Keskiivari, Chief Technology Officer, continues, “Real time integration of study data is the future of eClinical. By using good technology along with relying on standards, we can make the deployment very straightforward. In the future, integration will be an expected part of setting up a trial.”

### **About CRF Health**

CRF Health is a global leader in ePRO (electronic patient reported outcomes) solutions for the life sciences industry. Through innovative technology, a thorough understanding of drug development, and mobile computing, CRF Health is driving the change to higher quality outcomes and more efficient paper-free clinical trials.

CRF Health’s ePRO technology has been used in more than 70 countries, on six continents and 68 regional languages, including several regional Indian dialects. CRF Health consistently demonstrates the industry’s highest patient compliance rates, while delivering unrivaled data accuracy and unmatched patient and site acceptance.

Since its founding in 2000, CRF Health continues to provide true global ePRO delivery and service. Headquartered in the US, CRF Health operates its R&D center of excellence in Helsinki, Finland and has offices around the world.

For more information, please visit [www.crfhealth.com](http://www.crfhealth.com).

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