



CRF Health Wins at CLIO Healthcare & Rx Awards for Bold New Ad Campaign

Plymouth Meeting, PA – December 8, 2010: CRF Health’s advertising campaign, entitled ‘No One Gets You Closer’, which focuses on the collection of clean patient data for use in clinical trials recently received awards at both the CLIO Healthcare Awards and the Rx Awards. The ‘No One Gets You Closer’ ad campaign recreates intimate patient settings to demonstrate CRF Health’s capabilities in the ePRO (electronic patient reported outcomes) arena, and is aimed at healthcare professionals involved in clinical trials.

The campaign received a bronze award at the CLIO Healthcare Awards in the print/corporate communications category, one of only 56 awards delivered at the prestigious awards ceremony held in mid-November in New York City. Considered the ‘Oscars’ of healthcare advertising, the CLIO Healthcare Awards recognize innovation and creative excellence around the globe. Competition in this year’s event was fierce among the 1000 entries from 235 agencies in 27 countries.

CRF Health also received a total of four Rx awards for the ‘No One Gets You Closer’ video campaign. ‘Loo’ and ‘Kissing’ were both awarded silver, while ‘Hoover’ and ‘Bed’ won bronze awards. Founded in 1986, The Rx Club Show honors creativity in pharmaceutical advertising. Judged by a panel of top industry experts, these global awards are an international icon within the healthcare industry. The mission of the Rx Club Show is ‘to provide an independent forum for the worldwide healthcare advertising community to exchange ideas, showcase the best creative projects, and bring forth innovative ideas in the expanding healthcare market place’.

The ad campaign was created by Langland, CRF Health’s advertising agency. Andrew Spurgeon, Langland’s Creative Director explained that, “Once the theme of the campaign was understood we needed to create a unique way to demonstrate CRF Health’s unique ability to, as the campaign title suggests, close the gap between patient and clinical trial professional. The resulting vignettes do that in a clear yet somewhat humorous manner.”

“The idea was to focus on the patient as the source of the data,” said Mary Briggs, Vice President of Global Sales and Marketing. “We put the patient at the heart of the execution. We wanted to create something engaging that captures the essence of what CRF Health is about,” she added. Not only is the campaign unique in this data-driven field, but it also conveys elements of warmth and humor. “We like to show that while we are completely focused on ePRO, we also have a human side, and are a forward thinking company,” said Briggs.

Please visit this link to view the award-winning campaign: http://www.crfhealth.com/NewAdCampaign_CRFHealth.php

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 60 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.

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