



CRF Health's Mary Briggs To Speak On Dealing Effectively with Cultural Differences For Clinical Research Professionals At The 46th DIA Annual Meeting June 13-17 In Washington, DC

**Lansdale, PA, USA, June 3, 2010**— CRF Health is pleased to announce that Mary Briggs, VP Global Sales & Marketing will present a session at the **46th DIA Annual Meeting** (June 13-17, 2010 in Washington, DC.) Mary will deliver a presentation on “Dealing Effectively with Cultural Differences in the Clinical Trial Industry”. The agenda covers topics such as Recognizing Cultural Differences, Removing Barriers, and Working Towards Successful Multicultural Working Relationships.

The DIA Annual Meeting is the premier event for professionals involved in the discovery, development, and lifecycle management of pharmaceuticals, medical devices, and related products. There is no other industry meeting of its kind that can rival the breadth and depth of experience that this meeting delivers. With 25 content-area tracks, 330 sessions and 20 tutorials, presentations are geared to attendees at all disciplines, works settings, and experience levels.

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**ABOUT THE DRUG INFORMATION ASSOCIATION (DIA)** DIA is a neutral, global, professional, member-driven association of nearly 18,000 industry, academia, and regulatory professionals involved in the discovery, development, and life cycle management of pharmaceuticals, medical devices, and related products. Through our international educational offerings and myriad networking opportunities, DIA provides a global forum for knowledge exchange that fosters the innovation of products, technologies, and services to improve health and well-being worldwide. Headquarters are in Horsham, PA, USA, with offices in Basel, Switzerland, Tokyo, Japan, Mumbai, India, and Beijing, China.

**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 10 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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