

## FOR IMMEDIATE RELEASE

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## QualityMetric Announces QM Certified Scoring Program

### Company unveils landmark program to help clients avoid costly and potentially embarrassing mistakes when collecting outcomes data

**Lincoln, RI – July 15, 2008** - It seems that every month there is a news story questioning the integrity of outcomes data in clinical trials. Just recently, the Ketek<sup>®</sup> controversy has been in the news. The truth is, no matter who is collecting the data or what it is being used for, mistakes are easy to make and difficult to recognize until it is too late.

To address this problem, QualityMetric Incorporated has developed *QM Certified Scoring™*. The program is designed for researchers, clinicians, clinical trial administrators, and other healthcare administrators who insist on high quality and are committed to properly collecting, scoring, and interpreting their health outcomes data.

Over the years, data quality issues have haunted several large-scale outcomes studies in the academic and clinical trial worlds. Several organizations have scored data from the SF-36v2<sup>®</sup> Health Survey using homemade computer programs with scoring algorithms and norms provided by QualityMetric publications. Minor mistakes in the programming code or simple formatting errors have lead to incorrect scores and misinterpreted results, in some cases leading to millions of dollars in lost revenue.

“Unfortunately, the do-it-yourself approach can, and has, resulted in significant data quality problems.” says Mark Kosinski, MA, Senior Scientist and Director of QualityMetric’s Outcomes Insight Consulting™ Group. “There are alarming examples of what can go wrong and the results can be very costly.

Using any of our QM Certified Scoring products will give outcomes professionals peace of mind when it comes to the data they will be using to make important decisions about medical products, the effectiveness of medical interventions, or population health monitoring efforts. QM Certified Scoring is available via the web, at the desktop, or as an enterprise-wide solution residing on client servers. There is also a version that includes further analysis and insight from a member of our Outcomes Insight Consulting Team. Visit <http://www.qualitymetric.com/download/QMCertifiedScoring.zip> for more product details.

**About QualityMetric** - QualityMetric Incorporated works with the world’s largest healthcare and life sciences companies to measure health outcomes. Our products help market new drugs and biologics, track health improvement or decline, screen populations for disease, and identify future health risks. QualityMetric’s patient-reported outcome (PRO) surveys provide scientifically valid assessments of both physical and mental health. Our PROs include the SF-36v2<sup>®</sup>, SF-12v2<sup>®</sup>, and SF-8™ Health Surveys, SF-10™ Health Survey for Children, Asthma Control Test (ACT™), Pain Impact Questionnaire (PIQ-6™), and DYNHA<sup>®</sup> Dynamic Health Assessments. Our Outcomes Insight Consulting™ Group can develop customized PROs and provide in-depth analysis of the results. QualityMetric’s founder and CEO, John E. Ware, Jr., PhD is a thought-leader in the field of psychometrics and health outcome measurement. Visit us at [www.qualitymetric.com](http://www.qualitymetric.com)

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