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Patient Engagement an Important Part of Clinical Trial Continuum

In our last two issues, we addressed how drug development companies are expanding the use of patient-reported outcome (PRO) health surveys by using them before and during the clinical trial. But what happens once the clinical trial has ended and a drug enters the marketplace? QualityMetric's health surveys are being used here as well - for patient engagement.

The goal of patient engagement is to encourage patients to become more involved in their health by monitoring their condition and learning more about it. Customized websites are ideal for this, allowing QualityMetric health surveys -- and a wealth of information about conditions -- to be easily accessible to a large number of people. We currently have two clients using PROs online via our [Smart Measurement](#)[®] System with Trusted Partner[™] for this purpose - Bristol-Myers Squibb and AstraZeneca.

Launched in 2006, Bristol-Myers Squibb's [RAliving.com](#) website is a source of information for patients suffering from Rheumatoid Arthritis (RA). Patients can take QualityMetric's [SF-8](#)[™] Health Survey on this website to help monitor the physical and emotional impact of RA, with the help of reports available for both patients and healthcare providers. To date, more than 26,000 surveys have been administered.

AstraZeneca has launched a website called [mysymbicort.com](#). Here, consumers can learn about the drug Symbicort[®] and the conditions for which it is used as treatment - asthma and COPD. QualityMetric's [Asthma Impact Survey](#)[™] (AIS-6[™]) is available for consumer use to help understand the impact of asthma on health and whether or not it is controlled. More than 20,000 surveys have been taken thus far, with consumers encouraged to discuss results with healthcare providers.

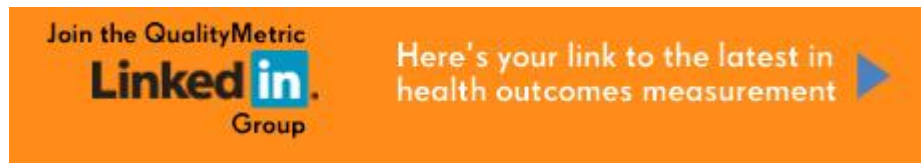
To learn more, [contact](#) a QualityMetric Account Executive.

QualityMetric in the News

- [Gus Gardner](#), President and Chief Operating Officer at QualityMetric, recently authored an [article](#) for the July/August 2009 issue of Drug Discovery & Development Magazine. In this article

titled The Trial Never Ends, Gardner delves into a current hot topic in the pharmaceutical world - the expanding role of patient-reported outcome (PRO) health surveys in the clinical trial continuum.

- [Mark Kosinski](#), MA, Vice President and Senior Scientist at QualityMetric, presented a podium presentation at the [ISOQOL](#) 16th Annual Conference in New Orleans, LA on October 29. The presentation had two main focuses, including the development of a method to cross-calibrate the mental health score of different generic self-reported outcomes to a widely used depression tool. The validation of cross-calibrated score analysis will also be addressed.
- QualityMetric surveys are now featured on two of [SDI Health's](#) websites - [azma.com](#) and [pollen.com](#). On the home page for [azma.com](#), you will see an invitation to take QualityMetric's [Asthma Control Test™](#) (ACT™). On [pollen.com](#), you will also see an invitation, but for QualityMetric's [Rhinitis Impact™ Survey](#). For each site, once you click on the link and register, you will be prompted to complete the given survey, as well as a symptoms checklist and QualityMetric's [SF-12v2®](#) Health Survey. Upon completion, you will be presented with a survey report capable of trending your scores over time. *Note: You can use the same user name and password on both sites but must register on each as they are separate sites.
- QualityMetric's [amlhealthy.com](#) website (also referred to as the [Smart Measurement®](#) System) has a brand new look. For users of this website, note that this face-lift features new logos, a refreshing color scheme, and some tweaks to the layout. Don't worry - the changes are mostly aesthetic and will not impact core functionality. If you have any questions or concerns, please [contact](#) a QualityMetric Account Executive.



Recent Events

Our scientist and sales teams recently spread the word on patient-reported outcomes in the following cities:

- October 28-31 [ISOQOL](#) 16th Annual Conference, New Orleans, LA
- October 24-27 [ISPOR](#) 12th Annual European Congress, Paris, France
- October 17-21 [ACR/ARHP](#) 2009 73rd Annual Scientific Meeting,

Philadelphia, PA

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