

QualityMetric Launches Outcomes Insight™ Consulting Division Based on Significant Growth in Use of the SF-36® and Disease-specific Health Surveys.

New Consulting Case Studies Document FDA Approval of Product Marketing Claims and Development of a Disease-specific Survey for Direct-to-Consumer Awareness Building.

Lincoln, RI. - June 22, 2004 - QualityMetric Incorporated, founded by the developer of the SF-36® Health Survey and other leading generic and disease-specific patient-reported outcome (PRO) surveys, today announced formation of an **Outcomes Insight™ Consulting Division** to support the significant increase in use of health outcomes measurement across several market segments in health care. The announcement was accompanied by the release of two newly published case studies that document FDA approval of “improved physical functioning” marketing claims for a rheumatoid arthritis drug based on quality of life data and the development of an Asthma Control Test™ for a major pharmaceutical sponsor to build public awareness and for ease of use in busy clinical settings such as Kaiser Permanente. The case studies are available free at www.qualitymetric.com/consulting.

Since its founding in 1997, QualityMetric has provided internationally regarded consulting services to pharmaceutical companies and other related enterprises including expert testimony on regulatory matters, optimal measurement strategies for clinical trials and other studies, development and refinement of PRO surveys, and the scientifically valid scoring, analysis, interpretation, and reporting of PRO health outcomes data. As the value and use of health-related quality of life (HRQoL) measurement has grown, the demand for scientific expertise and support has grown concurrently. “Even with the best available PRO surveys and supporting documentation, clients worldwide still benefit from QualityMetric’s consulting services,” commented Martha Bayliss MSc, Senior Scientist and Director of Business Development.

John E. Ware, Jr., PhD, co-founder, Chief Executive Officer, and Chief Science Officer of QualityMetric, will continue to lead the Outcomes Insight™ Consulting Team. To accommodate the growing demand for measurement expertise and consulting services, QualityMetric has also added several internationally recognized scientists to the team. Biographies are available at www.qualitymetric.com/company.

About QualityMetric Incorporated

QualityMetric Incorporated has integrated the consumer’s voice into health care decision-making with self-reported generic and disease-specific health outcomes surveys used worldwide to measure health status with scientific validity in clinical practice, disease management, population monitoring, clinical trials, and direct-to-consumer marketing. Founded in 1997 by John E. Ware, Jr., PhD, principal developer of the SF-36®, SF-12®, and SF-8™ Health Surveys, QualityMetric’s scientific expertise has dramatically evolved the value and precision of health-related quality of life measurement while our technology applications, including the world’s first computerized dynamic health assessments (DYNHA®), have broadened the options for administration.

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