

QualityMetric Launches Full Suite of Asthma Control and Asthma Impact Surveys for Adults and Children at www.qualitymetric.com/asthma

Norm-Based for Interpretative Value, QualityMetric Asthma Surveys Are Available for Static (Paper/Pencil, Telephone, Online) and Dynamic Computerized (DYNHA®) Application

Lincoln, RI - September 30, 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 launch of a full suite of asthma control and asthma impact surveys for adults and children that measure health-related quality of life (HRQoL) from the patient perspective. Used by leading health care and pharmaceutical companies, the suite of asthma PRO surveys launched today offer standardized scoring essential for interpretation of data results through norm-based comparison.

There are currently more than 130 therapeutic products in development to treat asthma and respiratory allergies, but those making it to launch will have a difficult time penetrating the marketplace. Products that are currently available have good efficacy and safety profiles with high levels of prescriber confidence. Payers are also comfortable with current products and will be wary of new ones that don't address an unmet therapeutic need.

However, prescribers and payers alike recognize the need for products that improve patient compliance with asthma treatment. Integrating the patient's voice in the measurement of their own health is widely recognized as an effective compliance strategy and can also be counted on:

In product development and launch phases to:

- Raise public awareness of asthma
- Prove therapeutic efficacy of a particular product beyond traditional clinical endpoints
- Facilitate timely regulatory approval for new asthma products
- Substantiate product marketing and label claims
- Demonstrate the effectiveness of one asthma product over another

And in clinical treatment to:

- Identify those in need of treatment
- Measure the burden (impact) of asthma on patients and populations
- Monitor the effectiveness of asthma treatment, comparing data results with standardized norms and benchmarks
- Provide clinically meaningful interpretation of the results

QualityMetric disease-specific surveys are widely used by:

- Pharmaceutical companies for clinical trials, effective DTC marketing, product and formulary positioning
- Health plans and disease management companies for risk prediction, member stratification, benchmarking and population monitoring, and improved patient-provider communications
- The clinical community for individual screening and treatment decisions and monitoring health outcomes of individual patients and groups/populations

Pharmaceutical enterprises such as GlaxoSmithKline currently use the Asthma Control Test™ (ACT™) to raise worldwide public awareness of the disease, while health plans like Kaiser Permanente employ ACT™ to measure disease burden, monitor program effectiveness, and inform care management policy and clinical decision making. For information on QualityMetric's new suite of asthma surveys visit: www.qualitymetric.com/asthma

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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