

QualityMetric Announces New Senior Management Team Driving Business Development, Marketing and Sales

Lincoln, RI - July 7, 2003 - In response to steadily growing demand for consumer-reported health outcomes surveys that measure quality of life, QualityMetric Incorporated today announced the appointment of a senior management team devoted to the development and delivery of customer-focused health outcomes survey solutions that address the varied needs of pharmaceutical and disease management companies, health plans, large employers and health care providers. Founded on the ubiquitous SF-36® General Health Survey, QualityMetric has translated the science of health outcomes measurement to include disease-specific screeners, new forms of survey administration including PDAs and the Internet, a computer adaptive survey model that has multiple channels of market opportunity, and a world-wide consulting business.

"QualityMetric has grown as a direct result of the scientific validity and precision of our survey tools which have become a standard of health measurement on any number of fronts," commented John E. Ware, Jr., chief executive officer and chief science officer. "But to build on that for the future, we needed a team that would penetrate new markets, as well provide more customer-focused solutions to the markets we serve now."

Appointments to QualityMetric's Senior Management Team include:

- Martha Bayliss, MSc, Senior Scientist and Director of Business Development Martha joined QualityMetric upon its founding in 1997, and will be responsible for the strategic direction and implementation of QualityMetric's business development efforts.
- Liz Fortin, MSW, LICSW, Director of Product Development Tasked with managing the transition of the company's core products into broader-based solution sets that focus on industry need, Liz joined QualityMetric in 1999.
- Dawn Giles, Director, Marketing and Communications Joining QualityMetric in 2003, Dawn is charged with corporate positioning, marketing and public relations strategies and implementation.
- Brian Thomas, Senior Consultant Business Development Consulting with QualityMetric since 2002, Brian is primarily responsible for the development and implementation of a strategic sales plan to broaden market reach.
- Edward Gildea, Interim COO and Legal Counsel Serving as Interim COO, Ed will oversee the business operations of QualityMetric based on execution of the company's strategic plan. Ed has been with QualityMetric since 2000.

Several appointments were also announced for key positions which support the infrastructure and business operations of QualityMetric including:

- Marie Martin, PhD, to Director of Consulting
- Dave Cotter to Manager of Software Engineering
- Shelly Moulton to Director of Human Resources
- Tim Raymond to Manager of Licensing

"One of the biggest sources of pride to me, as the CEO, is that the vast majority of these positions have been filled internally, with people who have grown and prospered with

QualityMetric. That speaks very clearly about the kind of company we run and the kind of future we are forging together," concluded Ware.

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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