ERT Unveils Full Range of ePRO Solutions Providing the Power of Choice for Clinical Trial Sponsors

RealWire

PHILADELPHIA, PA, 16 December 2010 ERT, a global provider of technology and services to the pharmaceutical, biotechnology and medical device industries, today announced the launch of its comprehensive suite of electronic patient-reported outcome (ePRO) solutions. As the ePRO market continues to grow, ePRO tools have increasingly become more sophisticated, with their development reflecting the diverse needs of sponsors and facilitating compliance by the patient. ERT now offers a broad range of proven modalities of technology, offering the ability to choose the best ePRO solution to suit the requirements of the trial, ensuring its accuracy and success.

The selection of the ideal ePRO modality is reliant on multiple factors including questionnaire complexity, length, site location, patient population, budget and size of trial. To facilitate this complex selection criteria, ERT offers a diverse range of complementary ePRO tools accepted by regulatory authorities globally for collection of reliable accurate data. ERT solutions include the VIAPhone®, VIAPad®, VIAPen® and VIAWeb®, all of which offer the advantages of simplicity, mobility and immediacy of use over traditional paper based methods.

ERT's VIAPad solution has the capacity for complex diaries, questionnaires and visual scales, alongside the ability to streamline mid-study changes. The VIAWeb solution enables all patients to use a standard internet browser at home or work to securely log into their study diary or assessment and complete necessary information. This is ideal for patients busy at work, with little time to visit a clinical trial site. The VIAPen is a digital pen that offers the simplicity of paper-based methods with the dual advantage of digital data collection. Completing the suite of solutions offered is the VIAPhone, otherwise known as an Interactive Voice Response device. The VIAPhone enables a patient to use a standard landline telephone or cell phone to feedback information. For people reluctant to embrace more innovative technologies or with reduced physical function, this provides the perfect solution.

John Blakeley, Executive Vice President and Chief Commercial Officer at ERT comments, "At ERT we believe that 'one size does NOT fit all.' We believe that to ensure an accurate and successful clinical trial, vendors must offer technologies that are as diverse and varied as the clinical trials themselves. With this in mind, ERT works to ensure that it offers a comprehensive, unbiased choice of sophisticated solutions."

For further information on ERT and its technology and services please email info@ert.com [1], call +1 215 972 0420 or visit www.ert.com [2].

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About ERT
Based in Philadelphia, PA, eResearchTechnology, Inc. (www.ert.com [2]) is a global provider of technology and services to the pharmaceutical, biotechnology and medical device industries. The Company is a market leader in providing centralized core-diagnostic electrocardiographic (ECG) technology and services to evaluate cardiac safety in clinical development. It is also a leading provider of centralized respiratory technology and services to evaluate pulmonary function efficacy and safety in clinical development. Sponsors can further use the Company's solutions to streamline the clinical trials process by automating the collection, analysis, and distribution of ePRO clinical data using multi-mode technology in all phases of clinical development as well as selected medical devices for the clinical trials and healthcare industries.

Statements included in this release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements involve a number of risks and uncertainties, which could cause actual results to differ materially from those expressed or implied from such statements. These risks and uncertainties include, without limitation, the Company's ability to obtain new contracts, variability in size, scope and duration of projects, integration of acquisitions, competitive factors, technological development, market demand, and other factors described in the Company's filings with the Securities and Exchange Commission. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events, or otherwise.

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