

ERT Awarded over \$10 Million of ePRO Business from Major Pharma â€“ Increasing its Position as a Leading ePRO Provider

RealWire

PHILADELPHIA, PA - 14 April 2011 ERT, a global technology-driven provider of clinical services and customizable medical devices to biopharmaceutical and healthcare organizations, announced today that it was awarded three new contracts with top tier pharmaceutical companies, totaling over \$10 million for its electronic patient reported outcomes (ePRO) business. The company has been selected to provide its diverse multi-modality solutions, reinforcing its position as a leading provider of multi-mode ePRO devices and services.

ERT is the leading provider of cardiac safety and respiratory solutions and now demonstrates that it is gaining increasing market share in the ePRO market. ERT offers a broad range of ePRO solutions to collect accurate subject self-reports and real-time data during a clinical trial. The most significant ePRO award is an exclusive agreement with a specialty division of a top 5 pharmaceutical company that has selected ERT to manage a suite of studies using ERT's proprietary VIAPhone platform over the next three years. The contract will be worth in excess of \$7.0 million. The second award is part of a \$3.0 million contract for which ERT will provide its VIAPen solution for a pivotal Phase III program. The third award has been secured with a top 10 pharmaceutical company who will be using ERT's unique VIAPhone Pain Diary for use in a Phase III clinical trial, alongside its VIAPen solution for site assessments, as part of a \$1.2 million contract.

ERT now offers a diverse range of complementary ePRO tools accepted globally by regulatory authorities for the collection of reliable accurate data. These solutions include an IVR solution (VIAPhone®), a handheld device (VIAPad®), a digital pen (VIAPen®) and an internet application (VIAWeb®). All offer the advantages of simplicity, mobility and immediacy of use over traditional paper-based methods. Based on its broad range of ePRO tools, ERT is the only company in the industry currently offering clients truly independent solutions and advice that allow customers to choose the most appropriate ePRO modality taking into consideration complexity, length, site location, patient population, budget and size of trial.

John Blakeley, Chief Commercial Officer at ERT, comments: "This significant amount of new business in one quarter reflects ERT's unique market position as a company that offers an integrated suite of products and services that can be customized to meet our clients' needs. The broad scope of our solutions and expertise ensures that we are able to offer clients unbiased, 'true partnership' advice that allows for an accurate and cost-effective trial. Sponsors are increasingly choosing ERT for our industry knowledge and expertise as well as secure and reliable service."

For further information on ERT and its technology and services, please contact Fiona

ERT Awarded over \$10 Million of ePRO Business from Major Pharma

Published on Medical Design Technology (<http://www.mdtmag.com>)

Robinson, The Scott Partnership, 1 Whiteside, Station Road, Holmes Chapel, Cheshire CW4 8AA, United Kingdom. Phone +44 1477 539539, Fax +44 1477 539540, Email ert@scottpr.co.uk [1].

About ERT

ERT (www.ert.com [2]) is a global technology-driven provider of clinical services and customizable medical devices to biopharmaceutical and healthcare organizations. It is the market leader for centralized cardiac safety and respiratory efficacy services in drug development and also collects, analyzes and distributes electronic Patient Reported Outcomes (ePRO) in multiple modalities across all phases of clinical research.

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.

Media Contacts:

Fiona Robinson
The Scott Partnership
Tel: +44 1477 539539
ert@scottpr.com [3]

John Blakeley
ERT
+1 215 972 0420
jblakeley@ert.com [4]

[SOURCE](#) [5]

Source URL (retrieved on 04/25/2015 - 7:00pm):

<http://www.mdtmag.com/news/2011/04/ert-awarded-over-10-million-e-pro-business-major-pharma-%C3%A2%E2%82%AC%E2%80%9C-increasing-its-position-leading-e-pro-provider>

Links:

[1] <mailto://www.realwire.com/releases/ert@scottpr.co.uk>

[2] <http://www.ert.com>

[3] <mailto://www.realwire.com/releases/ert@scottpr.com>

[4] <mailto://www.realwire.com/releases/jblakeley@ert.com>

[5] <http://www.realwire.com/releases/ERT-Awarded-over-10-Million-of-ePRO->

ERT Awarded over \$10 Million of ePRO Business from Major Pharma â€™ Inc

Published on Medical Design Technology (<http://www.mdtmag.com>)

Business-from-Major-Pharma--Increasing-its-Position-as-a-Leading-ePRO-Provider