ERT Launches New Website to Support Significant Commercial Growth

RealWire

PHILADELPHIA, PA, 15 February - ERT, a global technology-driven provider of health outcomes services and customizable medical devices to biopharmaceutical sponsors and Contract Research Organizations (CROs), announced today the launch of a new corporate website to further elevate its market and thought leadership position. Complementing the company's commercial growth in the last 18 months, web traffic to ERT's website increased by 41% from June 2010 to October 2011, as visitors sought further detailed information about ERT's comprehensive range of Cardiac Safety, Respiratory and ePRO solutions. To access the new website, visit www.ert.com [1].

The newly created website has been designed to reflect ERT's position as a company offering unrivalled processes and scientific expertise to collect, analyze and report on clinical data. This is done in order to support the determination of health outcomes critical to the approval, labeling and reimbursement of pharmaceutical products.

Created to provide a new online customer experience, the website provides enhanced content and improved navigation in order to give visitors a more comprehensive and in-depth understanding of ERT's services and expertise in the health outcomes research field. Providing in depth information on ERT's distinctive cardiac safety, respiratory and ePRO solutions, visitors are also able to learn about ERT's clinical consulting services, which offer essential scientific and regulatory expertise in order to ensure quality trial data.

ERT's commitment to making valuable resources available to patients and clients is fully realized by the new website. Leveraging the research of ERT's experts and other thought leaders, the site offers a resource center that provides continually updated links to articles, white papers and webinars, in addition to up-to-date news stories. Featuring images and quotes from both junior and senior staff throughout the website, the new aesthetic enables users to see the human side of ERT and familiarize themselves with the experts and dedicated staff that support their research every day.

John Blakeley, Chief Commercial Officer, comments: "Our traditional markets are changing and we felt strongly that a new online presence was needed to better support our Sponsors and our CRO partners. This new site provides a valuable resource center that allows relevant stakeholders to access industry specific information and case studies."

For further information on ERT and its technology and services, please email info@ERT.com [2], call +1 215 972 0420 or visit www.ERT.com [3]

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About ERT
ERT (www.ert.com [1]) is a global technology-driven provider of health outcomes research services and customizable medical devices supporting biopharmaceutical sponsors and Contract Research Organizations (CROs) to achieve their drug development and healthcare objectives. ERT harnesses leading technology coupled with unrivalled processes and scientific expertise to collect, analyse and report on clinical data to support the determination of health outcomes critical to the approval, labelling and reimbursement of pharmaceutical products. ERT is the acknowledged industry leader in centralized cardiac safety and respiratory efficacy services and also provides electronic Patient Reported Outcomes (ePRO) and Outcomes Assessments for multiple modalities across all phases.

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