

Theorem Clinical Research Launches New Branding

The Associated Press

KING OF PRUSSIA, Pa.--(BUSINESS WIRE)--Jun 19, 2012-- Theorem Clinical Research, a full-service contract research organization (CRO) providing core clinical research and development services, has launched its new look and tagline, "Think Theorem." "The revamped look was designed to further enhance and better incorporate our vision and mission all while highlighting our services," stated Theorem Clinical Research Chief Executive Officer John Potthoff. "We believe this will effectively communicate the benefits we provide and position us as the partner of choice for the medical therapeutic development industry." Theorem Clinical Research specializes in simplifying complex clinical trials and provides expertise in biopharmaceutical development, medical device and diagnostics development, clinical analytics and support in all risk classifications and approval pathways. The company concentrates on complex global Phase I-IV clinical trials with therapeutic expertise in first-in-human, feasibility and combination clinical trials and pivotal and post-surveillance studies along with all classes of external, implantable and active-implantable products.

In addition, Theorem Clinical Research offers unmatched access to Asia because of its experience in conducting one of China's largest outcome trials. The company has access to investigator sites in more than 30 countries within the Americas, Europe, Middle East and Asia-Pacific.

The new look will be on display June 24-28 in booth #3144 at the Drug Information Association (DIA) 48th Annual Meeting in Philadelphia.

About Theorem Clinical Research Theorem Clinical Research is a foremost provider of comprehensive clinical research and development services with offices in more than 30 countries and a customer base comprised of some of the world's leading pharmaceutical, biotech and medical device companies. Theorem converges Phases I-IV solutions with specialized therapeutics expertise to execute perfectly aligned trials. Supporting business units include Clinical Development, Clinical Supply, Clinical Analytics, Biopharmaceutical and Medical Device and Clinical Combination Studies. For expert guidance and custom solutions to streamline your trials, think Theorem. Learn more about Theorem's extensive capabilities by visiting www.theoremclinical.com.

CONTACT: Theorem Clinical Research Shawn Clary, 484-679-2400
shawn.clary@theoremclinical.com KEYWORD: UNITED STATES NORTH AMERICA
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