New Quintiles Resource for Cancer Patients Wins Third Health Award for ClinicalResearch.com

The Associated Press

RESEARCH TRIANGLE PARK, N.C.--(BUSINESS WIRE)--Dec 18, 2012--Cancer patients looking for clinical trials of oncology therapies in their own areas plus information and news to help them understand the disease and its treatments have a valuable new online resource at www.ClinicalResearch.com [1]. The Quintiles-created site has now been recognized with its third Web Health Award in as many years.

Cancer microsite within ClinicalResearch.com (Photo: Business Wire)
ClinicalResearch.com is a patient community of more than 230,000 registered users. The site is dedicated to educating patients and the general public about clinical trials and providing an abundance of information on therapeutic areas such as cancer, diabetes and Alzheimer's disease. It features a global database of ongoing clinical trials searchable by condition and global geography.

This year's Web Health Award is for a cancer microsite within ClinicalResearch.com. The goal of the cancer microsite is to empower cancer patients in understanding the role of molecular-targeted medicine in the treatment of cancer and to demonstrate how knowledge of an individual's tumor molecular profile can help both patients and their physicians make better-informed, data-driven decisions about enrolling in clinical trials.

The Molecular Targeted Cancer Care 101 resource provides cancer patients with information on individualized medicine and helps inform decisions regarding enrollment in clinical trials for oncology therapies. It was developed through a collaboration between Quintiles and N-of-One which supplies synthesized molecular-based insights for www.ClinicalResearch.com [1] through its PrecisionWorks™ knowledge integration framework for personalized cancer medicine.

The Web Health Awards were founded 14 years ago to recognize high-quality digital health resources for consumers and health professionals. Judging criteria included content, usability and creativity. Winners were selected from nearly 600 entries judged by a panel of distinguished experts in digital health media.

"Quintiles is humbled to receive a third Web Health Award for our ClinicalResearch.com patient resource," said Jodi Snare, Quintiles vice president, digital strategy. "As oncology shifts toward individualized care, patients and physicians must understand complex biological concepts if they are to understand their tumors and their medical choices," Snare concluded.

"A growing body of research supports the use of molecular diagnostic technologies and associated targeted therapies to improve outcomes for individuals diagnosed with cancer," said Jennifer Levin Carter, MD, founder and Chief Medical Officer of N-

of-One. “We are very pleased to partner with Quintiles to offer a unique resource that couples state-of-the-art, molecular insights about precision cancer medicine with valuable information about cancer clinical trials to empower patients to understand and discuss with their caregivers the role of molecular-targeted oncology in their cancer treatment strategy.” ClinicalResearch.com is provided to patients at no cost through Quintiles’ Digital Patient Unit (DPU). The DPU engages patients through internet-based communities and outreach to participate in clinical studies, observational research and disease management programs for biopharma customers. The unit engages an aggregate of nearly 3 million registered users of ClinicalResearch.com, MediGuard.org and Quintiles’ other, proprietary patient communities.

About Quintiles Quintiles is the world’s leading provider of biopharmaceutical services. With a network of more than 27,000 professionals working in more than 80 countries, we have helped develop or commercialize all of the top 50 best selling drugs on the market. With extensive therapeutic, scientific and analytics expertise, we help biopharmaceutical and health sciences customers navigate the increasingly complex landscape with more predictability to enable better outcomes.

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Links:
[1] http://www.ClinicalResearch.com
[2] http://www.businesswire.com/multimedia/home/20121218005787/en/
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