

Contact:
Joy Hebert
assisTek
480-874-9400 ext 318
Joy@assisTek.com

Smart Phone, ePRO, and eDiary Technology Advances for Clinical Trials, Market Research, and Registries Reported by assisTek

assisTek's ongoing development of Smart Phone and eDiary technologies fill a void in the market and address patient usability requirements.

SCOTTSDALE, Ariz. – May 12th, 2009 – assisTek, the leader in innovative [electronic patient reported outcomes \(ePRO\) solutions and data collection for clinical trials](#) has continued its investment in smart phone, eDiary and web technologies. assisTek's ongoing development of Smart Phone and eDiary technologies fill a void in the market and address patient usability requirements.

"We add value to the clinical trial and study process by bringing new ePRO technologies to market that solve problems with technologies offered by other vendors," said Joy Hebert, Chief Executive Officer of assisTek.

Simple and enjoyable to use, assisTek's [advances in ePRO, smart phone and eDiary technologies](#) solve many of the problems that clinical trial study teams have had with Palm-based eDiaries in the past including:

- Phones that ***automatically*** transmit data using the local cell phone network
- Patient doesn't need to do anything to send data, not even touch a "Send Data" button
- Horizontal or vertical presentation eliminates or reduces validation
- Real slide/on-screen keyboards and horizontal screens reduce scroll downs and use of graphics and photos to increase patient usability and compliance
- Simplified, high resolution, colorful, easy to use screens
- Sponsor access to data is fast and efficient
- Trial compliance and real time management is ensured

According to Larry Risen, President of [BioTrak Market Intelligence](#), Inc., “AssisTek’s customized phones represent an important solution for convenient patient and health care professional secure electronic data capture (EDC). In addition to clinical trials applications, we are pleased to be collaborating with assisTek on the deployment of wireless mobile technologies for use in various pharmaceutical market research and registry applications. I see this field growing exponentially over the next 5-10 year period, replacing more dated technologies like interactive voice responses systems (IVRS) and paper-based methodologies.”

assisTek’s highly successful suite of products for clinical studies has been developed through many years of close collaboration with study and project managers at top 20 pharmaceutical companies and now innovative biotechs. For each individual project, the assisTek team works closely with the client team to carefully address their needs by customizing the touch screen systems and related technologies.

“Our customers report that they buy ePRO solutions in order to secure label claims faster, reduce time to market and increase share value,” said Joy Hebert, Chief Executive Officer of assisTek. “Before smart phone and eDiary advancements most companies were skeptical that ePRO solutions would maintain regulatory compliance, ensure data integrity and support the vast requirements from end user patients even in illiterate countries. Through our advancements we have addressed these requirements.”

assisTek Resources:

- Independent research: <http://assistek.com/epros-independent-research.html#studies>
- ePRO cost savings: <http://assistek.com/epro-cost-savings.html>
- assisTek YouTube Channel: <http://www.youtube.com/user/assistekepros>

[About assisTek](#)

assisTek is the global leader in ePRO systems and has revolutionized the process of collecting patient-reported outcomes in clinical trials by helping sites collect the data electronically through innovation, using touch-screens tablets, internet, Apple iPhones, and other smart phones.

The assisTek team has supported over 45,000 patients, more than 35 therapeutic areas at over 4,500 sites across 5 continents. Visit assisTek online at www.assisTek.com or contact us at 480.874.9400 Option 2.

#