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SURVEILLANCE DATA INC.'S TRIALYTICS® DEVELOPS DATA-BASED PREDICTIVE MODEL TO OPTIMIZE CLINICAL TRIAL SITE SELECTION

PHILADELPHIA, Pa. – April 10, 2008 – trialytics®, an industry leader in clinical trial site identification, selection and patient recruitment, has unveiled a new predictive model for clinical trial site selection that stratifies risk and offers an improved profile of successful investigators. The new model mitigates the huge risks in cost and time involved in this aspect of developing pharmaceuticals, potentially saving multiple millions of dollars for the clinical test sponsor.

As a subsidiary of Surveillance Data Inc. (SDI), a leading provider of real-time healthcare data for the pharmaceutical and healthcare industries, trialytics was able to develop this evidence-based proprietary model by mining SDI's unmatched longitudinal patient-level database, analytics and ability to overlay consumer demographic information, which it combined with its own unique expertise in clinical trial analysis.

Malcolm Bohm, president of trialytics, and Harold E. Glass, professor of health policy at the University of the Sciences in Philadelphia (USP) and senior research fellow at the Centre for Evidence Based Policy and Practice, King's College, University of London, were co-principal investigators on the study that led to the creation of the new predictive model.

Blending historical data supplied by seven of the top-10 pharmaceutical companies with U.S. census data and SDI's proprietary databases, Bohm and Glass evaluated past performance of nearly 4,000 clinical trial sites in the United States to identify the motivations and factors that lead to successful site selection. Approximately 500 factors are weighed in the risk stratification formula, including both de-identified local patient

data and information about the physicians and their practice beyond just their research experience.

Under traditional clinical study site selection methods, low or non-producing physicians seriously sap resources and delay study completion. About 30 percent of sites selected for a clinical trial are closed due to lack of patients recruited. More than double that number run late by a full month, at approximately \$35,000 per day – which adds up to more than \$1 million per site. Additionally, initial site set-up costs total \$30,000 not including human resources.

“We built the model to weed out the low producers – to help the trial sponsors bypass costly non-productive sites and finish trials earlier with fewer sites,” said Bohm.

“Originally, trialytics was established to find not just the doctors who were most likely to want to participate in a study, but the doctors whose patient flow was most likely to yield potential candidates who meet the trial criteria, such as their specific medical treatment. With the addition of this predictive model, the risks of poor trial site selection are even further mitigated.”

According to Glass, “It’s time that site selection moves beyond explanation by dominant anecdote, or best war story.’

About trialytics®

triallytics®, an industry leader in clinical trial site identification and selection leverages electronic healthcare data to redefine clinical trial strategies and to mitigate the inherent risks by optimizing trial design, locating the right sites to conduct clinical trials and mapping the right patients to these clinical trial sites from all available sources. trialytics’ proven approach markedly reduces the time and cost of site identification, selection and supports patient recruitment. For more information, visit www.triallytics.com or call 866.511.2659.

About Surveillance Data, Inc. (SDI)

Based in Plymouth Meeting, PA., SDI is a leading provider of longitudinal patient-level data serving pharmaceutical, biotech and consumer product retail companies with healthcare data since 1982. The majority of SDI’s employees are dedicated to patient-level data and sophisticated analysis and reporting. SDI takes a consultative approach to designing the best analyses for its clients, combined with expert study design and analytical expertise to produce superior insights. Its current client roster features the top 20 companies in the pharmaceutical/biotech sector. For more information, visit www.survdata.com or call 610.834.0800.

