

PRESS RELEASE

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OUTCOME APPOINTS LEANNE LARSON AS VICE PRESIDENT, STRATEGIC DEVELOPMENT

Cambridge, Mass. – January 6, 2010 – Outcome Sciences, Inc. (OUTCOME), the leading provider of patient registries, studies, and technologies for evaluating real-world outcomes, today announced that the Company has appointed Leanne R. Larson, MHA as Vice President, Strategic Development. In her role at OUTCOME, Ms. Larson will be responsible for corporate strategic planning and program development, as well as for providing consultation to key clients, and senior oversight for patient registries and healthcare provider quality-measurement programs.

Ms. Larson's experience includes more than 15 years focused on patient registries and other real-world and comparative effectiveness studies. Her extensive portfolio includes many large and successful programs with a range of clients including life sciences and healthcare organizations. Before joining OUTCOME, Ms. Larson served as Vice President at Sg2 Healthcare Intelligence, where she led the Cancer Intelligence Program, providing clinical and operational guidance to hospital cancer programs. Prior to Sg2, she worked for over 14 years at ICON Lifecycle Sciences Group, leading the Registry Consulting group and establishing and managing their patient registry and consulting services for the biopharmaceutical and medical device industries. Ms. Larson has also held positions in Ernst & Young's Life Sciences and Pharmaceuticals consulting practice, as well as Merck and Co.'s Health Sciences-Digestive Disease group. She received her Master of Health Administration (MHA) from Governors State University and a Bachelor of Science in Community Health from the University of Illinois.

In addition to designing and managing real-world studies for a range of global clients, Ms Larson has also been prominent in developing and teaching best practices for patient registries. Ms. Larson is a Charter Member of the International Society of Pharmacoeconomics and Outcomes Research (ISPOR) and chaired the ISPOR Patient Registries Special Interest Group, Registry Design and Operations Working Group. She is also an Instructor in Health Service Systems at the Keller Graduate School of Management, as well as an Invited Reviewer for The Center for Disease Control and Prevention (CDC).

Leanne Larson's appointment is part of OUTCOME's continuous efforts to attract and develop the leading global talent in designing, managing and interpreting patient registries and real-world studies. In 2010, OUTCOME is expanding its world-class teams, including positions in epidemiology, biostatistics, data management, and project management.

"Ms. Larson is an industry leader, with extensive experience in developing and leading patient registries and other real-world studies focused on effectiveness, safety, and quality of care. She brings the depth of experience that our clients rely on, and further expands OUTCOME's unique pool of talent and senior management in these rapidly growing areas that represent our core focus," said Richard Gliklich, MD,

President and CEO of OUTCOME. “We welcome her to OUTCOME and look forward to the significant contributions she will be making to the team.”

About Outcome

Outcome is the leading provider of patient registries, studies, quality improvement programs, and integrated technologies for evaluating real-world outcomes. Outcome provides services and technologies focused on evaluating the safety, effectiveness, and quality of healthcare products and services. The company has designed, developed, and managed more than 175 patient registries, including many of the largest and most well-recognized programs for disease outcomes and patient safety. Outcome is a recognized leader in providing interoperability solutions linking electronic health record systems to research and quality reporting.

Outcome is also an AHRQ DEcIDE Research Center, a component of the “Effective Health Care” initiative sponsored by the U.S. Dept. of Health and Human Services. Outcome was selected by the Agency for Healthcare Research and Quality to lead the effort to create the patient registries handbook “Registries for Evaluating Patient Outcomes: A User’s Guide,” released in May 2007 and planned for update in 2010. For more information, please visit www.outcome.com.

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