

## **OUTCOME CEO to Present at 44<sup>th</sup> Annual DIA Meeting**



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CAMBRIDGE, Mass.--([BUSINESS WIRE](#))--Outcome Sciences, Inc. (**OUTCOME**), the leading provider of patient registries, studies, and technologies for evaluating real-world outcomes and measuring healthcare quality, today announced that Richard Gliklich, MD, President and CEO of Outcome, will be speaking at the 44th Annual Meeting of the Drug Information Association (DIA), which is being held June 22-26 at the Boston Convention and Exhibition Center.

There is a growing need for real-world data on the use of medical products and therapies to monitor ongoing safety and to document product value. At the DIA Annual Meeting on Wednesday, June 25, 2008 at 10:30am, Dr. Gliklich will participate in a session entitled "Evidence from Observational Studies of Evidence-based Medicine." This session will address how observational data is used in developing evidence for decision makers and participants will discuss the purpose, design, and use of data from large simple trials, registries, and other observational designs, which can be used to meet these needs. Dr. Gliklich's presentation will focus on generating evidence for comparative effectiveness through observational studies and trials.

In addition to Dr. Gliklich's presentation, Outcome will showcase its capabilities at booth 1314 in the DIA exhibit hall. For additional information on the 44<sup>th</sup> Annual DIA Meeting, please go to: <http://www.diahome.org/DIAHome/FlagshipMeetings>.

#### **About the Drug Information Association (DIA)**

The Drug Information Association serves more than 30,000 professionals in the biotechnology, pharmaceutical and regulatory industries worldwide. Through its domestic and international meetings, training courses, workshops and webinars, DIA provides a neutral global forum for the exchange of information critical to the advancement of the drug discovery and lifecycle management processes. Headquartered in Horsham, PA, USA, and with offices in Basel, Switzerland and Tokyo, Japan, the Association is led by its volunteer-based Board of Directors and executive management team. For more information, visit [www.diahome.org](http://www.diahome.org) or call 215-442-6100.

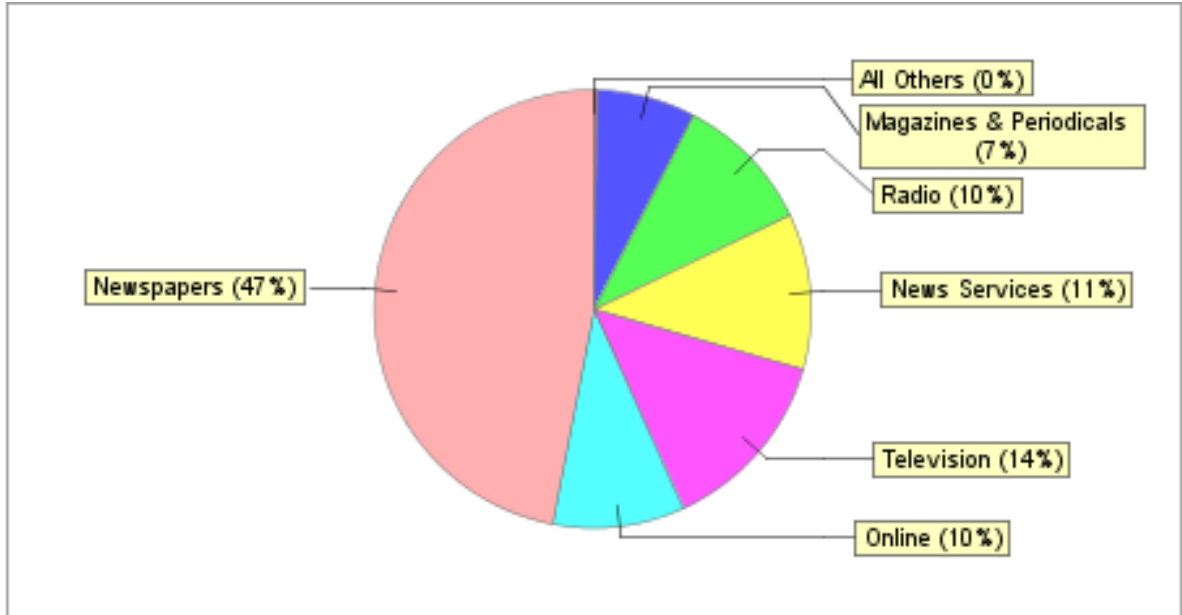
#### **About OUTCOME**

**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 125 patient registries, including many of the largest and most well-recognized programs for disease outcomes, safety surveillance, risk management, and patient safety. The Outcome TotalQuality™ system is the leading clinical quality measurement solution supporting a large number of national and international quality improvement and reporting programs.

**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. For more information, please visit [www.outcome.com](http://www.outcome.com).

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