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OUTCOME'S PRESIDENT AND CHIEF EXECUTIVE OFFICER NAMED TO 2010 PHARMAVOICE 100 LIST

Cambridge, MA – AUGUST 2, 2010 – Outcome Sciences, Inc. (OUTCOME), the leading provider of patient registries, studies, and technologies for evaluating real-world outcomes, today announced that Richard Gliklich, MD, President and Chief Executive Officer of OUTCOME, has been recognized by PharmaVOICE as one of the 100 Most Inspiring Individuals in the life-sciences industry by readers of the publication. Dr. Gliklich, along with his fellow honorees, is currently featured in the July/August issue of PharmaVOICE 100.

The 2010 PharmaVoice 100 were nominated by readers based on a number of criteria, particularly the nominator's description of why an individual inspired or motivated them or affected positive change, in addition to the number of submissions received. PharmaVoice asked its readers to nominate individuals who inspire and motivate them; who have the greatest influence on corporate leadership, research and development, technology, creativity, marketing, and strategy; and who have had an impact on the life-sciences industry through their actions.

“I am honored to have been recognized by PharmaVOICE and my peers,” said Richard Gliklich, MD, President and Chief Executive Officer of OUTCOME. “As we have seen in recent years, outcomes research for monitoring safety and risk of medical products, demonstrating effectiveness, and improving the quality of patient care is a rapidly growing area, and I look forward to continuing efforts to drive best practices and innovative developments in designing and conducting these types of studies.”

Dr. Gliklich is a principal investigator and senior editor of the landmark publication by the U.S. Agency for Healthcare Research and Quality (AHRQ) handbook, "Registries for

Evaluating Patient Outcomes: A User's Guide,” and has developed programs such as the American Heart Association's Get With The Guidelines® registries in cardiovascular disease, heart failure, and stroke. Get With The Guidelines involves more than 2,500 U.S. hospital and more than one million patients, and received the 2004 Innovation Award from the U.S. Department of Health and Human Services and the 2007 eHealth Initiative Award.

Dr. Gliklich is a frequently invited speaker on post-approval programs and registries, and has served on numerous advisory boards. He is the director of the Post-Approval Summit, an annual international conference at Harvard, focusing on post-approval studies, registries, and risk management, and has authored more than 90 academic publications, with a large number of articles on patient registries and patient reported outcomes. Dr. Gliklich is also the editor of a textbook on the practical value of real-world data in medical practice, "Profiting from Quality: Outcomes strategies for medical practice," published by Jossey-Bass, Inc., in 1999. He is a Principal Investigator (PI) for the Outcome DEcIDE Center, one of 13 DEcIDE centers under AHRQ's Effective Healthcare Program.

A graduate of Yale University and Harvard Medical School, Dr. Gliklich is a former Charles A. Dana Scholar at the University of Pennsylvania School of Medicine in outcomes research. In addition to his work at Outcome, Dr. Gliklich is a practicing physician and a Professor at Harvard Medical School.

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 and implemented an industry-leading number of patient registries, including many of the largest and most well-recognized programs for disease outcomes and patient safety.

Outcome is also an Agency for Healthcare Research and Quality (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 AHRQ 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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