

## NEWS RELEASE

### **OUTCOME CEO TO PRESENT AT THE 4<sup>TH</sup> ANNUAL CENTER FOR BUSINESS INTELLIGENCE POST-MARKETING SUMMIT**

**Cambridge, Mass. – February 1, 2008** – Outcome Sciences, Inc. (OUTCOME), the leading provider of patient registries, studies, and technologies for evaluating real-world outcomes, announced today that Richard Gliklich, M.D., President and CEO of Outcome Sciences, will be presenting at the Center for Business Intelligence’s (CBI) 4<sup>th</sup> Annual Post-Marketing Summit in London, England. Dr. Gliklich’s presentation, entitled “Design a Compliant Observational (Non-Interventional) Study and Ensure Successful Data Collection,” will take place on Tuesday, February 5, 2008 at 8:10 am GMT.

Dr. Gliklich will discuss how non-interventional and clinical studies, when combined, can complement each other and have a great impact on the quality of healthcare. With the introduction of the European Union Risk Management Guidelines, new attention has been directed towards non-interventional studies and sponsors have begun to increase their internal requirements for this type of study in order to build scientific value as well as monitor product safety.

“Healthcare quality has become a significant concern among patients, physicians and government organizations worldwide, requiring further steps to be taken to ensure that significant improvements are made in the near future,” said Dr. Gliklich, President and CEO of OUTCOME. “Non-interventional studies provide us with valuable information about diseases in public health, treatment practices, costs and risk that cannot be obtained from clinical trials alone. The combination of the two generates results that better highlight the areas where healthcare quality improvements are needed most.”

#### **About OUTCOME**

OUTCOME is the leading provider of patient registries, post-approval 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 100 patient registries, including many of the largest and most well-recognized programs for disease outcomes, safety, and risk management.

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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