

NEWS RELEASE

OUTCOME'S CHIEF OF SCIENTIFIC AFFAIRS NAMED TO 2007 PHARMAVOICE 100 LIST

OUTCOME Hosts PharmaVOICE 100 Podcast Interview

Cambridge, Mass. – August 1, 2007 — Outcome Sciences, Inc. (**OUTCOME**), the leading provider of patient registries, post-approval studies, quality improvement programs, and technologies for evaluating real-world outcomes, announced today that Nancy Dreyer, MPH, Ph.D., Chief of Scientific Affairs for **OUTCOME**, has been recognized by PharmaVOICE as one of the top 100 Most Inspiring People in the life sciences industry by readers of the publication. Dr. Dreyer, along with her fellow honorees, is currently featured in the July/August issue of PharmaVOICE 100.

“The PharmaVOICE 100 is a group of such well-respected and accomplished industry leaders, it is an honor to have been selected by my peers to be included among them,” said Nancy Dreyer, MPH, Ph.D., Chief of Scientific Affairs for **OUTCOME**. “This national recognition is a privilege, not only for me but for the entire team at Outcome, as it reflects our ongoing commitment to improving the quality of post-approval studies.”

“Nancy has served as an inspirational thought leader in pharmacoepidemiology and post-approval studies for many years,” said Richard Gliklich, MD, President and CEO of **OUTCOME**. “She has been a tremendous asset in the development and implementation of the most effective programs for our clients. We are proud of all that she has accomplished both on behalf of **OUTCOME** and in her own achievements. We congratulate her on this well deserved recognition.”

Dr. Dreyer has more than 30 years of experience in post-marketing research, strategy, pharmacoepidemiology, business management and strategic business development. Throughout her distinctive career as an epidemiologist, she has led a variety of research projects including studies related to outcomes and the safety of prescription drugs, OTC consumer products, cellular telephones, and occupational and environmental contaminants. She has more than fifty articles published in peer-reviewed scientific journals and most recently has played a primary role in the development of the Agency for Healthcare Research and Quality's handbook entitled *Registries for Evaluating Patient Outcomes: A User's Guide*.

As an inspirational thought leader in the post-approval world, Dr. Dreyer provides vital knowledge to industry, academia, and government. As Chief of Scientific Affairs at **OUTCOME**, she demonstrates a passion for public health, a focus on high standards, a positive outlook and an appreciation for the contributions of others.

Dr. Dreyer founded and served as CEO of Epidemiology Resources Inc. for 20 years. In that context, she also led the New England Epidemiology Institute, an international summer program that provided postgraduate training in epidemiology in collaboration with Tufts University and Boston University.

OUTCOME is sponsoring a podcast interview with Dr. Dreyer, which is available on the PharmaVOICE 100 website at www.pharmavoices.com/podcasts/ and on the **OUTCOME**

website at www.outcome.com. In this interview, Dr. Dreyer discusses the recent release of the Agency for Healthcare Research and Quality's *Registries for Evaluating Patient Outcomes: A User's Guide* handbook.

About the PharmaVOICE 100

PharmaVOICE asked its diverse readership to nominate the individuals who have inspired and motivated them. Readers were asked to select individuals who view industry trends as challenges, not burdens, as opportunities not obstacles, who embody panache and conviction, and who plan for the future rather than respond to change.

The 2007 PharmaVOICE 100 were selected 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.

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 and safety/risk management. Outcome is also an AHRQ DEcIDE Research Center. For more information, please visit www.outcome.com.