



F A C T S H E E T

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Company:	With partnered data on 20 million patients among 60k physicians, from 2,000+ facilities, iTrials streamlines the way drug trial candidates are identified, notified and enrolled, as it: <ul style="list-style-type: none">• <i>identifies</i> trial candidates by applying a protocol to the iTrials Data Universe. This virtually instant analysis, plus a recruitment campaign dramatically shortened by targeting, reduces/eliminates traditional costs and delays of splash marketing, flyers, telemarketing, magazine/TV ads, etc.• <i>notifies</i> a candidate's primary care giver (via email, phone or mail) of potential eligibility, reducing a months-long process to days.• <i>immediately confirms</i> when a candidate enrolls or declines.• <i>Monitors and reports, in real time</i>, on how population/provisioning is progressing as responses are received from caregivers.• Provides <i>comprehensive data</i> (demographics, etc.) to the trial sponsor as enrollment occurs.	
Executive Team:	Mike Hassell, CEO Paul Smith, CTO David Bender, Business Development	
Markets:	Drug Trial Enrollment:	\$500M++ (\$000s per enrollee, 41k ongoing trials, up to thousands of enrollees per trial)
Services & Business Model:	iTrials services include: <u>Candidate Pool Analysis Report</u> : assesses enrollment outlook based on candidate density and proximity to planned investigative sites. <u>Patient Recruitment Service</u> : pursues candidate, site and physician pools based on a weighted algorithm that identifies and ranks eligible prospects. iTrials recruitment fees are heavily based on performance and results. <u>Physician Research</u> : through iTrials, researchers can distribute and periodically refresh custom surveys targeted to physicians treating patients with relevant conditions.	
Differentiation:	The iTrials drug trial enrollment platform: <ol style="list-style-type: none">1. is exponentially faster than other methods (minutes vs. months to identify candidates)2. monitors/reports provisioning results in real time, allowing iterative trial definition/interaction (i.e. can change definition to determine effect on pool)3. Fully complies with FDA, OIG, & HIPAA standards (for confidentiality, etc.)	
Partners:	Duke Clinical Research Institute; Fleishman Hillard; IPA Assoc. of America (TIPPAA).	
Benefits:	Speed – iTrials identifies candidates and contacts their primary caregivers, reducing a months-long process to minutes. Each day of delay is worth \$1.2-\$1.8 million. Better targeting means fewer trial cancellations due to lack of participants – The iTrials search targets <i>all</i> eligible participants across several demographics, rather than depending on splash marketing, and deferred caregiver revenue greatly increases the probability that a primary caregiver will recommend a candidate to a trial. Stratification by sex, age, proximity to sites, etc. provides statistically significant subgroups. Immediate feedback and data – Customers can examine trial populations before the trial is completely provisioned, and download partial data sets as trial populations grow in real time. Standardized & compliant – iTrials supports all applicable standards and directives as defined by the FDA, the Office of the Inspector General, and HIPAA. <i>Jan 19, 2004 8:15PM</i>	
Web Site:	www.iTrials.com	