



Press Release

LAS VEGAS, NV, Jan. 06, 2007 /PRNewswire-FirstCall/ -- MedChannels, Inc. announced today that it has expanded its service offerings to include an integrated Interactive Voice Response Service. In response to fulfilling the requests of its rapidly expanding customer base, MedChannels is expanding its advanced automation platform with the launching of the initial IVR service offerings below. MedChannels expects to escalate development of its IVR platform to "Highest Priority" through the 2007-08 product development cycle.

Study Optimization Services

Study Enrollment

MedChannels has the tools you need to eliminate patient over-enrollment. Our Interactive Voice Response Services (IVRS) provide you with real-time data so you can:

- ✍* Better manage enrollment
- ✍* Save unnecessary costs.

Patient enrollment and screening are convenient and simple with MedChannels IVRS. In addition, MedChannels automatically provides randomization and drug assignments through true real-time access to system information. This offers you substantial trial and site management capabilities and accommodates an array of statistical requirements.

We guarantee the prevention of over-enrollment on your clinical trials when you use MedChannels IVRS.

The Old Way vs. the MedChannels Way

In a typical clinical trial, investigators strive to enroll as many patients as possible at their site. Since investigators are customarily compensated per patient, they continue to enroll patients until notified through conventional communication mechanisms that enrollment is closed. Using communication systems that are not integrated to your patient database frequently results in over-enrollment and the collection of volumes of unnecessary patient data.

MedChannels IVRS provides the real-time data you need to eliminate over-enrollment altogether and minimize your per-patient cost over the life of a trial.



Drug Supply Management

Overproduction of a drug can dramatically drive up the cost of your clinical trial. At MedChannels, our Interactive Voice Response Services (IVRS) with real-time data access gives you the control you need to reduce your drug overproduction costs by 70% to 100%. That flexibility also means you can start your study sooner — even when you only have a small quantity of a drug or when you need to conserve a drug.

Managing drug supply with MedChannels IVRS encompasses all aspects of investigator supply, re-supply, "just-in-time" inventory control, distribution management and inventory forecasting. This helps you achieve substantial reductions in drug supply wastage and distribution costs.

How Does It Work?

In a traditional trial, unless you have total control over patient enrollment, there is no way to predict how many patients will be enrolled at each site. Therefore, every site must be saturated with the maximum amount of study drug and comparator drug to treat the maximum potential of patients. This can require on average the manufacture of 70% to 100% more of a drug than necessary. Depending on the cost of your drug, that over supply can add millions to the cost of your clinical trial.

By using MedChannels IVRS you have a minimum start quantity and automatically re-supply only the sites that are enrolling patients based on actual consumption and demand. By allowing real-time data to control where and when the drug is sent, MedChannels IVRS will help you reduce the amount of drug wastage to approximately 3%, enabling you to start a trial sooner with a smaller quantity of available drug.

Patient/Subject Services

Patient-Reported Outcomes Research

MedChannels Market Access Services (formerly MedChannels Health Economics and Outcomes Services) designs and conducts studies that measure and document patient-reported benefits of a product. Our professionals use the latest scientific methods to assess results from the perspective of patients, healthcare providers and payers, and government regulators.

The bottom line: We capture and convey the value of your product and contribute to a successful launch.



The Team

Our experienced team helps obtain patient-reported outcomes data to help accomplish two main objectives:

- /// Support the product submission to the Food and Drug Administration (FDA)
- /// Translate the information into meaningful marketing messages.

From clinical trials through commercialization, outcomes assessments can demonstrate a product's clinical and economic value — two key factors that can make or break your product's success.

What We Can Do for You

Our services are comprehensive; our strategic planning capabilities are exceptional. We can:

- /// Design quality-of-life, satisfaction and preference assessments
- /// Implement studies and capture data
- /// Analyze quality of life (QOL) data, including treatment group comparisons
- /// Translate and adapt questionnaires for administration in the United States and abroad
- /// Prepare findings for regulatory submission, presentation, publication, and coverage and reimbursement negotiations
- /// Summarize QOL results for product labels
- /// Incorporate outcomes planning into product development
- /// Identify regulatory, payers, clinical and public audiences for outcomes data.