

## **PRESS RELEASE**



### **Clinerion Introduces New Services for Market Access.**

**Basel, January 25, 2017 – Clinerion announces new services for market access which give pharmaceutical companies insight into patient populations based on its health data analytics tools.**

Clinerion's Patient Recruitment System (PRS) Patient Finder tool has a wealth of health data which can now be harnessed to guide pharmaceutical companies in their R&D and commercial decision making by providing information on the prevalence of target diseases and the distribution of patient populations.

Market access is becoming an integral part of not only the commercial activities of a pharmaceutical company, but of the whole value chain, including the R&D process. As the market further matures and competition for patients increases, having a registered drug on the market is no longer a measure of success, but only an intermediate step towards success on the market. The availability of solid data to back up decision making becomes vital in ensuring the commercial future of a drug, and having real-time data becomes indispensable to market access experts.

Fully anonymized, aggregated data, sourced from the expanding network of hospitals covered by Clinerion's PRS, can provide answers to a number of questions. Disease prevalence can be monitored with a precision never before possible, with daily updates on new cases. The financial analysis of the cost of treatments can be performed based on real data, rather than empirical interviews with physicians.

"As we venture into healthcare data analytics, we see a growing demand from pharma companies", says Tigran Arzumanov, Head of Sales of Clinerion. "With the expansion of our global footprint, we find ourselves in geographies previously not covered by any data collection platforms. There is no substitute for data as far as market access decisions are concerned – and our technology provides a straightforward, easy way to tap into electronic health record (EHR) data globally, regardless of the EHR platform or coding conventions used."

For more on Clinerion's Patient Recruitment System:

[www.clinerion.com/index/OverviewOurSolutions/PatientRecruitmentSystem](http://www.clinerion.com/index/OverviewOurSolutions/PatientRecruitmentSystem)

For more on Clinerion's commitment to patient privacy:

[www.clinerion.com/index/OverviewWeCare/PatientPrivacy](http://www.clinerion.com/index/OverviewWeCare/PatientPrivacy)

## About Clinerion

Clinerion is an international technology services company offering highly scalable electronic patient recruitment solutions to increase efficiency and quality in clinical research. The company's Patient Recruitment System connects to and leverages existing electronic medical records. Following international privacy and confidentiality standards, Clinerion's solutions pseudonymize, enrich and normalize those records and facilitate real-time patient recruitment for clinical trials.

Clinerion website: [www.clinerion.com](http://www.clinerion.com)

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