



assisTek COO Selected to Present an ePRO Technology Update at 2011 DIA Conference

December 10, 2010, Scottsdale, AZ. assisTek, the [Leader in Innovative Electronic Patient Reported Outcomes \(ePRO\) Solutions and Patient Questionnaires for Clinical Trials](#) is pleased to announce that the Drug Information Association (DIA) has selected the assisTek COO, Joy Hebert, to present an "ePRO Technology Update" to the attendees at their international conference in Chicago in 2011.

"I am very pleased to be chosen to provide an ePRO Technology Update to the attendees at the 2011 conference," says Joy Hebert. "We've learned from extensive market feedback that study teams are looking for information about new ePRO solutions that address the challenges they've experienced with PDAs. Over the last few years, assisTek has leveraged the significant advances offered by smart phones and netbooks to solve these problems and also greatly add value to ePRO capabilities. For example, compliance monitoring with patient device-based text messages reduces clinic staff burden enormously while also improving results. In my talk, I will be discussing the value propositions like these, as well as opportunities that smart phones and netbook technologies bring to each clinical trial constituency – patients, clinic site staff, and study teams. I hope to bring value to the clinical trial market overall by raising awareness about the new opportunities and advantages available from these new technologies. Also, I've done this presentation a number of times to divisions within individual pharmaceutical companies and I'm very pleased to now offer this information to a much larger international audience. I look forward to engaging with this group and providing a valuable step forward for global study teams in their use of ePRO technologies."

With innovation a key component of DIA's new vision, Joy's presentation will be adding a valuable contribution to the ePRO content of the conference. For further information about the DIA 2011 conference, please refer to their website <http://www.diahome.org/>

About Joy Hebert

Joy has managed the development and implementation of ePRO technologies in global clinical trials for over 17 years. Systems developed and implemented during Joy's tenure have achieved market leading metrics in areas such as patient ease of use, clinic site staff ease of use, help desk satisfaction, help desk call volume, and many others critical to ePRO success. Joy was a member of the ISPOR ePRO Measurement Equivalence Team and now is on the Expert Team of the ISPOR Systems Validation Task Force.

About assisTek

assisTek leads the ePRO market in both innovation and excellence. assisTek's innovations with touch screen tablets, netbooks, and smart phones have provided quantum improvements in ease of use, protocol and regulatory compliance, and real time project and exception management over other existing options. The assisTek team has provided systems for more than 45,000 patients in more than 35 therapeutic areas at more than 4,500 sites across 5 continents. Visit assisTek online www.assisTek.com.

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