

DECISIONVIEW LAUNCHES STUDYOPTIMIZER™ 4

Historical Analysis and Advanced Predictive Analytics Give Clinical Trial Managers Unique Insight into Clinical Trial Patient Enrollment

San Francisco, CA – December 10, 2009 – DecisionView Inc., a leading provider of software solutions to optimize clinical trial enrollment for life sciences companies, today announced the release of StudyOptimizer 4, the latest iteration of its Web-based solution. Currently in use by several major global pharmaceutical companies, DecisionView's flagship product now includes advanced historical analysis and templates capabilities, as well as enhancements to its predictive analytics technology. For the first time, clinical trial managers have a comprehensive 360 degree view of their organization's clinical trial patient recruitment performance at their fingertips with:

- Past enrollment patterns and metrics
- Present enrollment actual performance compared to plans
- Future forecasted end dates of trials based on performance to date

“StudyOptimizer's advanced predictive analytics and visualizations, automated in a consistent, standardized approach to clinical trial planning, has enabled GSK to double the frequency with which trials are completed on-time,” said Alex Lancksweert, Director of Business Performance Analytics at GlaxoSmithKline. “StudyOptimizer has enabled our teams to work in a more collaborative style to create robust plans grounded on empirically justified assumptions, and to streamline decision making by more effectively communicating trial progress to a dispersed study team and participating research sites. StudyOptimizer 4 brings historical analysis into that equation, empowering those teams to make decisions informed by hindsight as well as foresight.”

“Clinical trial patient enrollment is one of the most promising areas for pharmaceutical companies to look at for operational performance improvements,” said Alan Louie, Ph.D., Research Director, IDC. “The ability to capture, analyze and leverage historical clinical trial enrollment data in planning future patient recruitment efforts provides a critical baseline that life sciences organizations need in order to benchmark and improve these processes.”

StudyOptimizer allows clinical trial managers to plan, track, diagnose and correct enrollment plans via a single centralized Web-based application that captures and aggregates clinical trial patient enrollment data

from across the organization. The application uses predictive analytics to forecast enrollment trends and estimate completion dates, which are dynamically updated based on actual enrollment patterns and give clinical trial managers the necessary information to measure actual and projected performance against plan. Because StudyOptimizer's clinical trial software enables faster, more predictable clinical enrollment, trials can finish on budget and on schedule

StudyOptimizer allows for improved hindsight and foresight as well as productivity and uptime. New features include:

- Historical analysis to benchmark and compare the enrollment performance of past clinical trials
- Plan templates with pre-defined enrollment plans based on past studies or historical averages
- Enhanced predictive analytics technology with improved forecasting parameters and thresholds
- Confidence intervals that provide prediction ranges around projection curves
- Enhanced data integration technology that increase the availability of current data
- Enhanced data analysis with advanced OLAP (Online Analytical Processing) cube technology
- Improved user interface designed to streamline navigation and enhance user experience

“With StudyOptimizer 4, clinical trial managers will now have a comprehensive view of patient enrollment enabling them to easily create and modify patient recruitment plans to optimize the delivery timeframe and related costs of clinical trials,” said Gonzalo Castro, Vice President of Products at DecisionView. “This advanced functionality demonstrates our continued commitment to provide the industry with ‘best-in-class’ clinical trial enrollment optimization solutions.”

Recently, DecisionView announced the availability of the Software-as-a-Service (SaaS) version of StudyOptimizer. Through the company's SaaS offering, StudyOptimizer is available on a single or multiple trial basis and includes hosting, implementation and support services from the company.

About DecisionView

DecisionView develops innovative web-based software solutions that enable life sciences organizations around the world to improve clinical trial performance. DecisionView's flagship solution, StudyOptimizer, helps organizations optimize clinical trial enrollment by aggregating patient recruitment data from multiple sources and providing analytics, visualizations, and scenario modeling that delivers unique and actionable insight. StudyOptimizer is used by four of the top ten global pharmaceutical

companies, and has been used on over 750 clinical studies with over 120,000 subjects enrolled in over ten different therapeutic areas. Primary investors in the company include Granite Ventures, Adobe Ventures, and Aeris Capital.