



## **Nextrials to Demo Prism®, its Design Tools and New Apple® iPad™ Application at the 2012 SCDM Annual Conference**

*Nextrials' award-winning clinical trial management platform to showcase EDC/EHR integration capabilities*

**Los Angeles (2012 SCDM Annual Conference 2012) and San Ramon, CA – September 21, 2012** – [Nextrials, Inc.](#), a leader in clinical research software and services, today announced that it will showcase [Prism®](#), its new design tools and Apple® iPad™ application at the [2012 Society of Clinical Data Management Annual Conference](#). Visitors to the conference, being held September 22-25 at the JW Marriott Los Angeles (CA), can view live demonstrations in Booth #226.

Prism and its new iPad interface give pharmaceutical and biotech researchers anytime/anywhere access to key data points, reports and statistics about ongoing studies, regardless of location. It enables sponsors to better manage investigator site data, logistics and costs, including access to real-time data related to patient demographics, recruitment/enrollment status, queries and more.

As one of the leading innovative electronic data capture (EDC) platforms in the pharmaceutical software and services industry, Prism is fully integrated with the platforms used to collect patient data for electronic health records (EHR) in the healthcare setting. As a result, the converged technologies deliver a powerful tool to researchers and healthcare workers alike, enabling them to improve the efficiency and continuum of patient care.

### **About Prism**

Nextrials' award-winning Prism melds sophisticated clinical trial management functionality with EDC in a single, integrated package. By receiving a constant flow of data, Prism enables sponsors and sites to fully utilize real-time integration of disparate information and data sources, such as a hospital's EHR or patient records, to better provide high quality care for patients enrolled in clinical trials. This accelerates the time to market for new drugs and devices, improving trial safety and monitoring and

substantially lowering development costs. Prism has been globally deployed in North and South America, Europe, Asia, Africa and Australia.

### **About Nextrials**

Founded by pharmaceutical researchers in 1999, Nextrials offers today's most novel products and services for speeding the delivery of life-saving drugs and medical devices to market. Prism®, its award-winning Electronic Data Capture (EDC) solution, has been used at over 1,500 research sites to streamline the initiation and management of clinical trials. Nextrials has achieved the status of Registered Solutions Provider with the Clinical Data Interchange Standards Consortium (CDISC). The company is headquartered in the San Francisco Bay area. For more information, visit [www.nextrials.com](http://www.nextrials.com) or call 925-355-3000.

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