



Nextrials Helps Physicians More Easily Initiate Clinical Data Registries through Prism®'s Integration with Electronic Health Records

Prism's features for information sharing between EHRs and clinical research systems to be demonstrated at the HIMSS13 Interoperability Showcase™

San Ramon, CA and New Orleans (HIMSS 2013) – February 26, 2013 – [Nextrials, Inc.](http://www.nextrials.com)

(www.nextrials.com), a leader in clinical research software and services, will demonstrate the interoperability of its Prism® clinical trial management platform with platforms used for electronic health records (EHR) at the [2013 Annual Healthcare Information and Management Systems Society \(HIMSS\) Conference and Exhibition](#). This year, the company will emphasize how physicians could potentially use Prism to participate in medical research by initiating access to [clinical data registries](#) within their practices, something the new American Taxpayer Relief Act of 2012 encourages through financial incentives.

According to the Tufts Center for the Study of Drug Development, 85 percent of today's clinical trials are facing delays due to patient recruitment. If physicians and private clinics establish patient registries containing patient characteristics, patterns of care and outcomes – information already being collected by EHRs – researchers could then access that data. It would open up huge new pools of potential participants for upcoming studies and help researchers better understand healthcare expenditures.

“With family physician [EHR adoption rates approaching nearly 70 percent nationwide](#), an integrated data platform such as the one offered by Nextrials presents new opportunities for healthcare providers and researchers,” said James Rogers, CEO and co-founder of Nextrials. “We’ve demonstrated that an integrated EHR/EDC platform such as Prism can pre-identify sites with appropriate patients and facilitate patient randomization, resulting in lower study costs. Now, clinics and physicians that have never participated in medical research can do it easily, without a major increase in IT cost – providing researchers with a bigger pool of potential participants. It’s a win-win.”

This is Nextrials' fifth consecutive appearance at the HIMSS Interoperability Showcase and the conference, being held March 3-7 at the Ernest N. Morial Convention Center in New Orleans. Visitors to the showcase, located in the La Nouvelle Orleans Ballroom, can see the flexibility of [Prism®](#), its award-winning clinical trial management platform that is one of the clinical research industry's few EDC platforms fully integrated with platforms used for EHR by the healthcare industry.

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) for EHR integration. The company is headquartered in the San Francisco Bay area. For more information, visit www.nextrials.com or call 925-355-3000.

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Contact:

Rachel V. Berry
VOXUS, Inc.
253-444-5441
rberry@voxuspr.com