



Nextrials' Jim Rogers Discusses EHR Integration Technology with Northern California Clinical Research Professionals

Educational event at Genentech explores the current state of EHR integration with clinical research data collection platforms

San Ramon, CA, March 21, 2016 – Jim Rogers, CEO of [Nextrials, Inc.](#), a leader in clinical research software and services, will discuss how clinical researchers can benefit from data integration with electronic health record technology at an upcoming meeting of the Northern California Chapter of the Association of Clinical Research Professionals (NCC ACRP). On March 23 at the headquarters for Genentech in San Francisco, Rogers will present the various benefits associated with using the company's flagship clinical trial management platform, Prism, and its E2E integration tool in a clinical trial environment. In addition, Rogers will explore the industry's progress toward complete interoperability and the regulatory considerations of using EHR integration platforms for research.

"We are very excited about increased interest in EHR integration and the myriad ways we can use E2E to help researchers conduct more efficient and economical clinical studies," Rogers said. "With clinical research costs soaring, data integration can give researchers faster, cleaner e-source data, resulting in reduced monitoring costs. From a healthcare perspective, patients receive the benefit of easy enrollment into leading-edge research that may present new treatment options."

According to a [survey](#) referenced by the National Cancer Institute, less than three percent of cancer patients choose to participate in clinical trials, primarily due to lack of information. With research trials integrated into hospital EHR systems, the availability and eligibility to participate is right at the fingertips of treating healthcare professionals. If the patient is qualified and provides consent, they can be enrolled on the spot and have treatment initiated quickly.

The purpose of the NCC ACRP education event is to showcase new research paradigms and technologies that advance and redefine clinical research. For more event information, please [click here](#). To learn more about Nextrials' Prism platform and E2E integration tool, please [click here](#), or call the company's headquarters at 925-355-3000.

About Nextrials

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 2,500 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 a number of standards including, with its E2E™ tool, the standard for integration with electronic health records (EHR). The company is headquartered in the San Francisco Bay area. For more information, visit [www.nextrials.com](#).

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