

**Contact:
Jan Shulman
480-664-8412 ext. 12
jshulman@ACmarketingPR.com
Amendola Communications for SDI**

FOR IMMEDIATE RELEASE

TRIALYTICS PRESIDENT MALCOM BOHM TO SPEAK AT 2008 DRUG INFORMATION ASSOCIATION (DIA) ANNUAL MEETING

Bohm to discuss selection methods for effective clinical trial sites, reducing time and costs for drug development

PLYMOUTH MEETING, Pa. – June 19, 2008 – Respected healthcare industry expert Malcolm Bohm, President of Trialytics®, an industry leader in clinical trial site identification, selection and patient recruitment, will speak at the 2008 DIA Annual Meeting at the Boston Convention & Exhibition Center. The session (CR-2), “Factors Influencing the Speed of Clinical Trial Study Completion” will be held on Tuesday, June 24th at 4 p.m.

Bohm’s presentation, “*Accurately Predicting Actual Enrollment Per Site: A New Model*” will discuss factors that influence the speed of clinical trial study completion including: 1) value of healthcare data as an evidence base to identify investigators/physicians with the right qualifications; 2) application of a proven risk stratification model; and 3) financial evaluation of the substantial dollars saved by clinical test sponsors due to choosing effective clinical trial sites.

“My presentation is based on actual statistics from a live study that demonstrates how the model will save our plan-sponsor client over half \$1 million by weeding out and replacing poor performing sites,” said Bohm. “When you add in the cost of supplementary advertising costs requested by these non-performing sites, it’s easy to see that leveraging Trialytics’ technology to select physicians based on their specialties, experience, patients and other evidence-based qualifications can have a substantial impact for clinical trial budgets and timelines.”

Trialytics developed this evidence-based proprietary model by mining the unmatched longitudinal patient-level database of their parent company, SDI, and combining it with their own unique expertise in clinical trial analysis.

Added Bohm, "According to Tufts University, there was a distinct drop in clinical trial patient enrollment rates from 75 percent in 1999-2002 to 59 percent in 2003-2006, and retention rates declined from 69 percent to 48 percent during the same time period. These statistics underscore the importance of trialytic's ability to identify physicians that already have patients within the targeted clinical trial categories, or at least are located in appropriate patient-dense areas."

The 2008 DIA Annual Meeting offers more than 1,000 speakers from the FDA, EMEA, and other regulatory agencies, 27 content-area tracks and nearly 400 sessions, which are focused on pharmaceutical and related industries. Keynote speakers will be Dennis A. Ausiello, M.D., Jackson Professor of Clinical Medicine at Harvard Medical School, and Chief of Medicine at Massachusetts General Hospital (MGH) and Kathy Giusti, MBA, founder and Chief Executive Officer of the Multiple Myeloma Research Foundation (MMRF) and the Multiple Myeloma Research Consortium (MMRC).

Malcolm Bohm is a recognized expert in patient recruitment and clinical operations with a unique breadth of clinical research experience in the pharmaceutical industry and a proven track record throughout all phases of drug development. Malcolm joined the pharmaceutical industry in 1993, serving in increasingly senior positions at major pharmaceutical companies including Astra, Pfizer, and Novartis. Most recently, he served as the Executive Director of Global Data Sciences and Reporting & Americas Clinical Operations at Aspreva Pharmaceuticals. Several of the projects he led resulted in product launches including drugs for cardiovascular disease, urology, and women's health. Malcolm was educated in Great Britain and has a Bachelor of Science degree in Physiology and a Master of Medical Sciences degree in Renal Physiology and Pharmacology along with advanced training in analytical data modeling.

About Trialytics®

Trialytics®, an industry leader in clinical trial site identification and selection, leverages electronic healthcare data to redefine clinical trial strategies and to mitigate the inherent risks by optimizing trial design, locating the right sites to conduct clinical trials and mapping the right patients to these clinical trial sites from all available sources. Trialytics' proven approach markedly reduces the time and cost of site identification, selection and supports patient recruitment. For more information, visit www.Trialytics.com or call 973.975.3784.

About SDI

Since 1982, SDI has been delivering the most innovative healthcare data products and analytic services on the market to the pharmaceutical, biotech, healthcare, medical device, and consumer packaged goods industries. SDI is a leading provider of de-identified patient-level data, as well as real-time localized disease and treatment surveillance and modeling data. SDI takes a consultative approach to designing the best analyses for its clients, combined with expert study execution and analytical expertise to produce superior insights. Its current roster of client companies in the pharmaceutical/biotech sector includes all of the top 20 firms. For more information visit www.survdata.com or call 610.834.0800.

###