

**FOR IMMEDIATE RELEASE:
eCLINICALHEALTH APPLAUDS APPLE'S ENTRY INTO MEDICAL TRIAL APPS
AS 'GREAT NEWS FOR RESEARCHERS & OUR CLOUD-BASED PLATFORM'**

United Kingdom, March 10, 2015 – eClinicalHealth Limited, a technology and consulting company dedicated to providing more efficient cloud-based clinical trial solutions, today said it commends and applauds Apple's move into clinical trial app development as a complimentary action "that will integrate well with our technology and with our philosophy that studies should and can be conducted more efficiently."

Apple's release of its ResearchKit, an open-source software framework that makes it easier for developers and researchers to create apps for medical studies, "confirms the path we've been on for some time and, especially when used in combination with our cloud platforms for clinical trials, should lead to better, safer therapies released more quickly," said Doug Bain, eClinicalHealth CEO and CTO.

Headquartered in Scotland, eClinicalHealth developed the revolutionary Clinpal patient engagement platform, which simplifies clinical trial technology, accelerates patient recruiting, enhances stakeholder communication, drives patient engagement and ultimately provides greater efficiency and cost savings.

Added Bain, "Apple's announcement is great news for patients and research professionals. Clinical research has been hampered for many years by a difficulty in identifying and recruiting patients. This initiative by Apple and the research community will help improve how patients become engaged in research for the benefit of all involve. This will lead to the availability of better, safer therapies released in a shorter period of time."

Bain noted that eClinicalhealth has been developing its dedicated engagement cloud platform, Clinpal, for more than three years. "Apple's ResearchKit is just the type of online connectivity that Clinpal was designed for," he said. "The addition of the Apple Healthkit is simply a natural progression to the work we have been innovating with in patient recruitment, engagement and other biometric device solutions."

With its cloud platform, eClinicalHealth provides scalability and ease of use to make patient engagement a viable proposition for virtually all types of studies.

"We look forward to working further with these game-changing methods to further accelerate clinical research," said Bain.

About eClinicalHealth

Founded in early 2012 to provide innovative clinical trial solutions, the company is committed to leading open and collaborative innovation discussions about virtual clinical trial processes and technology with pharmaceutical companies, CROs and other service and technology providers.

Contact: Kai Langel
Email: klangel@eClinicalHealth.com
Office: +44 333 012 4205
Web: www.clinpal.com

For more information on Apple's ResearchKit:
<http://www.apple.com/researchkit/?cid=wwa-us-kwm-iphone-com>