



ICON Enhances Its ICOPhone Technology Platform

New ePRO Module Reduces Implementation Timelines For Collection of Patient Data.

Dublin, Ireland, July 29th 2008 – ICON plc (NASDAQ: ICLR; ISIN:IE0005711209) a global provider of outsourced development services to the pharmaceutical, biotechnology and medical device industries, today announced the release of an enhanced version of ICOPhone™, ICON technology platform for the delivery of Voice and Web Response (IVR/IWR) services. This latest version has been released with a reconfigurable electronic Patient Reported Outcomes (ePRO) module which can typically be implemented within four weeks, allowing pharmaceutical organisations to expedite study start-up and begin capturing patient data faster.

The ICOPhone™, ePRO module enables the collection of patient data at clinical trial sites or while patients are away from the site. It offers real-time access to more accurate and reliable data, faster validation of that data and reduces the typical implementation time for IVR/IWR systems, enabling studies to reach critical milestones faster and regulatory submissions to be submitted sooner.

“Drawing on our experience of over 750 ICOPhone™ implementations, we have developed a robust, reliable system that responds to our customers’ demands for Patient Reported Outcome solutions that can be deployed rapidly and deliver quality data. Our enhanced platform has the potential to reduce typical implementation times by more than 50%” commented Kris Gustafson, Senior Vice President of ICON’s Interactive Technologies group. “Our expert technology and experience in the design and management of PRO solutions, enables us to offer a turnkey PRO service that supports clients achievement of crucial study milestones”.

About ICON plc

ICON plc is a global provider of outsourced development services to the pharmaceutical, biotechnology and medical device industries. The company specializes in the strategic development, management and analysis of programs that support clinical development - from compound selection to Phase I-IV clinical studies. ICON teams have successfully conducted over 5500 development projects and consultancy engagements across all major therapeutic areas. ICON currently has over 6000 employees, operating from 71 locations in 38 countries.

About ICON’s Interactive Technologies Group

ICON’s Interactive Technologies group develops implements and manages Interactive Voice and Web Response (IVR/IWR) systems to increase the accuracy and efficiency of clinical trials. Using, ICOPhone™, ICON technology platform for the delivery of Voice and Web Response services, the Interactive Technologies group has managed over 35,000 sites involving more than 500,000 patients, and have supported studies in over 50 languages in more than 65 countries.

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