

Harnessing enhanced data aggregation to advance medical treatments

iPatientAxis



iPatientAxis supports clinical trials by driving pre-qualified patients with relevant medical histories to sites, significantly reducing site burden and cost while increasing timely success for sponsors."

Medication and therapies must undergo multiple phases of clinical trials with qualified human subjects in order to be declared fit for going to market. It is all too common to see trials fail after millions of dollars are spent on research, development and patient recruitment efforts. One pervasive challenge faced by clinical research organizations when it comes to trial success is finding the right patients and subsequently successfully enrolling them into clinical trials. There are numerous factors that need to be considered when selecting a candidate. Fortunately for the life sciences industry, a company named iPatientAxis has emerged as a leading provider of patient identification and qualification services.

In conversation with the CEO of iPatientAxis, Michael Margiotta

What was the motivation to found the company?

iPatientAxis was founded to bridge the gaps between research sites, life sciences and contract research organizations to achieve one common goal: streamlining and accelerating trial design, site selection, and patient identification to bring therapies to market faster and in a more cost-effective way. The patient identification platform is an innovative solution focused on automated identification of ideal patients that match the specific requirements for each clinical trial. The platform streamlines the patient matching process, and maximizes the opportunity for a successful trial outcome, while

significantly lowering costs. Our mission is to combine innovative technology solutions with best practices in order to simplify provider access to relevant patient information and increase the quality of care for patients.

Our vision is to ensure that patients are able to receive the best care possible, as soon as possible when they need it most.

What would you say are your company's core values?

iPatientAxis is committed to advancing technology in the clinical trial industry so that clinicians and patients have access to lifesaving and life-altering therapies faster. By using our database and software (sometimes in combination with other health technology partners) pharmaceutical companies and clinical research organizations are able to successfully conduct trials in a timely and more effective manner.

Could you talk about the feedback that your company has received?

Companies in medical record aggregation often receive customer feedback that the process of requesting files through the delivery of those records is too slow and quite cumbersome. iPatientAxis understands that transitioning a potential study participant from screening to FOV (First Office Visit) as quickly as possible is critical to increasing the chances of patient enrollment. There is a high likelihood of losing potential study subjects as days turn into weeks, and this

is why we developed advanced technologies and operational processes that expedite record aggregation to full electronic delivery of those records to a site. With iPA's workflow, aggregation to delivery only takes an average of 3-5 business days.

We also developed a Clinical Factor Analysis - (CFA) which automatically indexes patient records, allowing sites to find specific keywords and phrases that are critical to the process of efficiently assessing patients.

Since trust is an important factor in your industry, how does your company maintain it?

Trust and respect are paramount when it comes to both developing and maintaining strong customer relationships. Beginning with the very first interaction between iPatientAxis and a potential customer, our team prioritizes listening and tailoring an approach to whatever problems are at hand. We also believe that our closed-loop data transmission system instills a level of trust between iPatientAxis and our customers. The system preserves the security and integrity of collected data as it is en-route to the site performing the screening.

How do you stay relevant to the consumer interests and needs in this high volatile market?

iPatientAxis combines years of medical records aggregation and indexing with subject matter expertise in feasibility

and eligibility reviews. Our proprietary technology uses predictive analytics to assist Contract Research Organizations with patient enrollment numbers and also works to notify clinicians of trials. After patient data is reviewed for quality and packaged up for the site personnel to easily digest, the iPatientAxis team takes things a step further by adding record elements into a customer-level database for leverage downstream in support of any future trial needs in the same therapeutic area. iPatientAxis' relevance to our customers is directly tied to the evidence provided from their internal assessments of our services, most notably the 250% - 330% increase in rates of Referral to Randomization when iPatientAxis supports studies.

What are the factors that help your company to compete on a global platform?

A variety of factors allow iPatientAxis to compete globally. We have an international database of longitudinal patient lives that includes 19 million EMRs in the US alone and 27 million EMRs outside of the US. Additionally, there are 72.4 million more EMR patient lives contracted to be added to the database.

It is also worth noting that our ever-increasing international presence has motivated us to prioritize compliance and abide by the principle of "Privacy by Design". There are new and evolving privacy laws around the world that we take very seriously as we adapt and expand.



Michael Margiotta
Founder, Chairman, & CEO

Meet the intrepid pioneer behind iPatientAxis, Michael Margiotta

Michael Margiotta has over 20 years of experience in the healthcare industry. As the **Founder, Chairman, & CEO** of a successful medical record aggregation business, Michael was able to grow his company from 1 customer & 1 employee to over 250 customers and 120 employees in less than nine years. These customers included 54 of the Top 100 in the country. Michael believes that the key to success is vision, passion, and dedication to providing value to his customers. His unwavering dedication to customer service drove a 97% customer satisfaction rate while enjoying a 95% customer retention rate during his leadership.

It is with this same passion that Michael has launched iPatientAxis, a technology solution company focused on improving public health and lowering cost by introducing a streamlined process for conducting clinical trials in medicine with greater reliability and patient safety.