Strategic Health IT Advanced Research Projects (SHARP)
Area 4: Secondary Use of EHR Data

Project 3: High-Throughput Phenotyping
Introduction to Centerphase Solutions, Inc.

May 27, 2010
Overview

- Introduction to Centerphase
- Collaboration with Mayo Clinic
- Market offering
- Company vision
- Phenotyping Project Team
Centerphase Team

Management
- Gary Lubin
  - Chief Executive Officer
- Jeff Tarlowe
  - Chief Operations Officer
- Beth Harper
  - Chief Clinical Officer

Experience
- More than 60 years of industry experience
- Focus on operational efficiencies in healthcare
- Expertise in starting and managing healthcare technology companies (co-founded Merck Capital Ventures)
- Passion for optimizing clinical trials performance

Board & Strategic Advisors
- Per Lofberg (Chairman), CEO Caremark
- Ken Getz, Tufts Center for Drug Development
- David Hardison, SAIC & SHARP advisor
Centerphase Overview

Centerphase offers technology-enabled services to address critical needs of the biopharmaceutical industry through collaborations with premier academic medical centers and healthcare systems, starting with the Mayo Clinic.

- Clinical trial design and execution: initial focus
- Comparative effectiveness, post-marketing studies
- Safety surveillance, early detection
- Pharmacoeconomics, health outcomes, meaningful use
Centerphase Background

- Five years ago, Merck Capital Ventures explored creation of joint venture with a leading medical records company to develop secondary EHR applications.
- Determined that market was not ready to take advantage of these applications: technology immature, data was under-scaled and deficient, and customer support was limited.
- Initiated discussions with Mayo Clinic in early 2009 regarding development of market offerings around Mayo’s longitudinal patient data repository.
  - Mayo’s goals included access to improve medical care, generate new revenue streams, realize cost efficiencies and strengthen relationship with the biopharma industry.
  - Successfully launched company with Mayo at the beginning of 2010.
Centerphase Collaboration with Mayo

✓ Founding investor and clinical services provider

✓ Proprietary access to de-identified patient information from the electronic data trust

✓ Priority status given to Centerphase studies - faster IRB, contracting and budgeting review and approval processes

✓ Access to its network of main sites, community clinics, patients, physicians, researchers and scientists

✓ Dedicated staff to support Centerphase, e.g., CMO, Project Management, Legal, IRB, Finance, Biostatistics and IT
What Does Centerphase Deliver Today?
Initial Focus Is on Clinical Trials

Design executable protocols
• Systematic and structured evaluation of study executability from site and patient perspective
• Quantitative and qualitative analyses

Place the studies at the “right” sites
• Clearly define the protocol-specific “must have” site characteristics
• Validate enrollment potential for each site

Activate sites efficiently
• Streamlined SOPs
• Well coordinated team structure and resources
• Master clinical trial agreements

Set sites up for success
• Proactive recruitment and retention action plan
• Translate the protocol into practice via study implementation plan
What Does Centerphase Deliver Today?

**Centerphase Approach**

- **Site Selection Decision (Reg. Doc. Pkg. Sent)**: Industry Median = 120 days*  
- **Site Activation**: Industry Median = 90 days*  
- **First Patient Enrolled (FPE)**

**Time savings of 4 to 5 months to achieve First Patient Enrolled!**

- Coordinated clinical team
- Streamlined SOPs
- Proactive Recruitment Action Plan (RAP) & Study Implementation Plan

* Varies depending on sponsor turnaround time
Centerphase’s Vision

Establish hub for connecting the biopharmaceutical industry with premier health systems to perform high quality, predictable, timely clinical services

✓ Centers of excellence / super-sites in key therapeutic areas – special focus on phase I / phase II studies

✓ Large pool of diverse patient/candidates to recruit for trial work

✓ Broad clinical capabilities to develop, evaluate and execute clinical trial

Building a worldwide network of clinical information sources and providing extensive analytical services for both prospective and retrospective comparative effectiveness and health outcome studies
The project team deliverables will be open-source tools for generation of CDISC compliant queries and cohort datasets.

Centerphase will serve to validate the commercial viability of these core tools in the market and supplement them with proprietary products and services (acknowledging the SHARP contributions). Health systems can decide at their option to avail themselves of these products and services through separate commercial discussions with Centerphase.
We Are Looking Forward to Working Together

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