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**FOR IMMEDIATE RELEASE**

**PFIZER WINS CIO 100 AWARD FOR PATIENT ENROLLMENT OPTIMIZATION SOLUTION  
FROM DECISIONVIEW**

***DecisionView's StudyOptimizer Reduces Patient Enrollment Time by 30-40 Days Per Trial,  
Saving \$4 Million Annually***

**San Francisco, CA, USA – July 27, 2010** – DecisionView Inc., a leading provider of software solutions to optimize clinical trial enrollment for life sciences companies, is pleased to announce that Pfizer has won a CIO 100 award based on their successful deployment of DecisionView StudyOptimizer (see award details here: <http://www.cio.com/cio100/detail/2072>). StudyOptimizer is a web-based patient enrollment optimization solution that automates the planning and tracking of patient enrollment for global clinical trials. It leverages predictive modeling to forecast enrollment end dates during planning, throughout execution and for modeling recovery scenarios when enrollment goes off track.

***Pfizer Clinical Trial Enrollment Optimization***

The CIO 100 2010 Winner Profile describes Pfizer's clinical trial enrollment optimization project this way:

"To help complete their clinical trials on time and on budget, Pfizer deployed DecisionView's StudyOptimizer, enabling clinical teams to optimize enrollment in trials using predictive modeling and visualization. The Software-as-a-Service (SaaS)-based system allows users to analyze current data, forecast trial end-dates, and track the impact of possible course changes. Among its benefits, the system has reduced the time it takes to enroll patients by 30 to 40 days, saving \$4 million annually."

***CIO 100 Award Criteria***

The 2010 CIO 100 Awards, sponsored by CIO magazine, honor 100 companies that are creating new business value by innovating with technology. The judges evaluated the applications according to two criteria: innovation and business value. CIO 100 winners had to demonstrate that they not only were able to create new value using IT and executed their project well, but also did so in uncommon, innovative ways:

- pioneering a new technology,
- applying a familiar technology to a new purpose,
- setting the bar higher for their competitors.

### **ABOUT DECISIONVIEW**

DecisionView develops innovative web-based software solutions that enable life sciences organizations around the world to improve clinical trial performance. DecisionView's flagship solution, StudyOptimizer, helps organizations optimize clinical trial enrollment by aggregating patient recruitment data from multiple sources and providing analytics, visualizations, and predictive scenario modeling that delivers unique and actionable insight. StudyOptimizer is used by four of the top ten global pharmaceutical companies, and has been used on over 750 clinical studies with over 120,000 subjects enrolled in over ten different therapeutic areas. Primary investors in the company include Granite Ventures and Aeris Capital. For additional information about DecisionView, go to [www.decisionview.com](http://www.decisionview.com) or call 415-538-1800.

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