



Five-Tier Value Proposition

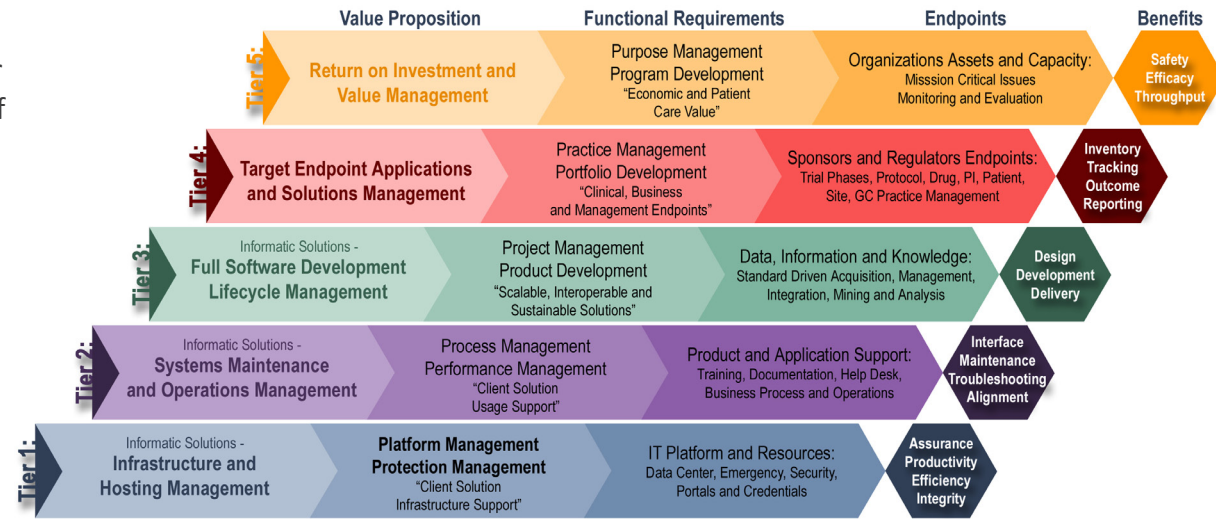
CTIS' value proposition is to deliver to our clients the highest return on investment and value. We ensure our clients achieve clear, tangible results through the use of our innovative products and services by combining the right team and the right approach that deliver the right results. CTIS defines the tangible results of its value proposition into five tiers. Each tier addresses a client's specific functional requirements and endpoints. We offer a flexible approach and customized solutions to deliver the highest value to clients while helping them meet their business objectives.

TIER 5 - RETURN ON INVESTMENT AND VALUE MANAGEMENT

CTIS' solutions are designed to deliver the highest return on a client's investment and value. To meet this objective, CTIS helps its clients manage their purpose, which is to accelerate clinical research discoveries – getting new drugs, devices, and procedures to patients safer and faster in a sustainable and measurable manner. In this tier, CTIS' services and solutions include providing the thought leadership and strategic planning necessary to establish monitoring frameworks and evaluation mechanisms that illustrate the convergence of the economic, science, and technology aspects of clinical trials resulting in improved efficiencies and throughput for client organizations.

TIER 4 - TARGET ENDPOINT APPLICATIONS AND SOLUTIONS MANAGEMENT

In this tier, CTIS solutions focus on the definition and design of applications which help clients achieve targeted endpoints throughout the clinical trials lifecycle. These endpoint-driven applications assist clinical stakeholders, including trial sponsors and regulators, manage their specific business practices, such as protocol authorization, patient



accrual, trial activation, trial conduct, trial audit and monitoring, or drug inventory tracking, to name a few. CTIS utilizes its years of expertise and knowledge of the clinical trials workflow processes, regulatory compliance requirements and business intelligence needs to design solutions. These solutions will then enable trial stakeholders to inventory, track, monitor, and analyze both their specific activities within the clinical trials lifecycle and the outcomes of the entire trial process as a whole.

TIER 3 - INFORMATICS SOLUTION – FULL SOFTWARE DEVELOPMENT LIFECYCLE MANAGEMENT

This tier is centered on developing and deploying the informatics solutions that were defined and designed to meet the specific endpoints of the clinical trials stakeholders, including the acquisition, management, integration, mining, analysis, and reporting of data and information throughout the clinical trials lifecycle. CTIS develops solutions using both open source and proprietary technologies that are reusable, making the

development process more standards driven, shorter, and more effective than technologies built from scratch. CTIS follows industry-standard software development methodologies to deploy clinical informatics systems and solutions that meet the complex needs of its end-users and stakeholders. Embedded within the development process are proven and results-driven project management practices and a commitment to quality in the delivery of all solutions. CTIS also takes advantage of and integrates best-of-breed commercially available off-the-shelf tools and technologies within its systems, where appropriate, to provide the best return for dollars invested on each contract. CTIS's capabilities in this tier specifically include full software development life cycle management, content management, commercially available off-the-shelf tools integration, system integration, and enterprise application integration.

TIER 2 - INFORMATICS SOLUTION – SYSTEMS MAINTENANCE AND OPERATIONS MANAGEMENT

Once an informatics system is deployed, proper maintenance and management is critical to its sustainability. This tier addresses that need. On the operations side, CTIS provides the necessary training and education, as well as documentation support services required to transfer to end-users and stakeholders the required knowledge and reference tools for them to utilize the informatics solutions to their fullest potential. CTIS' services in this tier typically include both help desk and on-site support to facilitate on-the-spot troubleshooting and interface to resolve clients' technology and user issues quickly. On the maintenance side, CTIS provides regularly scheduled upgrades to existing systems to ensure the systems are continuously aligned with changing business processes or requirements. For clients who do not wish to outsource the full maintenance of its systems and applications, CTIS also works with its clients to transfer the necessary knowledge about the applications and systems to enable the client to internally make minor changes to the system without the reliance on external contractors.

TIER 1 - INFORMATICS SOLUTION – INFRASTRUCTURE AND HOSTING MANAGEMENT

To provide a true end-to-end solution, CTIS brings in the infrastructure-related services to support the applications and systems it has deployed for its clients. The core services in this tier include network management, hosting, and database administration. Recognizing the strict privacy and

other regulatory requirements related to the maintenance of patient data collected throughout the clinical trials lifecycle, CTIS embeds within its core services, security, privacy, and disaster recovery capabilities. This ensures the protection and integrity of the patient information contained within the CTIS informatics solutions. This tier also focuses on meeting the security and infrastructure-related regulatory requirements such as HIPAA (45 CFR 146), electronic signature requirements (21 CFR 11), and the certification and accreditation requirements, which are designed to ensure that an information technology system's technical and non-technical security controls are commensurate with the risks and are cost effective.

ABOUT CTIS, INC.

CTIS has over 20 years of proven history in providing total informatics solutions to the health sector. CTIS provides innovative, appropriate, timely, and quality information technology solutions to health systems, health professionals, research organizations, and payors to support their goals in serving patients. To address this need, CTIS' informatics solutions converge health sciences, information technology, process reengineering, total quality management, and organizational effectiveness in order to optimize the capture, storage, and use of information in health and biomedical sciences.

CTIS is also building needed personal information solutions that serve patient directly in dealing with their healthcare providers. CTIS' leadership is at the forefront of national discussions that are defining the next generation of biomedical, clinical research, translational research, personalized medicine, comparative effectiveness research, performance driven healthcare, health disparities, elder care, and chronic disease management programs that will not only provide better patient care, but also meet the cost management goals of the health industry.

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