



Medrio Press Release:

14 July, 2016

Medrio Brings Down the House at DIA 2016

SAN FRANCISCO, CA--(Marketwired - July 14, 2016) - Medrio, a Software as a Service (SaaS) company providing electronic data capture (EDC) technology to clinical trials, rocked Philadelphia to its core at the 2016 DIA conference at the Pennsylvania Convention Center from June 26th to 30th. Medrio set itself apart from the hundreds of other exhibitors at the conference with its rock star staff members and its animatronic band Medrio Rocks, which filled the convention center with Medrio-themed classic rock and roll hits.

The Medrio Rocks band had the crowd rocking in no time with explosive drum beats and guitar solos. They caught the attention of more than 1,000 attendees, who stopped by to learn about the software, enjoy a one-on-one Meet the Veep session with Medrio's Vice President of Sales and Marketing Scott Weidley, or simply rock out to the music. "We consistently find DIA to be one of the year's best opportunities to engage with customers," said Scott Weidley. He added, "We always appreciate the opportunity to make new connections and pick up new fans, and hope to build long and successful relationships with the people we met."

After bringing down the house at DIA, the band returned to San Francisco and is preparing for their next gig on the Medrio World Tour. You can see the Phase 1 Phantom, Dr. GoodData, and Francois rocking out at the 2016 SCDM conference in San Diego from September 11th to 14th, where the rockers will once again be playing all the hits at booth 201. Don't forget to stop by and jam to a few power chords!

About Medrio

Medrio offers an integrated eClinical software platform with a fully hosted EDC system. Our revolutionary CloudEDC™ technology features an easy-to-use drag-and-drop interface, allowing study managers to build their studies in days instead of months without requiring any programming. Media's new mobile suite, mSource, supports both event-based and subject-based workflows, offline data entry, and Patient Reported Outcomes (PRO). Although Medrio has extensive experience in all study phases, our m1 application leads the way in early-phase and Phase I trials, with over 500 Phase I trials to date. Medrio costs up to 75% less than traditional EDC solutions. To schedule a demo and learn more about Medrio, please submit your information [here](#) and a member of our team will be in touch shortly.

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