



Medrio Press Release:
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Medrio Rocks the House Down With Live Software Demonstrations at SCDM 2016

SAN FRANCISCO, CA--(Marketwired - September 28, 2016) - Medrio, a Software as a Service (SaaS) company providing electronic data capture (EDC) services to clinical trials, brought its Medrio Rocks World Tour to the Society for Clinical Data Management (SCDM) conference in San Diego from September 11 - 13. Hundreds of clinical data management professionals filled the Sheraton San Diego Hotel & Marina, including over 200 Medrio fans, who rushed to the front row at booth 201 to rock out to the company's chart-topping EDC.

The conference featured special appearances by Medrio's product rock stars, who took the stage before crowds of lucky fans to perform a series of live software demonstrations of mCapture, one of the three eSource-equipped products in Medrio's mSource suite. mCapture debuted this year as a follow-up to the hit singles mCore, mEdu, and the Phase I-focused m1, and is helping to position Medrio at the forefront of the major shifts toward eSource and patient engagement in clinical data management. In addition to viewing the demonstrations, over a dozen customers and prospects picked up their backstage passes to meet Medrio CEO Mike Novotny, who greeted fans for one-on-one discussions of the company's innovative software and today's hot trends in data management.

SCDM and similar yearly conferences are essential opportunities for Medrio to deepen existing relationships as well as to forge new ones. "The most important thing for us at these conferences is to check in with our fans, but we also want to make sure our booth rocks hard enough to earn us some new leads," said Novotny. "The conference was definitely a success on both fronts this year, and we already can't wait for next year."

SCDM 2016 was the final stop on the Medrio Rocks World Tour before Medrio transitions from its rock and roll theme to a to-be announced 2017 theme, set to debut at the company's mSquared user conference in San Francisco this coming March.

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. Medrio'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. For more information or to schedule a demo, please visit our [website](#).