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# TrialX

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### TrialX Wins the 2009 New York City Entrepreneur Week Business Plan Competition

New York, NY, May 16, 2009 --(PR.com)-- TrialX, an online clinical trials matching platform, which is committed to helping patients find new medical treatments has won the prestigious '2009 New York City Entrepreneur Week Business Plan Competition' (NYCENT). Organized by the NYC Entrepreneurial Community, NYCENT is a weeklong series of events committed to foster entrepreneurship in New York City. The event was sponsored by Bloomberg, Sun Microsystems, law firm Fulbright & Jaworski, several prominent venture capital firms and other well known companies. Competing against 20 other teams selected from the many applicants, TrialX prevailed and claimed the prestigious award as the First Winner of NYCENT. The award includes diverse strategic guidance and consulting services valued at \$50,000 from various New York based companies. TrialX's distinct business proposition utilizes innovative technologies based on algorithms to improve an inefficient market with immediate cost benefits and strategic partnerships.

An elated Sharib Khan, Co-founder of TrialX said, "We are thrilled with the win. It is recognition of our efforts to develop effective technologies and services that enable patients to connect with investigators and find new treatments in a cost effective and timely manner. We are very passionate about the healthcare sector and will continue to provide services and products of great value to this industry."

Also commenting on TrialX's success was competition sponsor and judge, Randall Kane, Managing Director at Solidea Capital, "TrialX identified a business need with great clarity as well as presenting a sustainable business plan, based upon efficiency and significant corporate cost reduction. While reducing costs is a part of everyday life in this economic environment, within the pharma industry it is at the top of every CFO's list." Jeevan Padiyar, Principal at the Connectors Group and a judge added, "At the Connectors Group, we believe in supporting innovation. TrialX impressed us with their use of technology to solve what has traditionally been a messy, manual, and expensive process. But what amazed us even more was the extent of their reach. Through strategic partnerships with the likes of Google, Microsoft and a large well known medical center, we believe that they have what it takes to change an entire industry."

TrialX leverages technologies such as Personal Health Records (PHR) from Microsoft HealthVault, Google Health and Indivo; and social media to empower patients and investigators to find and connect with each other effortlessly.

Users can import their Personal Health Records (PHR) information from Microsoft HealthVault, Google Health or Indivo, find the most suitable clinical trials based their health profile and email trial investigators, all in a matter of a few clicks. Users who do not have a personal health record can simply enter their health information directly on TrialX's website and match themselves with clinical trials. On the other hand, investigators can submit their approved clinical trials on the TrialX website, recruit eligible participants and track the responses. TrialX also has a Twitter application that lets patients tweet their demographic and health conditions to get matched with relevant clinical trials.

#### About TrialX

TrialX (<http://TrialX.org>) is a secure, online, and easy to use platform for patients and investigators to connect, communicate and enroll in clinical trials. It leverages social media like Twitter and technologies such as Personal Health Records to help patients find matching clinical trials based on their medical history. TrialX is wholly owned and operated by Applied Informatics, Inc., a New York City based information technology firm.

#### About NYC ENT

Organized by the NYC Entrepreneurial Community, NYCENT was created to strengthen and accelerate the collective entrepreneurial spirit of New York City through a weeklong series of events. In its inaugural year, NYCENT aggregates disparate organizations, institutional investors, universities, and early-stage ventures throughout New York City, providing a platform that fosters innovation, growth and ultimately creates jobs. At the center of the weeks' events was a business plan competition with one day of customized training developed exclusively for NYCENT. The goal was to coach early-stage companies on the key success factors that allow ideas to launch effectively, so that entrepreneurs can learn to develop and build companies, solidifying New York City as the East Coast's hub of Entrepreneurship.

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