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**PHARMAVIGILANT PRESENTS AND MODERATES DIA WEBINAR ON eTMF**

*Representatives from FDA and Pharma to Discuss “Going Paperless: A Healthcare Industry Initiative”*

**WESTBOROUGH, Mass., November 15, 2010** – On Thursday, Nov. 18 from 11-12:30 p.m. ET, PharmaVigilant CEO James DeSanti will present and moderate the Drug Information Association (DIA) webinar, “Going Paperless: A Healthcare Industry Initiative.” As the clinical research landscape becomes increasingly complex, there is a growing need for a more strategic, technology-based clinical trial submission process. This webinar will review the challenges of today’s clinical environment and explore the benefits of an industry-wide movement towards electronic master files (eTMF).

Participants will hear from three industry experts on this topic, including:

- James DeSanti, founder and chief executive officer, [PharmaVigilant](#)
- Armando Oliva, senior biomedical informatics advisor, Computational Science Center and Office of Translational Science, FDA
- Lynne Kelley, MD, FACS, vice president and senior global medical director, Kimberly Clark

“This webinar, hosted by DIA, is a testament to the industry’s growing interest in learning how to adopt a paperless system, particularly in light of the increasing complexities involved in effectively managing global trials,” said James DeSanti. “I’m honored to be part of an esteemed panel that will address these issues from both the regulatory and sponsor perspectives. This webinar is a great opportunity to learn about not only the benefits, but the challenges facing an industry-wide move towards paperless trials.”

“DIA prides itself in bringing together multidisciplinary stakeholders in a neutral forum to discuss issues of importance to the entire health care system,” explained Paul Pomerantz, DIA Worldwide Executive Director. “We are excited that this webinar will provide perspectives from industry and regulatory experts regarding the future of a paperless Trial Master File System.”

To register for the webinar, please visit: <http://www.diahome.org/en/HomePage/Webinars.htm> or contact Wendy Moyer at the DIA office via email, [Wendy.Moyer@diahome.org](mailto:Wendy.Moyer@diahome.org), or phone, (215) 293-5810.

**About PharmaVigilant:**

Based in Westborough, Mass., PharmaVigilant is a SaaS company founded in 2005 to provide broader technologies to streamline the clinical trial process for biopharmaceutical companies. Its full suite of patient-based technology automates the collection, management and analysis of clinical trial data and most importantly puts that data in the sponsors' hands when and how they want it. Sponsors rely on PharmaVigilant to ease the regulatory and FDA submission and approval process and ultimately go-to-market more quickly with top quality drugs. For more information, visit [www.pharmavigilant.com](http://www.pharmavigilant.com).

**About the Drug Information Association (DIA)**

DIA is a neutral, global, professional, member-driven association of nearly 18,000 professionals involved in the discovery, development, and life cycle management of pharmaceuticals, biotechnology, medical devices, and related health care products. Through our international educational offerings and myriad networking opportunities, DIA provides a global forum for knowledge exchange that fosters the innovation of products, technologies, and services to improve health and well-being worldwide. Headquarters are in Horsham, PA, USA, with offices in Basel, Switzerland, Tokyo, Japan, Mumbai, India, and Beijing, China.

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