



A Product of PICS, Inc.

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U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Software

Company Overview: PICS, Inc. is a health technology company best known for its LifeSign® family of consumer products addressing tobacco cessation (QuitKey®), healthy diet and exercise (DietMate®) and insomnia (SleepKey®). LifeSign® has enjoyed worldwide market acceptance as evidenced by over 1.25 million units sold generating over 100 million dollars in sales. PICS is poised now to make a contribution to the research and clinical communities as well with the introduction of CERTAS®, a researcher configurable fully integrated Electronic Data Capture (EDC) system.

Target Market(s): Professionals engaged in research in clinical and academic settings. Large Clinical Research Organization (CROs) serving the pharmaceutical industry. Health professionals in clinical setting.

Management

Leadership:

Al Behar, President and CEO

Jami Obermayer, Ph.D., Director of Research

Jatinder Singh, CIO

Idil Jama, Controller

Key Value Drivers

Technology: CERTAS® combines the power of desktop computing with the flexibility of mobile devices utilizing eDiaries, wireless technology and Interactive Voice Recognition (IVR). The CERTAS® technology delivers an easy to use Graphical User Interface (GUI) coupled with reliable a flexible data collection and aggregation modality that accommodate a wide range of research protocols; from the single user intervention to the most complex multi-site protocols while supporting a full range of input devices.

Competitive Advantage: The CERTAS® unique design promises to save both money and time in designing and running a wide range of clinical studies. At the heart of CERTAS® is its researcher-configurable questionnaire module that eliminates the need for programmers resulting in dramatic time and cost savings.

Plan & Strategy: PICS is seeking a partner with the marketing muscle to exploit the large potential for CERTAS® in the CRO and pharmaceutical industries.

*Technology funded by the NCI and being commercialized under the NIH-CAP

Product Pipeline

CERTAS is a commercial grade fully functional software system that is being used in some of the top research institutions in the US such as Children's Hospital, Harvard University, University of California, Irvine, University of PICS, Inc. Pittsburgh, etc.

CERTAS® was just awarded a US patent #7342583. International patents are pending.

