



PRESS RELEASE

Strategic partnership signals new age of stratified medicine

Aridhia and Pivotal™ collaborating on revolutionary solutions for chronic disease management

Edinburgh, UK – May 2nd, 2013 – Health and biomedical informatics company [Aridhia](#) today announced a strategic partnership with [Pivotal](#), the company setting the new standard for Enterprise PaaS, to create a new technology platform capable of revolutionising the management of chronic health conditions such as cancer, diabetes and cardiovascular disease.

Developing on the Pivotal One™ platform, the companies will work together to provide the international healthcare, life and biomedical science markets with applications and services that enable the rapid, sophisticated analysis of massive amounts of clinical, patient, imaging and genomic data and provide a comprehensive picture of factors affecting each patient's treatment and healthcare outcomes.

The collaboration will enable clinicians and researchers to gain fresh insights into correlations between patient, clinical and genomic data and usher in a new age of 'stratified medicine', offering improved, personalised treatments tailored to the genetics of individual patients.

As chronic diseases such as cancer, diabetes, respiratory and cardiovascular disease become increasingly prevalent worldwide, Aridhia's CEO and Chairman, Dr David Sibbald, believes healthcare organisations will rely more on real-time data analysis and disease management services to enhance service delivery, stratify patient risk and improve clinical outcomes.

"Chronic diseases are the leading cause of morbidity and mortality in the world. There is an urgent clinical and economic need to manage those conditions more effectively, which is why we are excited to have the opportunity to join forces with Pivotal. Medicine and biology are rapidly becoming information sciences and this collaboration will not only allow us to enhance our existing biomedical informatics solutions, but will also deliver the advanced informatics services required for the development of stratified medicine.

"An individual's genetic profile can have a significant impact on the choice and effectiveness of their treatment plan. Our approach will enable healthcare professionals to treat patients with all the necessary information available at the point of care, presenting data in a way that supports safe, effective and patient-centred health care.

"By combining our health and biomedical informatics expertise with Pivotal's outstanding capability in real-time, high-capacity analytics and scalability, we are a step closer to our goal of becoming a world leader in the detailed analysis of clinical and scientific information required for the personalised treatment pathways of the future," says Dr Sibbald.

Chris Roche, Chief Technology Officer in Europe, Middle East and Africa at Pivotal, agrees that the new collaboration has the potential to produce improvements in the treatment and outcomes of tens of millions of people living with chronic disease worldwide. Roche says: "Health and biomedical solutions utilising the latest analytical techniques can enable easier identification of the risks of chronic disease and ensure patient management is as effective as possible. With healthcare budgets being squeezed, and chronic disease a growing problem in an ageing population across the world, the application of advanced analytics aligned to clinical practice will become increasingly important. Applied in this way, the right technology has the



potential to assist with the proper targeting of resources, and the effective mitigation of the effects of diabetes, cancer, respiratory and cardiovascular disease worldwide.”

Roche continued “Aridhia has successfully built a team of clinicians, life scientists, data scientists and software developers to tackle simultaneously the complexities of disease management within ever-changing healthcare systems. This multidisciplinary combination of clinical and informatics domain expertise is very rare and we’re extremely pleased to be partnering and collaborating within this field.”

With the prohibitive cost of sequencing an individual’s genome continuing to fall rapidly, stratified medicine is widely predicted to be a huge growth area for healthcare providers over the next decade.

About Aridhia

Aridhia provides world leading biomedical informatics and analytic solutions to support stratified medicine and translational research, which will enhance understanding, diagnosis, prevention and treatment of chronic diseases. Aridhia believes that the integration and application of patient, clinical and genomic data represents a powerful opportunity to support clinical care across healthcare sectors, provide patients with the ability to take a more active role in their own care and provide information at a population level about disease trends, risk factors, impact of treatment and informed public health programmes. Working in close collaboration with experts in a clinical faculty model, Aridhia’s multidisciplinary team provides a unique combination of expertise to address one of the world’s most pressing health problems. Find out more at www.aridhia.com

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