

FOR IMMEDIATE RELEASE

CITIUSTECH TO SHOWCASE ITS ADVANCED ENTERPRISE SOLUTIONS AT DIA 2017 ANNUAL MEETING

Princeton, NJ (June 15, 2017) – CitiusTech, a leading provider of healthcare technology services and solutions, is pleased to announce its participation as a sponsor and exhibitor at DIA 2017, the annual meeting of Drug Information Association (DIA). It is one of the largest global events in the life sciences industry that brings together experts and innovators from pharmaceutical, biotechnology and medical device communities. CitiusTech will be exhibiting at booth #2341.

CitiusTech works with leading healthcare, pharmaceutical and contract research organizations (CROs) to help drive their technology innovation strategies and demonstrate value of their products. With its advanced portfolio of enterprise solutions, CitiusTech enables organizations to transform the patient experience and achieve their business objectives, including:

- Digital health
- Data integration and interoperability
- Real world evidence
- Clinical trial Solutions
- Safety and risk management
- Medical Imaging

At DIA 2017, CitiusTech will showcase its unified platform-based approach for data management, analytics and mobility. The approach harnesses the power of emerging technologies around big data, BI/analytics, mobile and predictive analytics to help life sciences organizations leverage real-world evidence and other data assets to address their unique data and analytics needs.

CitiusTech will also exhibit its enterprise rules management solution that enables organizations to manage cohorts, alerts and other rules in a highly configurable and auditable manner for key use cases such as comparative effectiveness, outcomes research, etc.

“With the rise of ‘the empowered consumer’, healthcare organizations need to increase their collaboration and engagement efforts with patients and other key stakeholders.” said Manish Sharma, Senior Vice-President, Life Sciences, CitiusTech. “We have made significant investments to enhance our capabilities in digital health and patient-focused initiatives. DIA gives us a great opportunity to showcase our expertise across the pharmaceutical and life sciences ecosystem.”

The 53rd annual meeting of DIA will be held at the McCormick Place, Chicago, IL from June 18-22, 2017.

About CitiusTech

CitiusTech (www.citiustech.com) is a provider of healthcare technology services and solutions to medical technology companies, providers, payers and life sciences organizations, with over 2,700 professionals worldwide. CitiusTech’s services and solutions include healthcare software development, healthcare interoperability, regulatory compliance, BI/analytics, consumer engagement, care coordination and population health management. CitiusTech helps customers accelerate innovation in healthcare through number of solutions and accelerators for clinical quality reporting, healthcare big data, cloud computing, mobile health and predictive analytics. With cutting-edge technology expertise, world-class service quality and a global resource base, CitiusTech consistently delivers best-in-class solutions at an unmatched cost advantage to healthcare clients worldwide.