

WASHINGTON, DC (March 17, 2014) Omniscience Mobile, a leader in providing mobile technology services to the life sciences sector, is proud to announce its new name: mProve Health. This change was driven by the Company's expansion and development of new clinical and commercial products. The Company has grown into new areas of life sciences, and now supports broad stakeholders on the commercial side of healthcare.

The new company name, mProve Health, reflects the growth of the company and its mission: mProve Health uses mobile technologies to improve patient health outcomes across clinical research and consumer health areas. mProve Health's experience is based in engaging patients on their own mobile phones in clinical trials and improving outcomes with its commercial customer-focused technologies. According to Jeff Lee, CEO of mProve Health, "We founded the company as Omniscience Mobile, which spoke to our initial focus on research-oriented projects. In 2013, we saw the opportunity to branch into the commercial sector, while continuing to engage patients on mobile devices to improve outcomes. With our current breadth of offerings, we needed a more encompassing corporate identity."

mProve Health is committed to providing evidence of improved health outcomes and believes mobile devices can both motivate and measure behavior change. The name mProve embodies these themes—mobilize, motivate, and measure—and signals the Company's focus on applying technology solutions to improve clinical trial execution and to achieve insights from healthcare consumers. The clinical trial tools continue to evolve with new features in the Company's key offerings: industry-leading, fully regulatory compliant recruiting (mCast); referral tracking (mTrack); patient retention (mPal); patient-reported outcomes (mPulse); and indication-specific mobile app (mLaunch) solutions.

In 2013, working collaboratively with current customers, the Company enhanced its array of products and services to include mobile phone-based solutions that collect temporal patient data to support branded drugs and devices. These products have proven mutually beneficial: patient-centered solutions improve patients' ability to affect their own health, while stakeholders across the healthcare continuum gain inspiring insights with cost-effective collection of patient data and feedback. The Company's mobile app platform for consumer health engagement, "mLaunch," brings together award-winning features for consumers to track symptoms, maintain therapy compliance, engage with their physicians, and effectively manage their condition. Whether in the context of a new product launch or collecting patient data to refine a client's market access strategy, the Company's products provide efficiencies in patient-friendly data collection that can drive decision-making.

"We're still the same agile and effective organization with a variety of products and services. We've grown by over 1400% in the past two years, and 2014 is looking very promising. We now have a name that reflects our view of mobile health and what we aim to achieve for our customers and the patients they serve," Lee explained. The new name mProve Health and associated branding (online and social media) is effective as of today.

About mProve Health

mProve Health is a mobility solutions provider, focused on the life sciences including clinical research and consumer health engagement. mProve Health leverages the explosion of mobile phone usage (and the increasing sophistication of the technology) to improve the patient experience, during clinical research studies and beyond. mProve Health supports dozens of research studies for leading pharmaceutical companies, including Pfizer, Merck, Eli Lilly, Shire and many others.