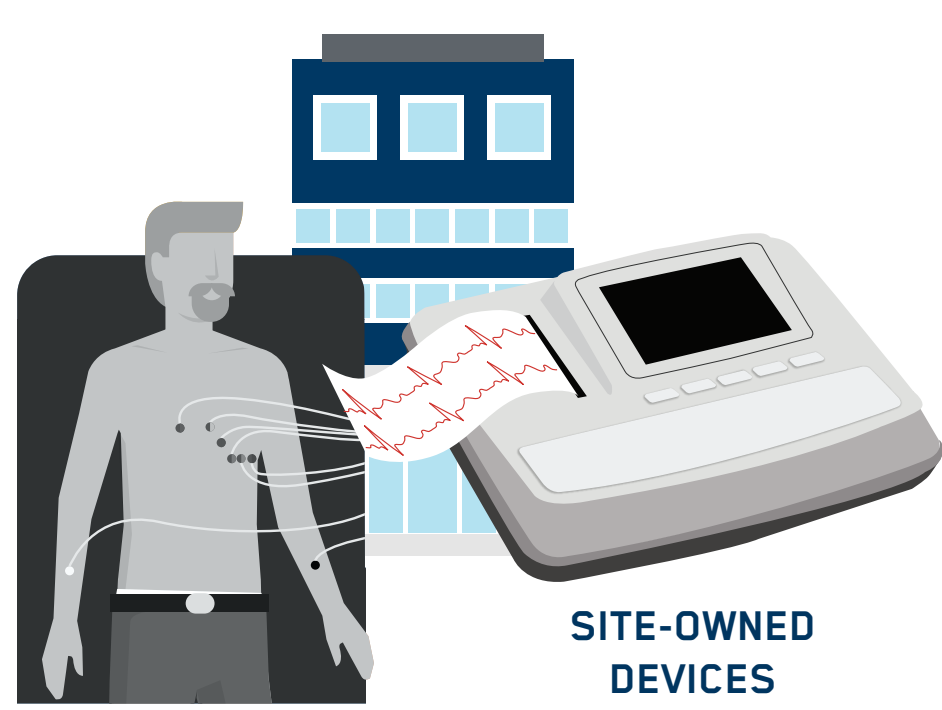


# HARNESS THE POWER OF CENTRALIZATION

Optimize patient enrollment and minimize risk in late-phase cardiac safety trials

Readings from site machines could compromise patient safety, study data quality and extend timelines.



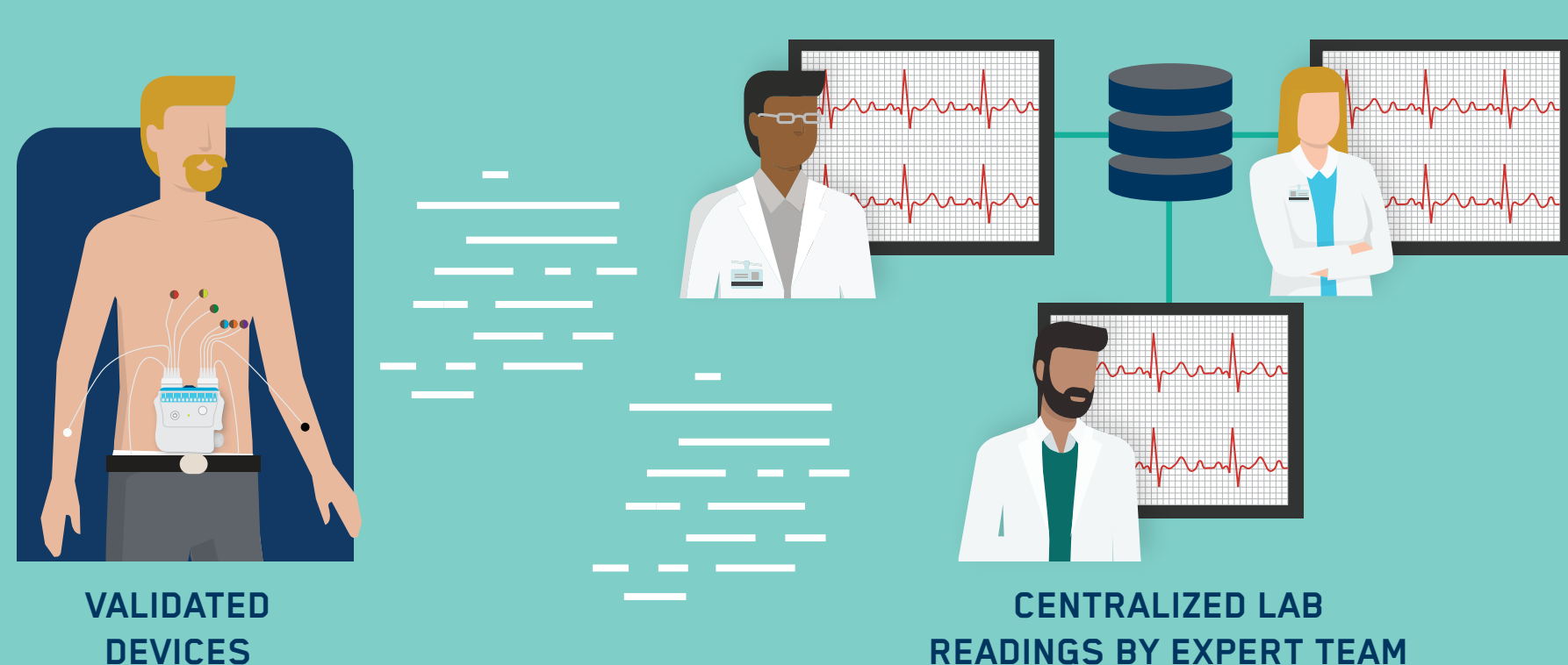
- PATIENT SAFETY RISKS
- LOWER QUALITY DATA
- EXTENDED STUDY TIMELINES

Automated measurements can also lead to excluding patients incorrectly from a trial.



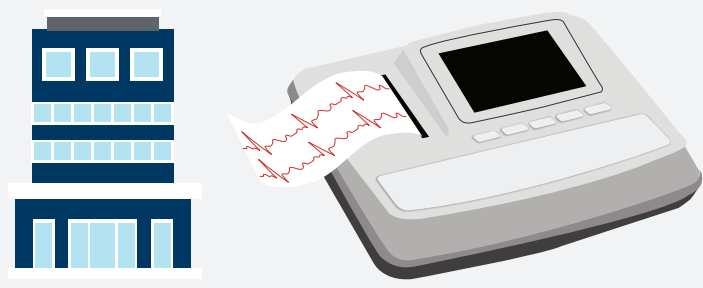
## INSTEAD, CENTRALIZE ECG COLLECTION FOR YOUR LATE-PHASE STUDY

With our SafePatient ECG solution, use validated devices to send ECG data to a centralized location where a team of experts will analyze your data accurately, ensuring you include the right patients.



IN FACT, IN A STUDY THAT ANALYZED **270,000 ECGs**

**82%** OF THE TIME, THE TWO METHODS SHOWED SUBSTANTIALLY DIFFERENT QT RESULTS



AUTOMATED ECG MEASUREMENTS AT SITE



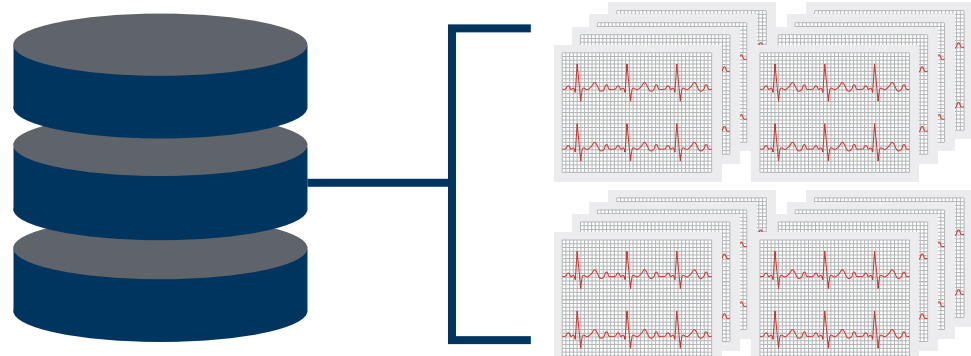
CENTRALIZED LAB READINGS



Kleiman, R., Litwin, J., Morganroth, J. (2015). Benefits of Centralized ECG Reading in Clinical Oncology Studies. *Therapeutic Innovation & Regulatory Science*, 50(1), 123-129.

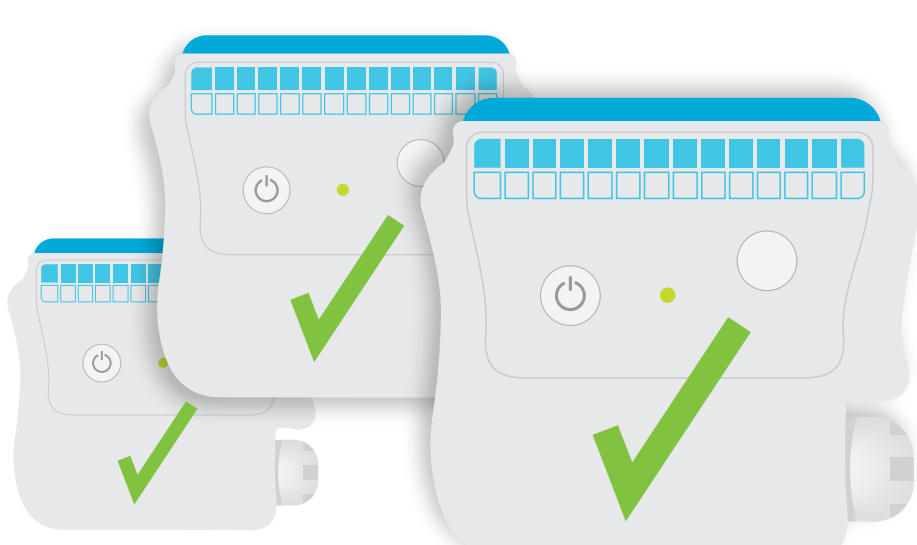
## YOU CAN'T AFFORD NOT TO CENTRALIZE

Save precious time and resources with real-time access to centralized data throughout your trial.



**ALL YOUR DATA IN ONE PLACE**  
Central access to high-quality ECG data to make smarter, safer decisions.

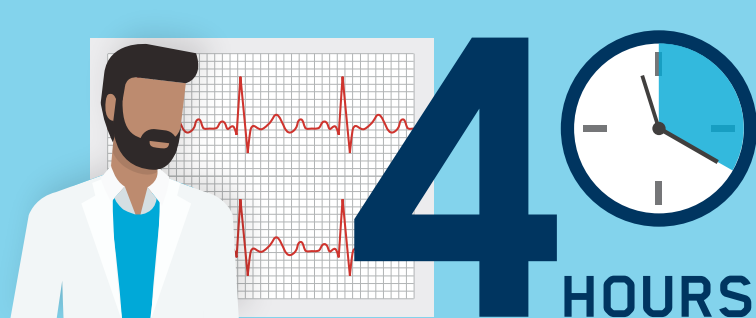
**VALIDATED DEVICES**  
We have the largest inventory of validated devices and a dedicated global logistics team.



**INCREASED PATIENT SAFETY**  
Identify QT intervals accurately to avoid false negatives or false positives—mitigating risk to the patient.

## WORRIED ABOUT AN ECG READING?

**ENSURE QUICK ENROLLMENT DECISIONS**  
Opt for Rapid ECG and let our ECG experts analyze screening and other ECGs in digital format within 4 hours of collection, before the inclusion/exclusion decision is made and while the patient is at the site. Rapid ECG also ensures fewer errors with patient discontinuations or continuations through the course of a study.



**LEARN ABOUT FIVE REASONS TO CENTRALIZE ECG DATA COLLECTION AND ANALYSIS IN CLINICAL TRIALS.**

[READ BLOG POST TO LEARN MORE.](#)

Leverage centralized data to make data-driven decisions in late-phase studies. To learn how, go to [ert.com](http://ert.com) or email [info@ert.com](mailto:info@ert.com).

