

OmniComm Systems to Present with Validic on Digital Health and the Emerging Vital Role of Electronic Data Capture

Fort Lauderdale, FL, July 25, 2016 - OmniComm Systems, Inc. (OmniComm) (OTCQX: OMCM), a global leading provider of clinical data management technology, announces that on Thursday, July 28, 2016, at 11am EDT (4pm BST/UK), OmniComm will host a complimentary webinar featuring Ken Light, EVP of Transformation and Professional Services at OmniComm Systems and Jennifer Plumer, Pharma/CRO Lead at Validic, as the keynote speakers.

In this webinar Jennifer Plumer, Pharma/CRO Lead, Validic, and Ken Light, EVP of Transformation and Professional Services, OmniComm, will discuss the digital health market and the tremendous positive impact it can have for clinical research right now and in the coming years. The speakers will also explore electronic data capture's (EDC) vital role as the industry continues to move away from a traditional "manual data transcription" paradigm into the emerging "electronic direct source capture" paradigm, and how to assess to what extent an EDC provider is positioned to address the new landscape.

For more information or to register for this free webinar visit: [Digital Health and the Emerging Vital Role of EDC](#).

As technology continues to advance at an increasingly rapid pace, the clinical research industry has been more conservative in the adoption of new tools and innovations. However, mass adoption of technologies in favor of the transformative value proposition that such advances provide ultimately occurs. EDC, is the foremost example of a transformative technology that took 20 years to evolve, from a concept in the late 1980's into the standard approach for collecting patient CRF data today. EDC has delivered tremendous value to research organizations by enabling a more accelerated review of higher-quality data, accompanied by significant resource efficiencies and cost reductions.

Another more recent example of an innovation that stands to revolutionize clinical trial processes is digital health technologies. These technologies, including wearable fitness devices, in-home clinical-grade devices, sensors and health applications, collect meaningful patient-generated health data (PGHD) directly from trial participants at home and as they go about their daily activities. Today, sponsors are beginning to utilize digital health technologies to enable sponsors to streamline subject recruitment, remote patient monitoring, medication adherence and post-marketing research. However, given the transformative potential that these devices provide for clinical research and the robust infrastructure and services already in place to enable effective collection and management of PGHD, broader adoption of digital health technologies is occurring quickly.

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About Validic

Validic provides the industry’s leading digital health platform connecting pharmaceutical companies, providers, payers, wellness companies and healthcare IT vendors to health data gathered from hundreds of in-home clinical devices, wearables and consumer healthcare applications. Reaching more than 223 million lives in 47 countries, its scalable, cloud-based solution offers one connection to a continuously expanding ecosystem of consumer and clinical health data, delivering the standardized and actionable insight needed to drive better outcomes and streamline clinical trial processes including remote patient monitoring, recruitment and pre-clinical and post-marketing research. Validic was named to Gartner’s “Cool Vendors” list and received Frost & Sullivan’s “Best Practices and Best Value in Healthcare Information Interoperability” and “Top 10 Healthcare Disruptor” awards. To learn more about Validic, follow Validic on Twitter at @validic or visit <https://validic.com>.

About OmniComm Systems, Inc.

OmniComm Systems, Inc. is a leading strategic software solutions provider to the life sciences industry. OmniComm is dedicated to helping the world’s pharmaceutical, biotechnology, contract research organizations, diagnostic and device firms, and academic medical centers maximize the value of their clinical research investments. Through the use of innovative and progressive technologies these organizations drive efficiency in clinical development, better manage their risks, ensure regulatory compliance and manage their clinical operations performance. OmniComm provides comprehensive solutions for clinical research with an extensive global experience from over 4,000 clinical trials. For more information, visit www.omnicomm.com.

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