



FOR IMMEDIATE RELEASE

New Health Research Organization Launches in St. John's

Research Avenue is the first of its kind in Newfoundland and Labrador

December 19, 2012, St. John's, NL – Newfoundland and Labrador's first contract health research organization, Research Avenue, has launched in St. John's. Research Avenue specializes in providing health outcomes research services to healthcare and life science organizations. The company's services enable these organizations to evaluate the real-world efficacy, safety and costs associated with healthcare services and medical products.

The health outcomes research business is a quickly growing segment of the contract research organization industry, and is estimated to become a \$4 billion industry by 2015. "A combination of industry demand and outstanding local infrastructure has made it possible to establish Research Avenue," said Dr. Tyler Wish, President of Research Avenue. "The Province of Newfoundland and Labrador has made a tremendous investment in healthcare and medical research infrastructure over the past decade, which has created the ideal environment for Research Avenue to provide exceptional solutions for its clients and to be competitive in the marketplace."

Innovative local infrastructure is encouraging growth in the local life-science sector. The Newfoundland and Labrador Centre for Health Information (NLCHI) is the most advanced electronic health records system in Canada. This resource is a valuable asset for conducting real-world health economic and observational research. Memorial University is also an integral part of provincial infrastructure development, as the university is expanding its Faculty of Medicine, which will include a state-of-the-art genomics research facility, the Craig L. Dobbin Genetics Research Centre.

Unique genetic research opportunities are also associated with the Newfoundland founder population. Viewed as a world-renowned resource for investigating medical genomics and developing applications for personalized medicine, the province's population is one of the world's few genetic isolate founder populations, and has been shown to have the greatest generalizability to Caucasian populations compared to all other founder populations.

"The province is unique from a medical research and development perspective, and that is now attracting significant interest and investment from both the public and private sector," said Dr. Pat Parfrey, Honorary Scientific Advisor, Research Avenue, and Research Professor at Memorial University of Newfoundland.

Housed within the Genesis Centre at Memorial University, Research Avenue is developing partnerships with Atlantic Canadian and national healthcare and life science organizations. The company and its founder, Dr. Tyler Wish, are currently undertaking several projects within Newfoundland in collaboration with the Provincial Department of Health and Community Services, Eastern Health, the Patient Research Centre at Memorial University, and the Heart and Stroke Foundation of Newfoundland and Labrador.

"Newfoundland and Labrador must continue to grow and diversify its knowledge-based economy. Research Avenue creates opportunities for growth, innovation and commercialization, specifically within our life sciences sector," said Natasha Hudson, Business Development Coordinator, Newfoundland and Labrador Association of Technology Industries.



About Research Avenue

Research Avenue is a health outcomes research company that provides research solutions for healthcare and life-science organizations to generate the real-world evidence necessary for product development, regulatory approval, market access decision-making, and post-marketing drug surveillance. The company has expertise across a spectrum of health research disciplines and in conducting interventional, observational and genomic research. For more information, please visit researchave.com.

-30-

For media enquiries, please contact

Laura Barron pr@dcdesignhouse.ca 709-740-7247