



BIO-IMAGING  
Technologies

**Company Contact:**

**CapMed**

Wendy Angst, General Manager  
(267) 757-3000

**Media Inquires:**

**KNB Communications**

Christopher Capot  
(212) 505-2441

**Investor Relations:**

**Porter, Levay, and Rose**

Linda Decker  
(212) 564-4700

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**FOR IMMEDIATE RELEASE**

**CapMed to Offer Personal Health Record Users ‘Smart Messaging’ that Delivers Actionable Health Information**

*Users receive personal health messaging through their PHRs, secure messaging, or text messaging to mobile phones.*

**NEWTOWN, PA, Sept. 4, 2008** – CapMed (<http://www.capmed.com>), a division of Bio-Imaging Technologies, Inc. (NASDAQ: BITI), and provider of interactive personal health management solutions, today announced that it will begin offering “smart messaging” to users of its award-winning Personal Health Record (PHR) through a gaps-in-care protocol engine within the PHR. The gaps-in-care engine analyzes both user-entered and electronically provided personal health information to notify users of needed care or to trigger information alerts within the PHR.

“Smart messaging supports CapMed’s ongoing commitment to engage users in better health management by providing solutions that are both personal and actionable, enhancing PHR for both consumers and our partners such as health plans, employers and hospitals,” said Wendy Angst, General Manager of CapMed. “Structured around a comprehensive review of PHR information using nationally recognized guidelines, smart messaging delivers quality support to individuals and care team members, ensuring that preventive and follow-up care are completed on schedule.”

Users of CapMed’s PHR receive personally relevant information on treatment options, providers, support groups, clinical trials, medication recalls, alerts for values out of normal range data and reminders for continued care. For example, a 55-year-old woman would receive reminders to make her annual mammogram appointment based on the date of her previous exam, while a patient with diabetes would receive

an alert to schedule foot and eye exams even if no previous records of eye and foot exams were present within the PHR.

CapMed's smart messaging can be sent directly to a user of CapMed's PHR and displayed on their PHR dashboard (a dashboard view of health status and action items), sent via secure email, or text messaged to a mobile phone. With the user's permission, messages can also be sent to a user's physician or other care team members. CapMed messages often contain live links that enable the user to refill a medication, schedule a test or simply review additional health content.

CapMed's smart messaging is powered by a gaps-in-care protocol engine, which is focused on best practice clinical guidelines. The engine compares available data against nationally recognized electronic health guidelines to produce evidence-based messaging on an individual's health status.

### **About CapMed**

CapMed, a division of Bio-Imaging Technologies, Inc., is the cornerstone of Bio-Imaging's Personal Health Management Division. CapMed is the leading provider of personal health management solutions for hospitals and health systems, providers, managed care, employers and pharmaceutical companies, with more than 600,000 distributed to date. These solutions enable patients to monitor and manage their health and to improve communications with care providers, ultimately improving outcomes and reducing costs of care and are available in multiple formats: onlinePHR, icePHR, icePHR *Mobile*, desktopPHR, and the Personal HealthKey. CapMed offers custom development to organizations who want to add unique or proprietary capabilities to the platform. For more information on the CapMed Personal Health Management Solutions, please visit [www.CapMed.com](http://www.CapMed.com).

### **About Bio-Imaging Technologies, Inc.**

Bio-Imaging Technologies, Inc. is a healthcare contract service organization providing services that support the product development process of the pharmaceutical, biotechnology and medical device industries. The Company has specialized in assisting its clients in the design and management of the medical-imaging component of clinical trials since 1990. Bio-Imaging serves its clients on a global basis through its Core Labs in Newtown, PA, and Leiden, The Netherlands, along with business offices in PA, MA, The Netherlands, Germany and France. Phoenix Data Systems, Inc., a subsidiary of Bio-Imaging Technologies, is a leading global clinical data services provider of electronic data capture (EDC) services and a comprehensive array of broadly interoperable eClinical data solutions to the pharmaceutical and biotechnology industries. Phoenix Data Systems delivers full service EDC, a unique combination of electronic data capture, interactive voice response, reporting, and data management solutions. Through its CapMed Personal Health Management Suite, Bio-Imaging provides its Personal HealthKey\* technology, the Personal Health Record (PHR) software, and CapMed Patient Portal allowing patients to

better monitor and manage their health care information. Additional information about Bio-Imaging is available at [www.bioimaging.com](http://www.bioimaging.com).

*Certain matters discussed in this press release are “forward-looking statements” intended to qualify for the safe harbors from liability established by the Private Securities Litigation Reform Act of 1995. In particular, the Company’s statements regarding trends in the marketplace and potential future results are examples of such forward-looking statements. The forward-looking statements include risks and uncertainties, including, but not limited to, the consummation and the successful integration of current and proposed acquisitions, the timing of projects due to the variability in size, scope and duration of projects, estimates and guidance made by management with respect to the Company’s financial results, backlog, critical accounting policies, regulatory delays, clinical study results which lead to reductions or cancellations of projects, and other factors, including general economic conditions and regulatory developments, not within the Company’s control. The factors discussed herein and expressed from time to time in the Company’s filings with the Securities and Exchange Commission could cause actual results and developments to be materially different from those expressed in or implied by such statements. The forward-looking statements are made only as of the date of this press release and the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstance. You should review the Company’s filings, especially risk factors contained in the Form 10-K and the recent form 10-Q.*