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New Survey on Pollen.com Helps Visitors Manage Allergies

QualityMetric's Rhinitis Impact Survey featured on popular allergy website

Lincoln, RI - December 1, 2009 - QualityMetric Incorporated and Pollen.com, the most visited allergy site on the web, announce the availability of the Rhinitis Impact™ Survey. This instant, interactive survey takes just minutes to complete and allows visitors to determine how much their allergies are impacting their quality of life. Upon completing the survey, allergy sufferers can print the results of the survey to share with their healthcare provider to help manage their condition.

"Pollen.com's mission is to improve the quality of life of allergy sufferers through timely and accurate information," says Glenn Connery, associate director of the application development/web group for SDI, the company behind Pollen.com. "The Rhinitis Impact Survey offers visitors an easy way to determine if their allergies are under control and helps them communicate better with their healthcare provider if they decide to seek additional treatment. It's a perfect complement to our up-to-the-minute allergy forecasts and extensive allergy resources."

"We are thrilled to be working with SDI on this consumer education initiative," says Jeff Hallowell, Vice President for Business Development at QualityMetric. "Measuring health and helping people understand how their health is impacting their daily lives is what QualityMetric is all about. This is an opportunity to make a real difference for allergy sufferers."

Rhinitis is one of the most common conditions in the United States. According to the American Academy of Asthma, Allergy and Immunology, it affects more than 50 million people, and millions of school and work days are lost every year as a result. There are allergic (seasonal and perennial) and non-allergic forms of rhinitis. QualityMetric's Rhinitis Impact Survey is for allergic rhinitis and is intended for those age 18 or older.

Visit www.Pollen.com to take the survey and learn more about current and predicted pollen levels, pollen histories, e-mail alerts, and educational materials on how to manage seasonal allergies. To learn more about QualityMetric's other health surveys, visit www.qualitymetric.com.

About QualityMetric Incorporated

QualityMetric works with the world's largest healthcare and life sciences companies to measure health outcomes. Our products help market new drugs and biologics, track health improvement or decline, screen populations for disease, and identify future health risks. QualityMetric's patient-reported outcome (PRO) surveys provide scientifically valid assessments of both physical and mental health. Our PROs include the SF-36v2®, SF-12v2®, and SF-8™ Health Surveys, the SF-10™ Health Survey for Children, Asthma Control Test™ (ACT™), Pain Impact Questionnaire™ (PIQ-6™), and DYNHA® Dynamic Health Assessments. Our Outcomes Insight Consulting™ Division can develop customized PROs and provide in-depth analysis of the results. Visit us at www.qualitymetric.com.

About SDI

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world's top 50 pharmaceutical and biotech firms as its clients. For more information, visit www.sdihealth.com.

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