

## Press Release

23 January 2020



KEYRUS  
insight into value

### **MedQualis becomes Keyrus Life Science, the first Connected-CRO (C<sup>2</sup>RO), designed to accelerate the Health industry's digital transformation.**

KEYRUS  
life science

**Levallois-Perret, 23 January 2020:** an international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, the **Keyrus** Group announces a change in the name of **MedQualis**, which becomes **Keyrus Life Science** in Canada and the USA, the first Connected-CRO (C<sup>2</sup>RO) designed to facilitate and accelerate the digital transformation of enterprises in the Health sector.

*"The development of **Keyrus Life Science** is based on the premise that it is only by giving meaning to data that mankind can solve the major health issues it must tackle as quickly as possible", declares **Brigitte Marcheterre**, General Manager of **Keyrus Life Science**, Canada and USA. "**Keyrus Life Science** is a unique Connected Clinical CRO that enhances the performance and speed of execution of clinical trials by valorizing extended data."*

**Keyrus Life Science** helps connect industry expertise, Life Data Sciences and Digital Enablement to fully leverage both Clinical Research ecosystems and Real-World Evidence/RWE in healthcare, thus enhancing the reliability, innovative capacity, agility, and, above all, speed of execution of Clinical Research activities.

By capitalizing on digital technologies, data sciences and honed industry expertise, **Keyrus Life Science** creates a unique value proposition.

**Keyrus Life Science** unlocks for its clients the means to achieve digitalization across all Life Science industry segments and throughout all phases of the R&D cycle, from the earliest clinical stages, through to Real World Evidence and insights in a post-marketing setting.

*"**Keyrus Life Science** fits into the **Keyrus** Group's vision and shares both its values, and its keen innovative spirit", declares **Eric Cohen**, CEO of **Keyrus**. "**Drawing upon highly original ways of using and valorizing health data, Keyrus Life Science's** proposition is unique in the market today. Combined with the **Keyrus** Group's longstanding Data-Digital expertise, **Keyrus Life Science's** offering thus brings innovative and concrete solutions to companies in this sector to help them provide effective answers to the major health issues."*

MARCHÉ DE COTATION  
Eurolist d'Euronext – Paris  
Compartment C

CODE ISIN  
FR00040229411

REUTERS  
KEYR.PA

BLOOMBERG  
KEY :FP

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[www.keyrus.com](http://www.keyrus.com)

Benefiting from over 20 years' experience, **Keyrus Life Science's** services and offerings cover all aspects of Clinical Research, both current and future:

- **C<sup>2</sup>RO:** Regulatory affairs, Clinical operations, Data management, Statistics, Medical writing
- **Life Data Sciences:** Real-World Data analytics, Health data insights, Smart Study Planner®, Artificial Intelligence
- **Digital Enablement:** Digital platforms, Wearables, Digital patient recruitment, e-Health solutions

By improving data collection and quality, patient recruitment and adherence, and by making sense of extended ecosystem data, **Keyrus Life Science** contributes to enhancing Clinical Research & Development practices to promote better healthcare!

**Keyrus Life Science** has more than 300 employees and operates in Europe, North America, and the MEA regions.

More information at: [www.keyruslifescience.ca](http://www.keyruslifescience.ca)

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## ABOUT KEYRUS

### Keyrus, creator of value in the era of Data and Digital

An international player in consulting and technologies and a specialist in Data and Digital, **Keyrus** is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate new drivers of growth and competitiveness.

Placing innovation at the heart of its strategy, **Keyrus** is developing a value proposition that is unique in the market and centred around an innovative offering founded upon a combination of three major and convergent areas of expertise:

- **Data Intelligence :**  
Data Science – Artificial Intelligence - Big Data & Cloud Analytics – Business Intelligence – EIM – CPM/EPM
- **Digital Experience :**  
Innovation & Digital Strategy – Digital Marketing - DMP & CRM – Digital Commerce – Digital Performance – User Experience
- **Management & Transformation Consulting :**  
Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in 19 countries on 4 continents, the **Keyrus** Group has more than 3,300 employees.

**Keyrus** is quoted in compartment C of the Eurolist of Euronext Paris  
(Compartment C/Small caps – ISIN Code: FR00040229411 – Reuters: KEYR.PA – Bloomberg: KEY:FP)

Further information at: [www.keyrus.com](http://www.keyrus.com)

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