



FOR IMMEDIATE RELEASE

SMi Source™ Projected to Hit Over One Million Views

SAN DIEGO, CA. (08-05-2021) ScienceMedia announces SMi Source, the world's largest, mobile-enabled disease and clinical education resource for life sciences, will reach over one million views in 2021. Life science professionals access SMi Source on average every nine seconds of every workday throughout the year.

SMi Source improves on-the-job clinical competency by teaching complex medical science more efficiently and effectively. With over 16,000 microlearning modules and more than 400 complete courses, SMi Source is used by pharmaceutical, biotech, and clinical research organizations across all divisions. It is the only disease and treatment microlearning library for the life sciences.

SMi Source uniquely combines Google-like search simplicity with accurate, reliable, and up-to-date medical education presented in an engaging YouTube-like format. Ensuring the quality and credibility that users expect, the team of medical and clinical writers and graphics artists includes experts across therapeutic areas with a combined professional experience of just under one hundred years.

In early 2020, to support the ongoing effort of the pharmaceutical industry to fight the COVID-19 pandemic, ScienceMedia extended its online medical learning library to support the rapid education of key personnel. SMi Source's mobile-enabled, 24/7 accessibility afforded medical affairs professionals, clinical researchers, site staff, and commercial teams the ability to maximize our industry's impact during the public health crisis.

ScienceMedia's CEO and inventor of SMi Source, Mark Surles, states, "This is a very exciting time for our company. Having SMi Source in nine of the top twenty life science companies and growing is a significant achievement. The tenth-anniversary release of SMi Source this fall further expands the accessibility and ease of navigation for all users. We are thrilled to see the growing usage as we continue to expand our medical and science library."

To experience SMi Source's vast microlearning library, sign up for an individual trial account.

About ScienceMedia

ScienceMedia improves clinical competency through innovative multimedia. SMi Trial™ for site-based trials, and SMi Trial^D for decentralized or hybrid trials, mitigate clinical risk and decrease trial cost by optimizing study compliance throughout the lifetime of your clinical trial. SMi Source provides just-in-time and detailed information on diseases and clinical trial topics through a mobile-enabled, cloud-based medical science with 16,000+ microlearning topics and 400+ complete courses. For

ongoing insight about proven clinical trial performance solutions, follow ScienceMedia via LinkedIn or our blog.

Contact:

Jen Pfau

jpfau@sciencemedia.com

(805) 452-1795