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BBK WORLDWIDE ANNOUNCES BIO NOTIFIER® PLUS
Matchmaking Success for Global Clinical Trial Enrollment

BOSTON — The data is in, and the results point to the combination of technology and service made possible by BBK Worldwide (BBK) that ensures highly qualified specialists are referring to and participating in clinical trials. A three-pronged effort, BBK's *BIO Notifier® Plus* utilizes a global opt-in physician database; a proprietary rating and ranking system; and unparalleled in-country direct physician contact to bring best-in-class specialists to the clinical trial arena.

BBK's patented patient recruitment portal, TrialCentralNet (TCN®), stores detailed recruitment data for hundreds of trials. "It is clear that the art and science of matchmaking physicians to trials requires a combination of technology and service to maximize efforts," said Matt Kibby, principal, technology and innovation, BBK Worldwide.

The trials supported by BBK are statistically recorded as the more difficult trials for which to recruit—rare diseases, trial competition, short recruitment time frames, and the like. This means that the data collected within TCN represents the most compelling of recruitment cases. In study after study, investigators recruited by BBK enrolled patients with greater precision—shorter time frames, higher enrollment rates, and lower retention issues—than those sites selected by the sponsor or the CRO. "It's all about the nuances of the match, and this is where you need experienced consultants to utilize the right data at the right time and know how to translate the analysis into tactics. The data collection is enhanced by physician performance metrics that compare the efficacy of the tactics to enrollment on a site, country, and study-wide basis," explained Kibby.

Consider the following research that guides *BIO Notifier® Plus* technology and service:

- In site selection, physician referral networks and patient panels are particularly critical when the doctor is less inclined to accept advertising-referred patients;
- Patient flow at the site level, in and of itself, is not a correct indicator of potential enrollment success;
- The greater the attention that sites pay to recruitment data-sensitivity, the greater the likelihood of enrollment success;
- Performance during the first third of the enrollment period is a strong indicator of site ability to attain recruitment goals;

- Any kind of activity at the site level increases study awareness and leads to higher enrollment. In many cases, advertising not only provides referrals, but also leads to enrollment from the investigator's patient panel;
- In relevant countries where sites and study staff are less receptive to centralized patient recruitment campaigns, sites will enroll an average of 15 to 20 percent fewer patients than their counterparts embracing outreach techniques, as determined by enrollment projection models;
- BBK's experience has shown that sites that have recruitment, prescreening, and screening simplification tools have 15 to 50 percent greater screening rates than those that have only minimal support.

In-country site ambassadors trained to find, reach, and connect referring physicians with investigators are another critical component of *BIO Notifier*[®] Plus. BBK recently deployed members of its Patient Recruitment Global Alliance, founded by BBK, to support several rare disease trials debilitated by slow enrollment. Through networking and detective-like sleuthing, BBK secured necessary connections benefiting patients who look to clinical trials for lifesaving advances in treatment options. "The use of databases and Web outreach make a difference, but it is the in-country presence by those who intimately know and understand the healthcare landscape that tips the scales in our recruitment direction," said Therese R. Revesz, principal of GlobalReach-SBI and member of the Patient Recruitment Global Alliance.

To further enhance the efficacy and reach of *BIO Notifier*[®] Plus, BBK intends to release an upgrade to Protocol Pointers, its customizable mobile app for referring physicians and investigators. To learn more, visit shop.BBKWorldwide.com/products/BIO-Notifier-Plus.

About BBK Worldwide (bbkworldwide.com)

Founded in 1983, BBK Worldwide is the recognized global leader in patient recruitment. The company is renowned for accelerating time to market for new and improved medicines and treatments. Through its partner companies, TCN Technologies and Agency320, BBK offers the industry the most sophisticated technology, creative, and media services. BBK is certified as a Safe Harbor company.

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