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**SOPHISTICATED PLATFORM ON APPLE® IPAD® 2 LAUNCHES  
NEW ERA IN CLINICAL RESEARCH STUDY COMMUNICATIONS**

*BBK Worldwide Introduces e-Binder<sup>SM</sup> 2 at the 47<sup>th</sup> Annual Meeting  
of the Drug Information Association (DIA) in Chicago*

**CHICAGO** – BBK Worldwide, the global leader in patient recruitment for clinical trials, has revolutionized study communications for international research teams through the utilization of a secure data “tunnel” that allows biopharmaceutical companies to leverage the power of the Apple® iPad® 2 cost-efficiently. BBK is introducing the e-Binder<sup>SM</sup> 2 – an Apple iPad 2 specifically customized for the research and development community and its regulatory guidelines – at the Drug Information Association’s Annual Meeting commencing today in Chicago.

One of the major barriers to implementing a franchise or multi-study communications program using the iPad 2 – despite its convenience and effectiveness – is the risk of unpredictable monthly data costs associated with the use of a 3G network. BBK’s e-Binder 2 completely mitigates this risk. The e-Binder 2 deploys a proprietary virtual “tunnel” that permits only designated IP addresses to be accessible through a 3G network, with other sites available using a Wi-Fi connection. “By identifying this global tunnel, BBK has enabled clients to deploy the e-Binder as a work tool and be confident that data consumption is for study-related activities,” said BBK Worldwide CEO Joan F. Bachenheimer.

Today, many study protocols undergo more than five amendments. As each country’s regulatory bodies approve these amendments, the content accessible through the e-Binder 2 can be updated electronically within minutes. “Fast, accurate, and green, the e-Binder significantly reduces operational costs through savings in printing, shipping and storage,” said Matthew Kibby, BBK’s global operations leader.

Earlier this month, BBK deployed 50 e-Binders to clinical research associates working throughout Eastern Europe and Latin America to drive enrollment for a multinational multiple sclerosis study. “Rapid rollout was imperative, and BBK went from project scope to customization and in-person delivery in ten business days,” Bachenheimer said.

BBK partners with sister company TCN e-Systems to deploy patient recruitment solutions via mobile and online technologies. Direct connections between the e-Binder and the sponsor’s web-based portals, as well as content updates, are managed by TCN e-Systems. “At its core, patient recruitment success is built on strong relationships between sponsors, monitors, investigators, and study participants,” said Bachenheimer. “By harnessing the novelty and functionality of the iPad 2, the e-Binder 2 creates an immediate study community out of disparate groups located in multiple countries around the world,” continued Bachenheimer.

*BBK will exhibit the e-Binder 2 and other technology solutions for patient recruitment at the 47<sup>th</sup> annual meeting of the Drug Information Association, 19 – 23 June 2011, in Chicago (booth # 1616).*

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**About BBK Worldwide** ([www.bbkworldwide.com](http://www.bbkworldwide.com))

BBK Worldwide is globally renowned for accelerating time to market for new and improved medicines and treatments through its innovative strategies, programs, and technologies to streamline the clinical trial enrollment process. With offices in Boston, Los Angeles, London and Osaka, Japan – as well as strategic alliance partners in every world region where clinical trials are conducted – BBK Worldwide has evolved into the internationally recognized leader in patient recruitment. BBK continues to reshape the industry by combining its visionary perspective with three decades of experience enrolling thousands of clinical studies in more than 70 countries.

**About TCN e-Systems, LLC** ([www.tcnesystems.com](http://www.tcnesystems.com))

TCN e-Systems provides life sciences companies with Web-based process management infrastructure products to support patient recruitment in clinical research studies. TCN e-Systems' core product, TrialCentralNet<sup>SM</sup>, is the industry's first and most comprehensive patient recruitment management system. It enables clinical research teams to make better project management decisions throughout a clinical study's lifetime by linking multiple data sources into a metrics-driven resource. Located in Newton, Massachusetts, the company was incubated at BBK Worldwide, the industry-leading international patient recruitment company. With more than 10 years of deployment in hundreds of clinical trial recruitment campaigns, TCN e-Systems' technology is time-tested and proven to deliver faster and more successful patient enrollment.

*iPad® is a registered trademark of Apple.*

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