

patientslikeme®



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PATIENTSLIKEME AND BBK WORLDWIDE JOIN FORCES TO BRING MASS PATIENT EXPOSURE TO THE CLINICAL RESEARCH PROCESS

CAMBRIDGE and NEWTON, MA—June 14, 2011—Today, PatientsLikeMe, the leading online health platform, and BBK Worldwide, a pioneer in healthcare marketing and patient recruitment, announce an alliance to jointly offer their services to pharmaceutical companies and other industry stakeholders interested in enhancing patient recruitment and retention for ongoing and upcoming clinical research studies. Both companies have a long-standing commitment to raising awareness of trials among patients, as recently underscored by PatientsLikeMe's award from the Institute of Medicine for its new clinical trial feature and by BBK's industry-leading research, such as its widely-cited "Will and Why" surveys of global patient attitudes toward participation in clinical studies.

"There's great synergy in our two companies working together," says Joan F. Bachenheimer, founder and CEO of BBK Worldwide. "With our leading clinical trial solutions and PatientsLikeMe's unparalleled patient engagement platform, we'll be able to create a steady stream of interested and eligible clinical trial participants for clients with the greatest depth of members' health information in the industry."

Adds David S. Williams, Chief Marketing Officer of PatientsLikeMe, "This is a crucial next step in bringing exposure of clinical trials to our members, beyond just giving them access to ClinicalTrials.gov listings on our site. By partnering with BBK, an established leader in the space, we can now reach many more patients to let them know about potential clinical opportunities that address their specific, unmet medical needs."

To help expand its targeted patient population for recruitment purposes, the two companies will launch national and regional multi-media campaigns to help drive patients to sign up for PatientsLikeMe, where there are currently 100,000+ patients with more than 500 conditions. While patients will benefit from sharing their health data and experiences on the site, BBK and PatientsLikeMe will offer industry partners tiered access to interested patient members who meet their trial criteria. Trial sponsors also will be able to leverage the PatientsLikeMe platform and the BBK technological solutions and communications expertise to establish powerful retention programs.

The partners will unveil their patient recruitment and retention program at the 47th Annual Drug Industry Association (DIA) Meeting in Chicago, IL next week.

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About BBK Worldwide

BBK Worldwide is globally renowned for accelerating time to market for new and improved medicines and treatments by using innovative strategies, programs, and technologies to streamline the clinical trial enrollment process. With offices in Boston, London, Los Angeles, and Osaka – 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 its industry by combining its visionary perspective with three decades of experience enrolling thousands of clinical studies in more than 70 countries. www.bbkworlwide.com

About PatientsLikeMe

PatientsLikeMe® (www.patientslikeme.com) is the world's leading online health data sharing platform. PatientsLikeMe® creates new knowledge by charting the real-world course of disease through the shared experiences of patients. While patients interact to help improve their outcomes, the data they provide helps researchers learn how these diseases act in the real world and accelerate the discovery of new, more effective treatments. [Follow company news on Twitter.com/PatientsLikeMe and <http://blog.patientslikeme.com>]