



BBK WORLDWIDE FACT SHEET

Patient Recruitment – Uniquely Different

BBK Worldwide, an internationally recognized leader in providing patient recruitment products and services, shapes the industry by combining visionary perspective with nearly three decades of experience enrolling thousands of studies in every therapeutic category in more than 70 countries.

BBK Worldwide's mission is to accelerate time to market for new and improved medicines and treatments by streamlining the clinical trial enrollment process through innovative strategies, programs, and technologies. Advocating for patients – increasing their access and understanding of healthcare issues that affect their daily lives – continues to be at the heart of BBK's business and is reflected in our company tagline:

The Patients To Find the Cure®

Company Background

- BBK Worldwide is a privately held company, with headquarters in Newton, Massachusetts, offices in London (2007), Los Angeles (2010), and Osaka (2009), and strategic partners throughout the key regions of the globe where clinical trials are conducted.
- BBK Worldwide has worked in 72 countries and in over 50 languages. More than 70 percent of BBK Worldwide's business supports multinational clinical studies.
- In 2009, more than 80 percent of the company's revenue was from repeat business from clients, demonstrating stability and confidence during a time of flux within the industry.
- Ninety-eight percent of the studies BBK supports enroll on time, setting the standard in the industry.
- BBK Worldwide's staff of 75 demonstrates BBK's commitment to diversity with over 18 languages and 11 nationalities represented. Alone, each member is a skilled and savvy strategist; together they form the largest, most experienced, and most diverse group of patient recruitment experts in the world.
- The company's resources are enhanced by the **BBK Worldwide Alliance** – a network of partner companies that extends BBK's strategic vision to every country where clinical R&D is conducted. Members are hand-picked for their dedication to providing the expertise and knowledge needed to drive global patient recruitment. Members are located in Argentina, Australia, Brazil, China, Germany, Greece, Italy, Japan, Poland, South Africa, and Sweden.
- Founded by Joan F. Bachenheimer and Bonnie A. Brescia in 1983, BBK Worldwide is certified as a woman-owned business by the Women's Business Enterprise National Council (WBENC).
- BBK Worldwide has earned Safe Harbor certification from the U.S. Department of Commerce, in consultation with the European Commission, documenting its data privacy procedures and ensuring adequate privacy protection for all patients involved in our clients' clinical trials.

BBK Worldwide Industry Innovations

- **TCN e-Systems** provides the web-based process management infrastructure for every program implemented by BBK Worldwide. Its core product, TrialCentralNetSM, is the industry's first and most comprehensive patient recruitment management system, enabling 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.
- **Agency320** offers a complete suite of creative and media services – from conceiving, copy, and design to on-demand printing and distribution of study materials. Agency320 provides sponsors direct access to some of the leading creative experts in the patient recruitment industry today – with a depth of knowledge in both clinical research and marketing communications.

Other innovative resources introduced by BBK Worldwide include:

- **Patient Recruitment Franchise Programs** – BBK's flagship product is the FRANCHISE e-BINDERSM – a flexible and intuitive communication platform that uses the Apple iPadTM to facilitate the myriad processes necessary to effectively recruit patients for global clinical trials. This model delivers significant cost-savings in the execution of patient recruitment programs and supports efficient enrollment for multiple studies for a shared compound or therapeutic category.
- **Online Patient Communities** – a method for providing Internet-focused patients with ongoing access to a wide spectrum of condition-specific information.
- **GeoPopulation AnalyzerSM** – a technology-based service that compares a variety of data sources against a protocol to determine conditional prevalence (specific to protocol parameters) according to region, state/province, county, and postal code.
- **Cultural Adaptation** – a process for ensuring global campaigns are harmonized with the linguistic, ethnic, and regulatory environments to maximize response from patients in different regions.
- **Good Recruitment PracticeSM Initiative (GRP)** – a set of principles for improving the recruitment of patients for clinical studies. An industry-wide initiative led by BBK Worldwide, GRP provides ideal methodologies for increasing public awareness and trust in clinical research.
- **Reinventing Patient Recruitment: Revolutionary Ideas for Clinical Trial Success** (Gower Publishing, Ltd.) – BBK Worldwide's definitive guide to patient recruitment.
- **The Official MONOPOLYTM: Clinical Research and Development Edition** – an engaging introduction to the world of clinical R&D.
- **BIO NotifierSM** – a comprehensive and data-driven registry of experienced physician practices that are qualified and interested in becoming investigative sites for clinical trials.