

GLOBAL ALLIANCE

The Patient Recruitment Global Alliance - comprised of the most respected and experienced clinical trial communications and technology companies in the world - provides clinical research professionals with unparalleled patient recruitment and retention solutions uniquely suited to meet the demands of today's complex multinational enrollment challenges.

Founded by BBK Worldwide, the Alliance includes partner companies in Europe, North America, China, Japan and Australia, that serve as regional hub leaders, as well as member firms offering functional- or country-specific resources.



PARTNER PATIENT RECRUITMENT GLOBAL ALLIANCE
A BBK WORLDWIDE NETWORK



»We compose fresh solutions to achieve your goals«

We are a specialized service provider for the pharmaceutical industry.

As part of a global network, we facilitate a variety of services in Europe focused on adaptive patient recruitment for clinical trials.



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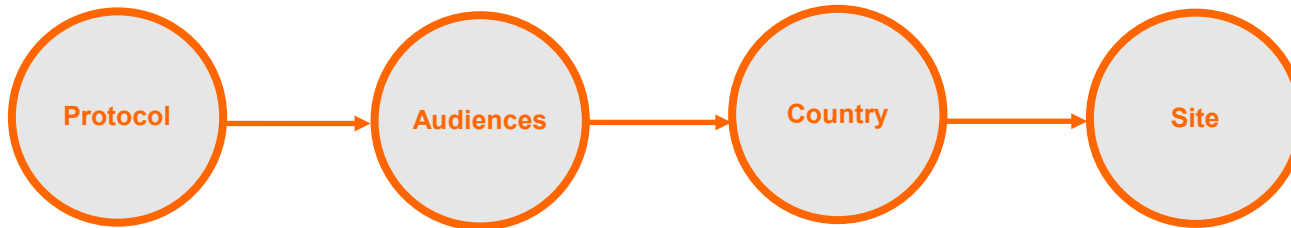


Adaptive Patient Recruitment for Clinical Trials



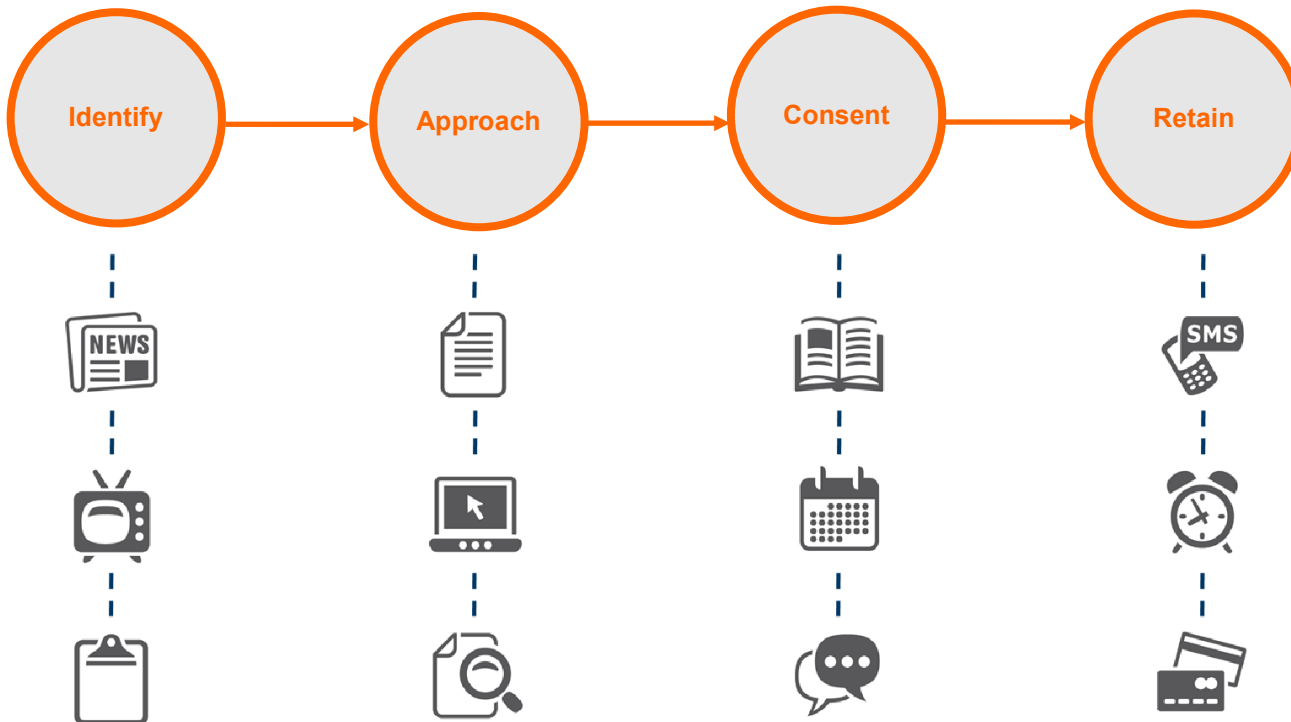
1

DEVELOPING THE APPROPRIATE STRATEGY



2

USING THE RIGHT TOOLS & SERVICES IN AN ADAPTIVE WAY



3

MONITORING THE ENROLLMENT PERFORMANCE AND ADJUSTING TOOLS & SERVICES

CORE TOOLS & SERVICES

- Study Branding and Design
- Patient and Physician Information and Awareness Materials
- Cultural Adaptation for Multinational Implementation
- Advertising Concepting, Development, and Production
- Multinational Media Planning and Placement (On- and Offline)
- Physician Awareness Outreach and Referral Triage
- Advocacy Group Outreach and Engagement
- Study Website and Call Center for Patient Prescreening
- Mobile Optimization for Increased Program Visibility
- Travel Support
- Enrollment Tracking