

Nephrology / Urology // Overview of Capabilities

Diseases of the genitourinary system can be embarrassing, frightening, and even painful. Whether for life-threatening cancers or chronic but manageable conditions, BBK creates recruitment programs that gently broach the topic and provide the information to help patients take action and move forward. As a result, study staff feel more comfortable introducing intimate topics and patients feel understood and supported in making an informed decision.



// Overactive Bladder (OAB)

Facing aggressive enrollment targets and hard-to-reach patient audiences is nothing new for overactive bladder studies. In a number of global and U.S.-based studies, BBK has worked to mitigate these challenges through effective messaging and leveraged online media to drive recruitment success and significantly boost patient referrals.



The Fosrenol[®] Patient Study
For a better understanding
of renal disease and its treatments

// Renal Disease

The many studies supported by BBK involving conditions of the kidney have focused largely on end-stage renal disease. Our campaigns have addressed the difficulties of consenting older patients who have few treatment options by training study staff to guide these patients through the typically lengthy and requirement-heavy participation period.

sex and menopause
A MEDICAL RESEARCH STUDY

// Menopause and Vaginal Atrophy

Considering the subject, it's understandable that vaginal dryness and atrophy are frequently untreated – though not untreatable – symptoms of menopause. That's why BBK's campaigns to support studies in this area have taken a pragmatic, direct, and mature tone that wins the confidence of and is appreciated by study participants.



// Benign Prostatic Hyperplasia (BPH)

BBK has conducted numerous patient recruitment and product marketing studies for BPH. Because the topic is men's sexual health, programs must strike the right balance between sensitivity and frank discussion. Just as important, these campaigns must take into account patients' concerns about cancer, if they are not yet diagnosed.



// Focal Segmental Glomerulosclerosis (FSGS)

For multinational studies of rare conditions like FSGS, sponsors rely on BBK to help determine the feasibility of achieving patient enrollment within a certain time frame – or at all. Our unparalleled market research methods and techniques extrapolate the critical data necessary for informed decision-making early in the planning process.



// Prostate Cancer

BBK has extensive experience supporting prostate cancer studies in all phases and throughout many countries. From early detection to end-stage diagnoses, BBK has created empathetic, straight-forward patient materials, engaging physician-to-physician tactics, and a customized level of site support to ensure on-time study enrollment.

Practice Enhancement // Benign Prostatic Hyperplasia (BPH)



Pilot Proves Potential // BBK devised a pilot practice marketing program that demonstrated to management significant revenue potential for both the medical device company and the physicians who used/purchased the product and disposables. Ultimately, the program facilitated “the sale” both for the sales force and for physician users.

OUR INVOLVEMENT	
Post-Product Launch	
COUNTRY	
United States	Pilot Program
AUDIENCES	
Sales Force	Most Difficult to Motivate
Existing Physician Clients	
Prospective Physician Clients	
Patients	Key Audience to Convince
Product Division Management	
KEY TO SUCCESS	
Creative Strategy	

70

Number That Counts // Shortly after the implementation of this pilot program, upper management saw a 70 percent increase in product use, raising profits both for the medical device company and for its clients.

Objectives // Increase sales and use of the client’s BPH treatment device by helping physicians reach out to patients effectively

Challenge // Creating the right tools to help the medical device company’s sales force communicate the opportunity to physicians

Results // Increased utilization by 70 percent, boosting profits for the company and its clients. Program expansion showed a three- to seven-fold overall return on investment (ROI)

Expert Analysis



The slow rate of catheter utilization for this BPH treatment device was out-matched only by the slow rate at which patients sought the care of a physician. Moreover, corporate headquarters was reluctant to fund significant product promotions without hard data showing ROI. To create

movement on all fronts, BBK devised a pilot practice marketing program to demonstrate the revenue potential both for the medical device company and for physicians. By the program’s end, BBK had increased utilization by no less than 70 percent. The client responded by quickly expanding the program, which yielded significant ROI.

Phase III Study // Overactive Bladder (OAB)



Staying on Course // With a goal to be first in class to market with its investigational drug, the study sponsor hired BBK to accelerate the recruitment process to help meet that objective. BBK conducted a recruitment planning site survey and used the findings to create a Web-based tool enabling study monitors to track ongoing randomization.

OUR INVOLVEMENT

Before First-Patient-In Date

REGIONS

Africa, Europe, Middle East

North America, Pacific Rim

450 Total Sites
in 27 Countries

AUDIENCES

Patients

Physicians

Site Staff

Most Critical
to Engage

KEYS TO ENROLLMENT

Messaging

Cultural Adaptation

3

Number That Counts // BBK created a universal study brand to unify this suite of 3 protocols. To resonate with a global community and to be easily understood in multiple languages, BBK selected the most identifiable constellations as the symbols for each of the studies, while creative use of color branded each protocol as a unique study opportunity.

Objective // Support the enrollment of 4,220 patients in 12 months for a suite of 3 global research studies

Challenges // Aggressive study enrollment schedule; competitive study recruitment environment

Result // BBK support and consultation enabled study sites to achieve enrollment more than 2 months ahead of schedule

Expert Analysis



The study sponsor was eager to achieve full enrollment of this suite of 3 global studies well ahead of the 12 months allotted. To recruit study participants as quickly as possible,

BBK developed messaging that clearly defined the study opportunity and provided communication tools to assist site staff in discussing the study with patients. In study countries where direct-to-patient outreach was culturally acceptable, BBK assisted sites in deploying media tactics that included print and radio advertisements. By continually monitoring site activity and communicating with country study managers, BBK ensured the 3 studies enrolled well ahead of schedule.

Phase III Study // Overactive Bladder (OAB)



Distinctive Campaigning // A distinctive, light approach to messaging made this campaign stand out among the numerous other OAB studies competing for patients. With the right mix of tactics, including site support, BBK was able to complete enrollment well within an aggressive three-month time frame.

OUR INVOLVEMENT	Before First-Patient-In Date
COUNTRY	United States } 78 Total Sites
AUDIENCES	Patients Family Members Study Coordinators } Most Challenging to Motivate Study Team
KEYS TO ENROLLMENT	Media Planning Study Messaging

7,141

Number That Counts // This campaign achieved aggressive enrollment targets by speaking effectively to OAB patients and by deploying tactics with precision. Within only two months, 7,141 inquiries were generated – enough to ensure significant referrals and to complete enrollment.

Objective // Support sites in recruiting 722 patients with OAB within three months

Challenges // Competing studies; other treatment options; patient embarrassment to seek treatment

Result // Within 60 days, the campaign generated 3,528 referrals

Expert Analysis



A short enrollment period, a tall order of hard-to-reach patients to enroll, and a highly competitive environment made the chances of this study's enrollment success less than optimal. But by gaining insight into the target patient, placing a highly selective broadcast schedule, and closely monitoring and supporting the study sites, BBK delivered a campaign that generated 3,528 referrals and that achieved enrollment success, paving the way for future studies with the investigative sites.

Phase III Study // Metastatic, Hormone-Refractory Prostate Cancer



Call To Action // The campaign's call to action – *It's about fighting advanced prostate cancer, cell-by-cell* – was included in all of the patient and site support materials. Illustrations suggested the investigational vaccine doing battle with cancer cells, establishing intrigue about advanced medical science at work.

OUR INVOLVEMENT	After First-Patient-In Date
COUNTRY	United States } 135 Total Sites
AUDIENCES	Patients Investigators Site Staff Referring Physicians } Most Challenging to Motivate
KEYS TO ENROLLMENT	Study Messaging Call to Action

9

Number That Counts // BBK presented nine interactive recruitment Webinars to energize sites in using the recruitment materials – coaching them in the key messages that would excite patients about the study's novel approach to their rapidly advancing disease. High performing sites shared successful techniques and others aired concerns to garner helpful suggestions.

Objective // Within 12 months, enroll 600 patients into a Phase III metastatic, hormone-refractory prostate cancer study

Challenges // Patients had only nine to 12 months of life left; broaching the topic of study participation was difficult for investigators

Results // BBK revitalized recruitment, communicating a worthy study opportunity; and the client continued to reorder materials long after BBK's involvement ended

Expert Analysis



The most crucial method of recruiting a cancer trial – the discussion between patient and physician – may sometimes be the most difficult to initiate. To give investigators a more comfortable, objective approach, BBK reframed this campaign to present the unique molecular science behind this promising vaccine. Recruitment materials included talking guides for site staffs and provided clear information about the study's purpose and potential. Ultimately, BBK rallied investigative teams and patients to a worthy study opportunity and helped move medical science a step closer to winning the fight against prostate cancer.