

## Ophthalmology // Overview of Capabilities

From public health campaigns to medical device branding programs to pharmaceutical clinical study recruitment efforts, BBK's expertise spans all age groups, demographics and ophthalmic conditions, but always reflects a commitment to education and support for the precious sense of sight.



### [ DIABETIC RETINOPATHY ] *Study*

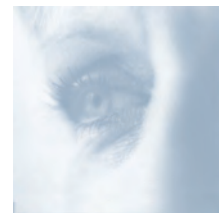
#### // Diabetic Retinopathy

Although diabetic retinopathy is a common side effect of diabetes, many diabetic patients are unaware of retinopathy and how it's treated. To support studies of this condition, BBK has worked closely with the diabetic community, including in-person interviews with patients and physicians, in an effort to find the right messaging and tone to attract qualified patients.



#### // Primary Eye Care

For studies involving general eye care (often at recognized eye care institutes), BBK has focused on building strong brands that resonate with patients and physicians to help keep them top-of-mind. In addition, BBK works to foster a close relationship with study sites to ensure best enrollment practices from screening to study completion.



#### // Laser Eye Surgery

Medical device companies are always looking to strengthen connections with ophthalmologists. To aid in this endeavor, BBK has recommended instituting relationship marketing programs that combine the presence of key trade shows with a sophisticated direct mail campaign to keep ophthalmologists up to date on the latest breakthroughs in eye care medical devices.



#### // Retinal Vein Occlusion (RVO)

BBK is keenly aware of the needs of patients who suffer from central and branch retinal vein occlusion. With RVO, the key is to create materials that are accessible to patients who are vision-impaired, as well as training site staff how to best communicate the study opportunity to an older population of patients.



#### // Age-Related Macular Degeneration (AMD)

Similar to retinal vein occlusion, this patient population has also experienced gradual vision loss. BBK's messaging positioned these types of studies as a way for patients to take a proactive step in the way they address their AMD, and to potentially help expand treatment options for those with AMD in the future.



### The MMD Study

#### // Pathogenic Myopia

Due to the limited treatment options for pathogenic myopia, BBK worked to build momentum for these studies by helping to maximize each site's ability to leverage referrals from within its own institution, as well as by utilizing a robust external physician network that worked to educate colleagues about the purpose and goals.

## Phase III Study // Age-Related Macular Degeneration



**Precision Outreach** // Unique recruitment roadblocks often develop when a study seeks to expand on knowledge of a treatment that's already on the market. BBK's direct mail and e-mail expertise helped remove those barriers when this study's enrollment was snagged by physicians who were hesitant to refer when they could prescribe the "investigational" drug themselves.

<b>OUR INVOLVEMENT</b>	After First Patient In
<b>COUNTRY</b>	United States } 60 sites
<b>AUDIENCE</b>	Referring Physicians } Most Critical to Motivate
<b>KEYS TO ENROLLMENT</b>	Messaging Direct-to-Physician Mail / E-mail

# 1,100

**Number That Counts** // By marrying the established science and new potential of the investigational drug, BBK's targeted outreach deftly appealed to ophthalmologists' key therapeutic interests. After those messages were delivered through a precision direct-to-physician campaign, the study quickly got back on track to enroll its target of 1100 patients

**Objectives** // Open a vast recruitment resource by overcoming physicians' reluctance to refer their patients to a study of an available medication

**Challenges** // Ophthalmologists could already prescribe this study's investigational drug – and were reluctant to refer elderly patients who often made up the core of the physician's practice

**Results** // An expertly targeted direct-to-physician campaign put the study's compelling rationale into the hands of ophthalmologists – breaking through their initial hesitation to refer

### Expert Analysis



This study's sponsor knew there was much more to know – and potentially much more benefit to obtain – from a treatment with which ophthalmologists were already familiar. But that familiarity stood in the way of this study designed to demonstrate the treatment's further potential: ophthalmologists could simply prescribe the medication to patients, instead of referring them to the study. This central challenge to recruitment was further complicated by the fact these patients were elderly, attached to their physicians, and valuable to their physicians as customers – not as referrals. BBK stepped in to propel enrollment past these barriers by articulating and presenting the case for ophthalmologists to support the study with referrals. Expanding the investigational drug's already considerable appeal would take clinical research efforts like this study – and this particular effort leapt forward once BBK's outreach effort opened the door for numerous new patient referrals.

## Phase III Study // Diabetic Retinopathy



**A Closer Look //** Equipped with a variety of direct-to-patient recruitment materials, sites enrolled this study of an investigational drug designed to slow the progression of diabetic retinopathy well within the 12-month recruitment period. A direct mail campaign complemented by TV advertising was responsible for generating interest in study participation.

OUR INVOLVEMENT	
Before First-Patient-In Date	
COUNTRIES	
Canada	} 32 Total Sites
United States	
AUDIENCES	
Patients	} Most Critical to Engage
Physicians	
KEYS TO ENROLLMENT	
Direct-to-Patient Outreach	
Messaging	

# 1

**Number That Counts //** This study offered patients with diabetes an easy way to find out if they were eligible for study participation – an eye exam. Patients who were found to have diabetic retinopathy qualified to take part in the study, and to have their condition potentially treated by a new drug designed to control the progression of the disease.

**Objective //** Enroll 159 patients in 12 months for a 3-year research study

**Challenges //** Placebo arm; length of study

**Result //** Study sites achieved their recruitment goals and enrolled the study enrolled ahead of schedule

## Expert Analysis



People with diabetes are at risk for diabetic retinopathy, often developing the condition but not realizing it until the disease has progressed and threatens to cause serious vision problems. For this study, BBK created a direct-to-patient outreach strategy with messaging that targeted this

population, informing them about study participation and the opportunity it offered to be tested for the condition. BBK launched a direct mail campaign and utilized TV advertising to support it. Response to the outreach strategy drove referrals to study sites across the U.S. and Canada, and the study enrolled ahead of schedule.

## Phase II Study // Myopic Macular Degeneration

**Why this clinical study may offer patients with Myopic Macular Degeneration a new outlook on recovery.**

**About Combrexastatin**  
Combrexastatin represents a new class of therapeutic compounds known as vascular targeting agents. These agents may be useful in disease conditions or pathologies where an abnormal growth of blood vessels is an underlying component to the disease and its progression. CAAP works by affecting the microvasculature that form the cytoskeleton of the endothelial cells lining the neurovasculature. When this tubulin structure is disrupted, the endothelial cells change shape from flat to round, stopping blood flow through the vessels. Combrexastatin acts primarily on the newly formed blood vessels because it is only in newly formed endothelial cells that tubulin alone is responsible for maintaining the structure.

**How CAAP Works**  
CAAP is introduced into a patient's bloodstream using a simple intravenous infusion.  
After infusion, the soluble protein rapidly distributes throughout the patient's bloodstream. Enzymes in the patient's blood convert the water-soluble prodrug into the active form of the drug.  
The active form of CAAP quickly enters the endothelial cells, the cells that line the blood vessels. Endothelial cells are particularly sensitive to Combrexastatin's effects because they are immature as compared to the more mature endothelial cells that line blood vessels in normal tissues.  
Once inside the immature endothelial cell, CAAP is able to disrupt the internal skeleton that gives the endothelial cell its characteristic flat shape. Combrexastatin does not do this to mature endothelial cells because the skeleton is maintained by Actin, which is not fully present in immature endothelial cells.  
Without an internal skeleton to maintain their elongated shape, the endothelial cells change from a flattened, arc-shaped profile to a rounded, blunted profile.  
The blunted endothelial cells effectively plug the capillaries and prevent blood flow.

**Study Participation Schedule**  
Visit 1 (May 28 at 3): Screening and Enrollment  
Visit 2 (Aug 10): Treatment  
Visit 3 (Aug 27 - 2 Sept): Primary Outcome  
Visit 4 (Aug 30 - 2 Sept): Primary Follow-up  
Visit 5 (Sep 17 - 2 Sept): Adverse Follow-up / Final Follow-up

**Referring A Patient**  
If you believe you have a patient who may be eligible to participate in The MMD Study, please contact:  
PI's name and title  
Practice Name  
Practice Address  
Practice Phone Number  
Practice e-mail address

**A New View on Treatment //** This sponsor had an innovation in its hands: a simple, novel new treatment for a rare ophthalmologic condition. Unfortunately, the study it launched to evaluate this treatment was snagged by the extremely limited patient population, and the fact that an effective treatment – albeit a more complex one – was already available. BBK was brought in to see the sponsor through this difficult recruitment scenario.

<b>OUR INVOLVEMENT</b>	After First-Patient-In Date
<b>COUNTRY</b>	United States
<b>AUDIENCES</b>	Referring Physicians Patients
<b>KEYS TO ENROLLMENT</b>	Messaging Targeted Direct Mail Campaign

10 Total Sites  
Critical to Engage

# 5

**Number That Counts //** Only about 5 percent of all patients with pathological myopia have the exact variety for which this study's novel therapy was being tested. The study's stringent eligibility criteria made that number of available patients even smaller. BBK met the challenge through tactical deployment of messages and materials.

**Objective //** Use a strategically selected set of communication tools to free up recruitment efforts snarled on daunting enrollment hurdles

**Challenges //** Study of extremely rare condition; effective treatment already available

**Results //** BBK delivered succinct, compelling communication tools to physicians through a targeted direct mail campaign – and swung recruitment back on course within a few months

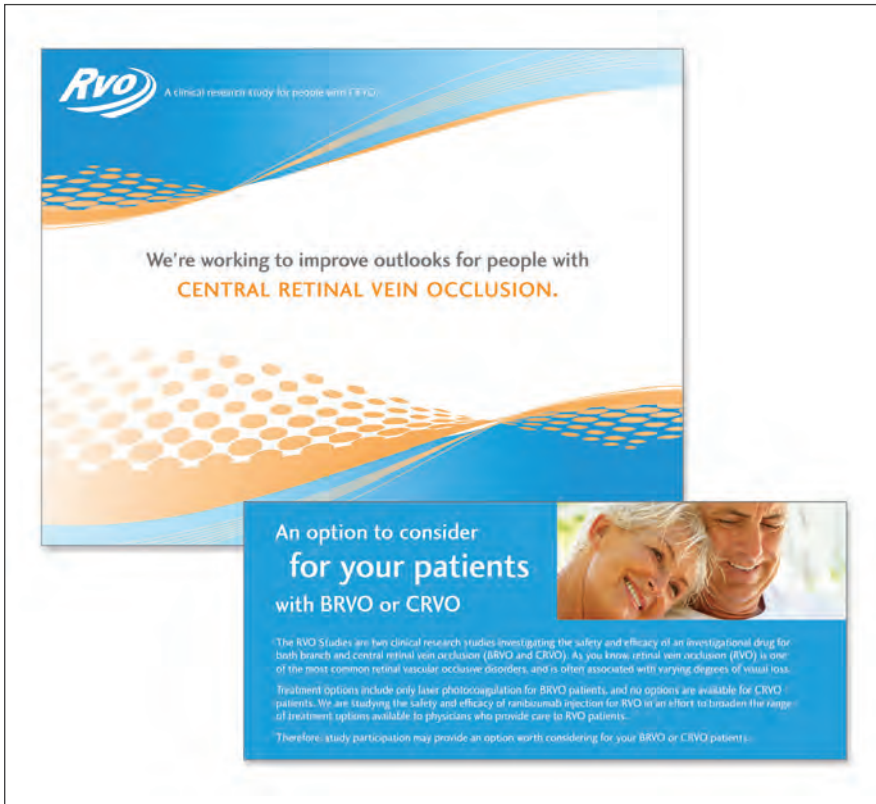
## Expert Analysis



The patients this sponsor was seeking were living with a rare form of myopia: one that was treatable, but only through an invasive, multistep procedure. The sponsor was offering the possibility of a one-step approach to addressing this condition, but was still bogged down finding eligible

patients. Ophthalmologists were hesitant to refer patients to a study when an approved treatment was available, and patients were reluctant to leave their trusted networks of eye specialists. BBK's communication toolkit and direct mail campaign eased those concerns: both clearly explained to ophthalmologists how supporting this study could lead to a robust new addition to their therapeutic arsenal. An equally robust number of referrals followed.

## Phase III Study // Retinal Vein Occlusion (RVO)



**Building Referral Networks //** To promote this sponsor's two retinal vein occlusion studies involving frequent eye injections, BBK increased study awareness by reinvigorating referral networks, creating site- and patient-facing materials, and providing consultation to sites to overcome study barriers – resulting in full enrollment weeks ahead of schedule.

<b>OUR INVOLVEMENT</b>	
After First-Patient-In Date	
<b>COUNTRY</b>	
United States	} 53 BBK-Supported Sites; 213 Total
<b>AUDIENCES</b>	
Patients	} Most Critical to Motivate
Referring Physicians	
Site Staff	
Investigators	
<b>KEY TO ENROLLMENT</b>	
Physician Referral Program	

# 5

**Number That Counts //** With approximately five months remaining, BBK helped this sponsor fully enroll both studies – a combined five weeks ahead of schedule.

**Objective //** Enroll a total of 780 patients for two studies at sponsor-selected sites within five months

**Challenges //** Condensed enrollment time line; multiple ocular injections

**Result //** Study enrollment for both studies achieved ahead of schedule

## Expert Analysis



The sponsor's initial recruitment vendor chose a direction that failed to create a compelling motivation for patients to participate, was unable to engage referring physicians, and overlooked the chance to position both studies as part of a larger effort toward improving treatment for RVO. BBK responded by creating a unified study brand that leveraged these studies as unique opportunities to address a condition with few effective treatments. BBK also initiated a referral request campaign that provided a wealth of eligible study participants, and designed additional communication materials to address enrollment barriers and educate patients about RVO and its competing treatment options.