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BBK WORLDWIDE FORESEES EXPANDING GLOBAL DEMAND FOR PATIENT RECRUITMENT TECHNOLOGY

Releases TrialCentralNetSM 5.0 to Meet Site and Sponsor Needs for Expanded Metrics that Accelerate Patient Enrollment

Newton, Mass. – Anticipating the increasing sophistication of the global clinical trial patient recruitment marketplace, BBK Worldwide announces the release of TrialCentralNetSM (TCN) 5.0, the leading patient recruitment management system (PRMS) on the market. The latest version incorporates recent advances in technology, BBK’s evolving institutional knowledge, and extensive user feedback gathered over hundreds of TCN deployments and tens of thousands of users to optimize patient recruitment planning and accelerate patient enrollment for multinational trials.

The new features and upgrades of TCN 5.0 respond to the need for a global technology specifically designed to mitigate the six key risk areas of study enrollment by providing: 1) a robust communications infrastructure; 2) tools for proactive planning of enrollment efforts; 3) targeted criteria for site selection; 4) a well-defined recruitment material development and implementation process; 5) efficiencies for enrollment of patients; and 6) instantaneous reporting on randomization and retention metrics. “For the world of increasingly savvy Internet users – the Facebook/Twitter generation – who demand interactivity, TCN 5.0 provides each study audience with secure and instant access to applicable recruitment data while safeguarding privacy and scientific validity,” said Joan F. Bachenheimer, founding principal of BBK Worldwide.

Over its 10-year history on the clinical trial market, TCN has gained a reputation for intuitive use and seamless integration into site, monitor, and clinical team recruitment activities to ease their workloads and speed recruitment. Version 5.0 expands these functions for further application to global trials. New features include instantly customizable reports, streamlined tracking of patients from prescreening to study completion, and a strengthened architecture to bring together the entire study community.

TCN 5.0 was developed by BBK’s partner company TCN e-Systems, LLC. Leading the team was Victor Bradley, director of information technology. TCN 5.0 is the product of a true collaboration by programmers, designers, data managers, and infrastructure engineers to incorporate lessons learned over the life of TCN, responses from the user community at large, and BBK’s vision of the future. “Capitalizing on newly available Internet architecture, database structure, and middleware (integration software), we have refined the underlying application of TCN for even more elegance of use and speed of information delivery,” commented Bradley.

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“For example, where previously TCN 4.0 provided faster and far more cost-effective customized recruitment reporting than any other PRMS, TCN 5.0 actually puts the power of customized reporting and data manipulation at the user level. This signals a change of focus for BBK from a reporting middleman to true data integration visionaries. Now, sponsors and other decision-makers can quickly create desired reports with just a few simple mouse clicks,” Bradley added.

From the beginning, TCN has been designed from a user perspective. In version 5.0, based partly on user feedback, BBK has added streamlined navigation and an improved graphic user interface that enables principal investigators and study coordinators to more quickly and effectively filter, sort, and reorganize patient information. “This allows sites to accurately monitor patient progress from initial inquiry to screening and from randomization through all visits to study completion,” added Bachenheimer. “We’ve always heard from sites that they view TCN as a recruitment tool that makes their jobs easier, not more complicated. That’s because BBK’s PRMS does not merely require sites to enter data for monitors and sponsors, but gives back value to the user as well.”

Other technological improvements to TCN 5.0 include improved functionality across multiple browser platforms, along with the addition of graphical displays. These enhancements support deployment across numerous countries, languages, and technologies. “TCN 5.0 retains the feature of easy integration with other clinical data systems to import critical recruitment data before the lengthy validation process,” said Bradley, “and now, on top of real-time access to recruitment data, sites can see charts of patient statuses and what recruitment tactic brought them to the study, while sponsors can view graphs of planned-versus-actual site activation rates across countries.”

The improved infrastructure of TCN 5.0 benefits all products and services of TCN e-Systems, including the BIO NotifierSM (BBK Investigator Opportunity Notification Service); GeoPopulation AnalyzerSM (for mapping of study target patient populations), Center of Excellence (for institutionalizing patient recruitment knowledge), and QuickTrainerSM (online patient recruitment training course).

About BBK Worldwide

Founded in 1983 by Joan F. Bachenheimer and Bonnie A. Brescia, BBK Worldwide is a patient recruitment and ebusiness solution company for the clinical R&D and product marketing segments of the pharmaceutical, biotechnology, and medical device industries. BBK has helped to accelerate time-to-market for new medicines and treatments by successfully supporting hundreds of clinical studies in more than 60 countries, and in all major therapeutic areas. Staffed by some of the industry’s principal thought leaders, BBK continually contributes ideas that advance the clinical development cycle. (www.bbkworldwide.com)

About TCN e-Systems LLC

TCN e-Systems, located in Newton, Mass., is an e-recruitment company focused on streamlining patient enrollment for life sciences companies through Web-based products and services that are designed to respond to the six enrollment risk areas. Founded in October 2006 by Joan F. Bachenheimer and Bonnie A. Brescia, also founding principals of industry-leading patient recruitment company BBK Worldwide, TCN e-Systems is built on 25 years of patient recruitment expertise and industry thought leadership. With years of development in actual clinical trial recruitment campaigns, TCN e-Systems’ technology is time-tested and proven to create faster and more successful patient enrollment. (www.tcnesystems.com)