



FOR IMMEDIATE RELEASE
FEBRUARY 9, 2010

Elizabeth Gargill
BBK Worldwide
+1 617.630.5513 (office)
+1 617.584.3609 (mobile)
egargill@bbkworldwide.com
bbkworldwide.com

BBK WORLDWIDE OPENS WEST COAST OFFICE

LOS ANGELES — BBK Worldwide, patient recruitment leader and clinical research and development consultancy, announces the opening of a West Coast office in Los Angeles. This expansion is a response to increasing demands from biotechnology/biopharmaceutical research sponsors for worldwide coverage to successfully meet recruitment deadlines. Building on the 2009 office opening of BBK Worldwide – Osaka in Japan, and adding to BBK’s existing global alliance network and Boston, London, and Prague locations, the Los Angeles office creates an opportunity for BBK to better serve clients in the Pacific time zone.

According to BBK Founding Principal Joan F. Bachenheimer, “Our West Coast clients operate in a hotbed of biopharmaceutical innovation. BBK’s on-site consultation better ensures their trials are primed for success with early recruitment strategies, technology, training, and tactical implementation support.”

On assignment from BBK’s global mobilization team, project and marketing experts will staff and augment the West Coast workforce, as needed, to respond directly to client and campaign needs. “Putting ‘feet on the street’ via a West Coast office means that we can better partner with clinical team leads as well as provide immediate, and if necessary, on-site enrollment coaching and training to study coordinators and site staff,” Bachenheimer added.

BBK Director of Strategic Development Andrew N. Sacher, Esq. commented, “We are finding with our presence in Osaka that real-time BBK availability in a region focused on biopharmaceutical innovation empowers clients to invest in the most advanced patient recruitment techniques. By opening the West Coast office, we anticipate spurring similar interest and commitment to enhancing clinical trial enrollment – particularly as the sheer number of biopharmaceutical studies being conducted continues to rise.”

About BBK Worldwide

Founded in 1983 by Joan F. Bachenheimer and Bonnie A. Brescia, BBK Worldwide is a patient recruitment and e-business 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. (bbkworldwide.com)

###