

HAPPY NEW YEAR With Best Wishes for 2010 from BBK Worldwide

TRENDS TO WATCH IN 2010

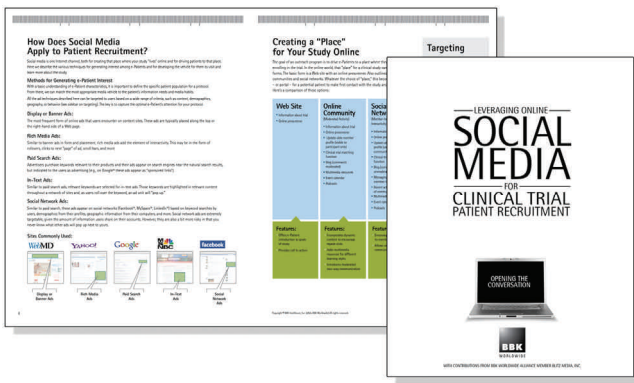
As we enter a new year, BBK highlights the following trends to watch in patient recruitment:

Bringing patient recruitment strategies to a franchise level:

We are working with many of our clients to introduce efficiencies and cost savings by expanding recruitment strategies from a protocol-by-protocol approach to a group of studies across a therapeutic area or by compound.

Formalizing recruitment feasibility processes: BBK anticipates the need for and supports the evolution of a more formalized approach to recruitment feasibility to ensure more standardized results across the industry.

Social media: This hot button issue promises to gain momentum in 2010, and BBK offers education and guidance for incorporating new media into recruitment and retention planning.



Find out more about these and other trends and how your company can capitalize on them through consultation with BBK.

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SPOTLIGHT ON ONLINE COMMUNITIES



In the continuum of social media techniques for patient recruitment, social networks offer the most engagement between patients, while Web sites mainly provide static information to visitors. Online communities are in the middle – offering information and more limited interaction. Patients register to receive information about and opportunities to consider and enroll

in clinical studies. Although patient-to-patient interaction is typically discouraged – to protect clinical data, among other reasons – interactions might include patients asking questions for response by medical research professionals, e-mail correspondence to and from the community organizer, or participation in surveys to refine community features. Dynamic, changing content engages patient interest and maintains their connection to current or future clinical studies.

[CLICK HERE FOR MORE INFORMATION](#)

UPCOMING WEBINAR ON SOCIAL MEDIA

BBK will be hosting a complimentary Webinar exploring social media methods for patient recruitment, the definition of e-patients, and how to overcome legal and regulatory concerns. Join us on either of these dates:

**Tuesday, 16 February 2010
1 p.m. EST (1800 GMT)**

**Thursday, 18 February 2010
9 a.m. EST (1400 GMT)**

[REGISTER NOW](#)

WORLDWIDE PRESENTATIONS

BBK leaders will be participating in several upcoming conferences, including:

Allan Lloyds: 2nd Annual Patient Recruitment and Retention Summit
17–18 February 2010 // Amsterdam

CHI: Third Annual Patient Recruitment in Clinical Trials
8–11 March 2010 // Philadelphia

Terrapinn: 2nd Annual World PharmaTRIALS Asia 2010
16–19 March 2010 // Singapore

SMi: Accelerating Patient Recruitment & Retention in Clinical Trials
24–25 March 2010 // London

If you plan to attend any of these, we invite you to meet with us to discuss the latest patient recruitment trends.

[SCHEDULE A MEETING WITH BBK](#)

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