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**BBK WORLDWIDE FULLY DEDICATES COMPANY TO PROVIDING
BREAKTHROUGH E-BUSINESS SUITE FOR PATIENT RECRUITMENT SUCCESS**

**Proven Technology Toolkits Now Available to Pharmaceutical,
Medical Device, and Biotechnology Companies**

Newton, Mass. – BBK Worldwide, the industry leader in clinical trial patient recruitment, today announced its new strategic and tactical business model: the development and delivery of e-business solutions that enable life science companies to gain greater self-sufficiency in controlling, monitoring, and reporting on the recruitment of their clinical trials.

Capitalizing on its 23-year history of successfully consulting with and implementing patient recruitment projects on behalf of the world's pharmaceutical, medical device, and biotechnology companies, BBK has institutionalized its knowledge and expertise into TCN e-SystemsSM, its licensable e-business patient recruitment solutions offering. With TCN e-SystemsSM, study sponsors have greater control of their clinical trials, whether they want to manage and/or deploy efforts for an entire therapeutic category, a specific protocol, or a single study site.

Throughout the life sciences industry, clinical study sponsors are becoming increasingly aware that on-time trial enrollment is dependent upon the early integration of patient recruitment considerations into the study planning process. Correspondingly, the need for a rapid and efficient, Web-based study communications infrastructure, as well as for innovative, Internet-focused physician and consumer outreach techniques, is rapidly becoming paramount.

“All the decades-old challenges of maximizing a study's enrollment potential – enrollment projection modeling, effective site selection, investigator and site staff training, accurate measurement of site performance, gauging the pace of patient recruitment, and even CRO assessment and how to identify and control clinical trials costs – can now be addressed in real-time through secure Internet connections,” says Joan F. Bachenheimer, founding principal, BBK Worldwide. “With TCN e-SystemsSM, the enrollment success we've been providing our clients can now be achieved in-house by life science companies everywhere.”

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Highly compatible and flexible, TCN e-SystemsSM is a breakthrough technology platform that forms the basis for a suite of e-business products and elective services. Each product and service is part of one of six distinct system modules, which correspond to one of the six “key risk areas” for patient recruitment intervention. The six modules of TCN e-SystemsSM are:

- **Study ForecasterSM**: planning, reporting, monitoring, and redeployment activities, displayed in easy-to-evaluate charts and graphs
- **Site OptimizerSM**: selecting the most appropriate sites and ensuring they are adequately trained
- **Patient Generator**: conducting efficient and effective patient recruitment outreach and tracking
- **Materials Manager and Approval Tracker**: developing, gaining, and tracking regulatory approvals for study materials
- **Retention and Compliance**: maintaining study participation and compliance with the protocol
- **Study Message Center**: facilitating study community training and communication

Matthew Kibby, leader of BBK’s global research and marketing division, comments, “BBK has already deployed this technology platform to remarkable success, both in the U.S. and abroad. Now, we’ve organized our infrastructure to support the sales and deployment of TCN e-SystemsSM – a technology platform around which our other e-business products and services are wrapped.”

About BBK Worldwide – www.bbkworldwide.com

Founded in 1983, BBK Worldwide is an 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 accelerate and advance the clinical development cycle. This includes, most recently, the formation of the BBK Worldwide Alliance, an international network of service providers that enables study sponsors to cost-effectively facilitate recruitment, informed consent, and study participation for widely diverse patient populations through programs and materials that are culturally relevant and educationally appropriate.

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