

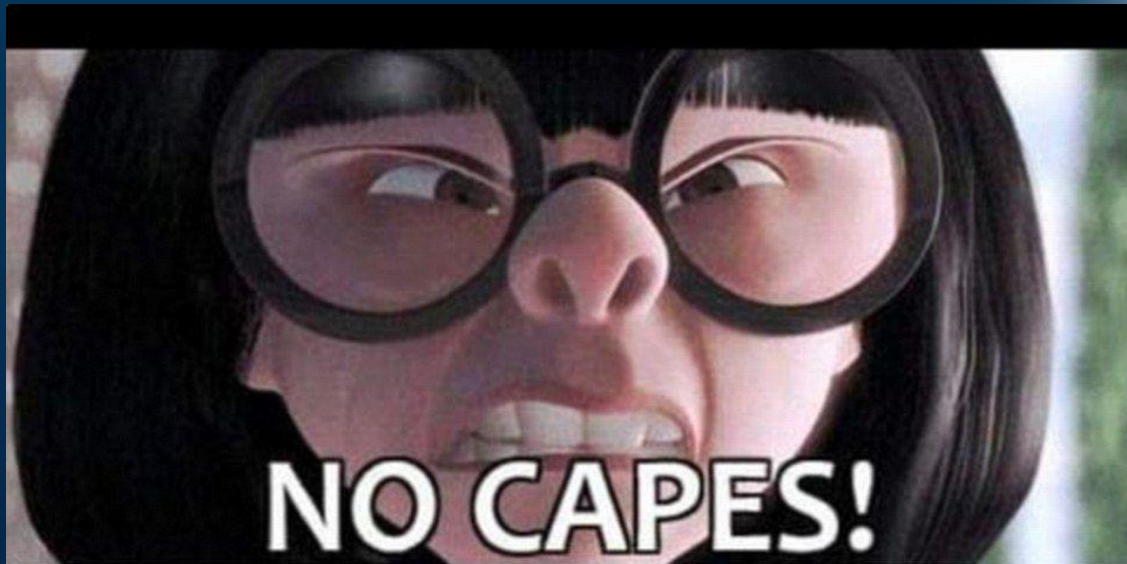
Clinical Trial Capabilities

# INTRODUCTION TO **bbk**

A Publicis Health Company

# Building the future of Clinical Trials

World class access for all



le patients  
in clinical  
ment

# Shaping the future of the clinical trial experience





**WE BELIEVE THAT  
ENGAGEMENT IS MEDICINE  
AND THAT IT CREATES OPPORTUNITIES  
FOR BETTER HEALTH OUTCOMES FOR ALL.**



# The Journey

## Strategy and Research

Know your audience and how to connect with them



## Creative Services

Turn strategies into eye catching campaigns



## Outreach Services

Reach and activate diverse patient audiences



## Site Success Services

Enhance clinical trial site capabilities



## Retention and Engagement

Managing travel, payments, decentralized services and engagement platforms



# The Journey

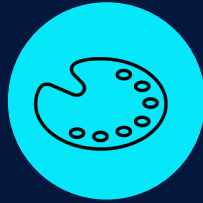
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Next-Gen Technology

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**It's one thing to  
understand who  
makes up your  
audience**









Patient & physician interviews



Surveys



Focus groups



Global marketplace intelligence



Competitive insights



Analytics & reporting



Tapping into  
**physician expertise**  
with our bespoke  
database



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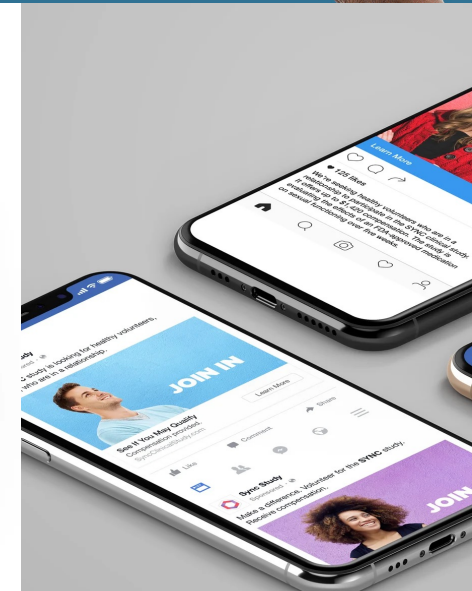
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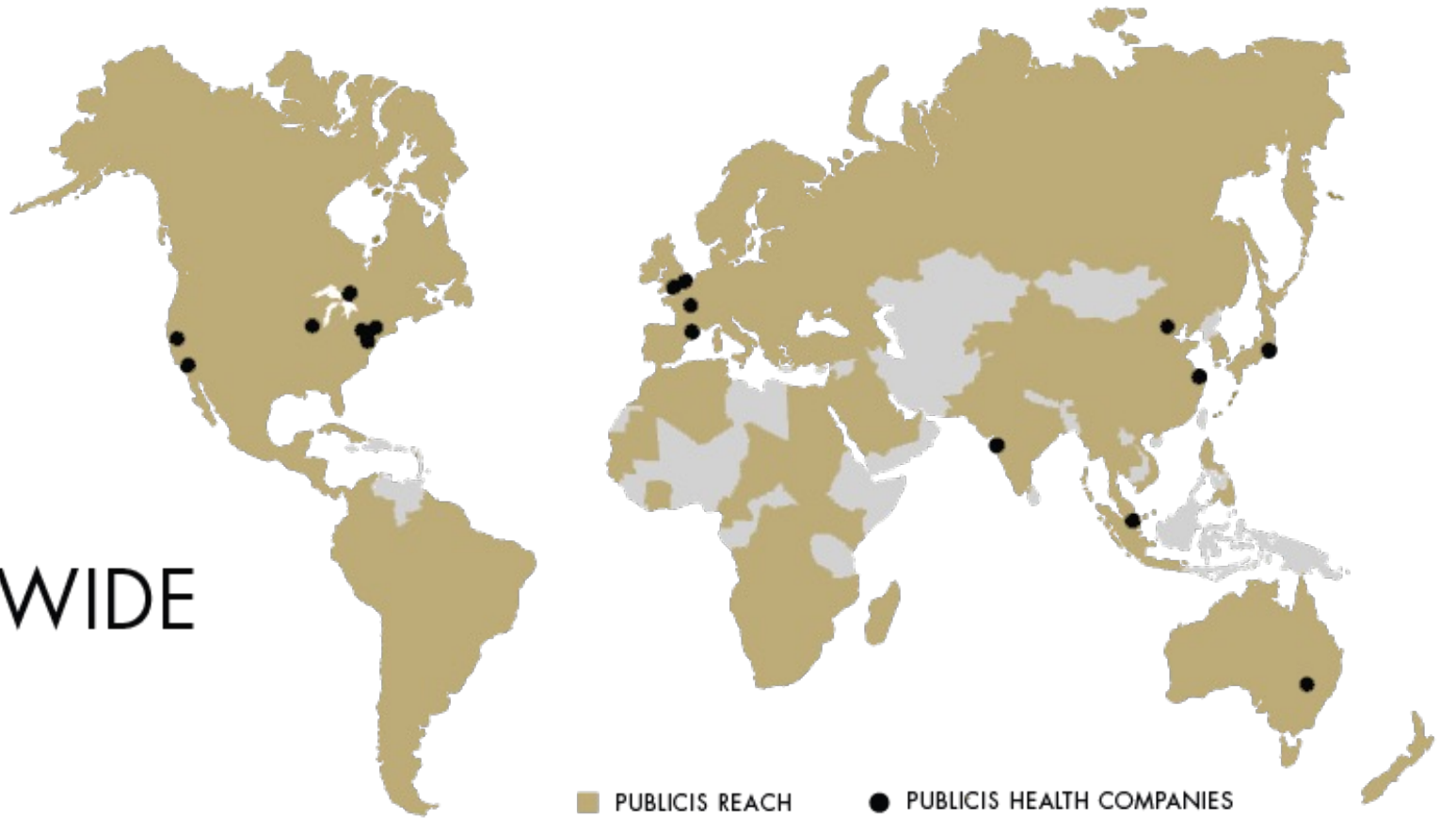




**3,000** EMPLOYEES

**11** AGENCY BRANDS

**40+** OFFICES WORLDWIDE



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# Developing the right outreach strategies and optimum tactical mix for recruitment success



Digital & streaming



Social media



Community outreach



TV & radio



Influencer outreach



Print



Out-of-home



Advocacy partnerships





We use our  
technology to  
power a hybrid  
approach for  
**more inclusive  
clinical trials**

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**Accelerates enrollment rates**



**Increases qualified referrals**



**Reduces site burden**



**Improves patient & site  
experience**

**It's not just about quick  
responses. We need to  
authentically foster connection.**





**Secondary  
screening**



**Global  
call center**



**Multiple  
channels**



**Study  
ambassadors**



**Secondary  
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**Global  
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**Multiple  
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# TCN Arrive

Ground transportation

Air travel

Hotel & housing accommodations

Visa assistance & procurement

Medical records translation

Interpreters

Nurse travel companions







**TCN Card**





Real-time payment &  
reimbursement



Available globally



Accepted where major credit  
cards are used



Alternative methods for  
restricted countries



Dedicated concierge  
specialists



Multilingual support



Works in tandem with TCN™  
Arrive



Centrally managed out of  
TrialCentralNet®

# BBK at Home



**Medication  
delivery**



**In-home  
study visits**

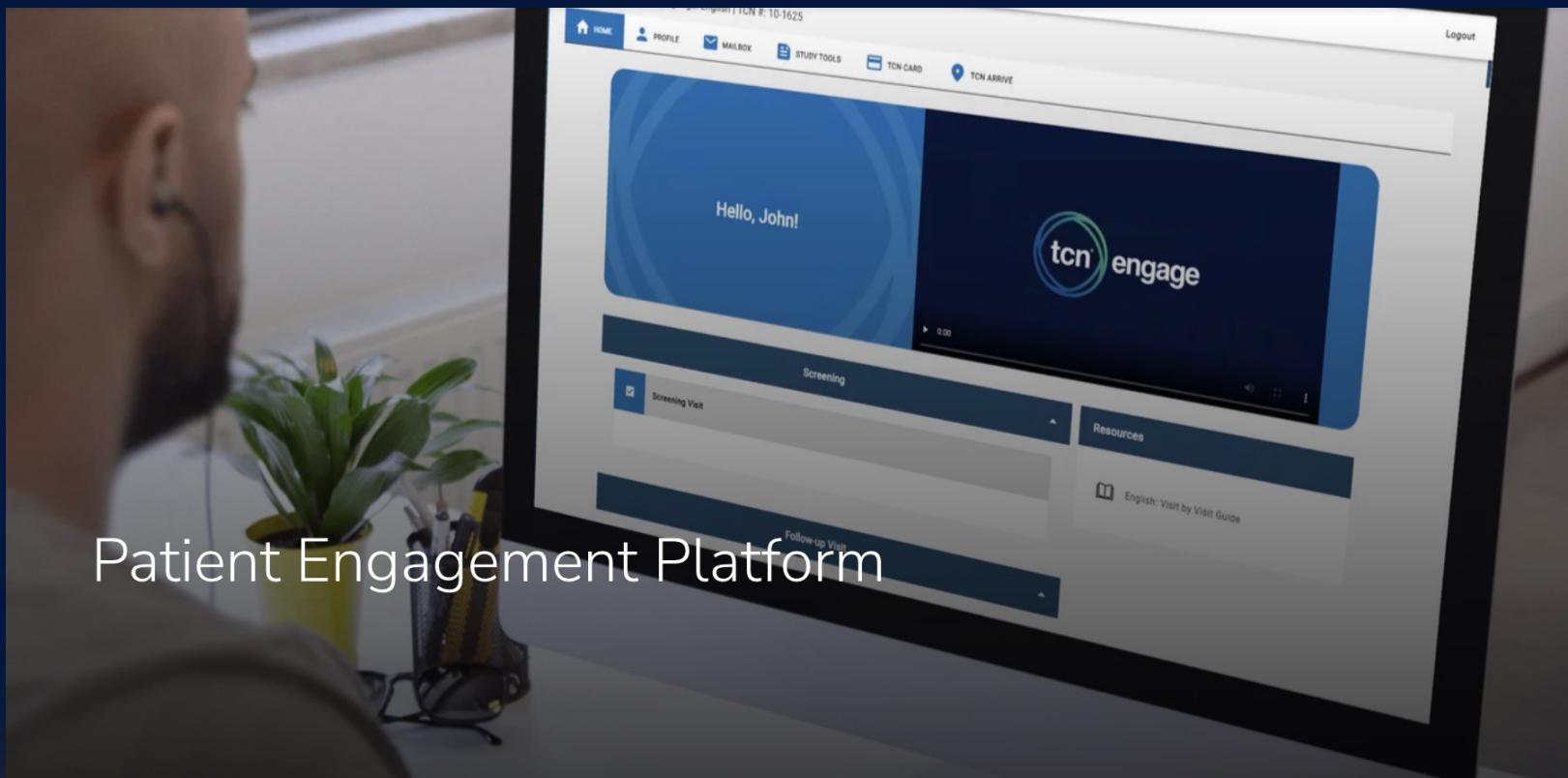


**Telehealth video  
calls**



**Voice assisted  
technology**

# Patient engagement platform



**Actionable  
insights and  
intelligence**



**Sophisticated  
algorithms**



**Assess the  
landscape before  
study initiation**



**Improve enrollment  
outcomes**





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Next-Gen Technology



**A Publicis Health Company**

**Alright. Enough  
about you.**





Let's talk **about her.**



**In 2017, State Street  
Global Advisors  
unveiled the "Fearless  
Girl" campaign.**



**Who cares?**





Who cares?



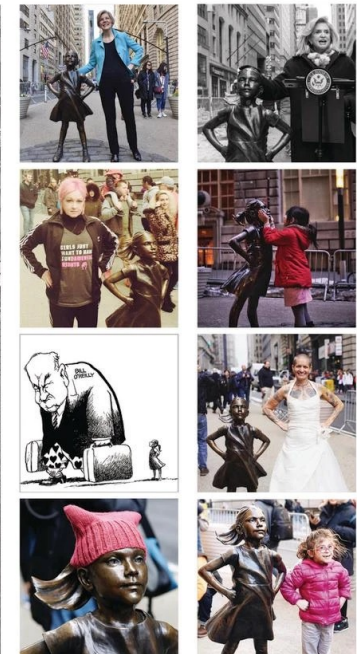
**The Statue:** The fearless young girl, embodying strength and courage.

**Social Media Frenzy:** The campaign leveraged social media, creating a viral sensation.

**Call to Action:** It urged companies to pledge support for gender diversity. And guess what? Many did!

## FEARLESS GIRL

STATE STREET  
GLOBAL ADVISORS.



Investment firm, State Street Global Advisors, wanted the world to see the power of women in leadership. This International Women's Day, we created a new symbol of power -- "Fearless Girl" -- to challenge Wall Street's Charging Bull.

Instantly, Fearless Girl became a rallying cry for women across the world. Support for her was so strong, NYC admitted her as public art, allowing Fearless Girl to remain as a permanent fixture in the city. She inspired Congresswoman Maloney to revive her Gender Diversity in Corporate Leadership Act. Most importantly, Fearless Girl reminded the world that women are not to be bullied, now or ever.

**5.3 BILLION**

TWITTER IMPRESSIONS.

**745 MILLION**

INSTAGRAM IMPRESSIONS.

**128 COUNTRIES**

COVERED THE FEARLESS GIRL STORY.

**ONE OF ONLY 6**

STATUES DEDICATED TO WOMEN IN NYC.

**384% INCREASE**

IN SHE FUND SHARES TRADED DAILY.

**379% INCREASE**

IN STATE STREET SHARE OF VOICE.

**The New York Times**

"She reminds us that while marching is important, sometimes you can make a difference by standing still."

**FORTUNE**

"The little girl has done more to raise awareness about the role of women in finance than any high-powered women's group...and she's only a few weeks old."

**THE HUFFINGTON POST**

"The 'Fearless Girl' has arrived. SHE is in our minds and bodies permanently. SHE will not be ignored. SHE will not be compromised. SHE will not be marginalized. SHE will not grow old waiting for equality. SHE is the future, and the Future is NOW."





Creative with a purpose.

**Let's Talk.**