

Innovations APPS AND WEBSITES

There are thousands of online sources dedicated to helping patients, HCPs, and consumers navigate various areas of healthcare. These are just a few of notable examples.

Apps and Websites

BBK Worldwide

- MyProtocolPal.com

EMD Serono

- checkmymeds.com

Gobiquity Mobile Health

- gobiquity.com

MicroMass

- micromass.com/time2focusdemo/

Nucleus Medical Media

- healthjourneysupport.com

UCB

- ucbares.com

► Ensuring Trial Enrollment Success

BBK's Patient Enrollment App

Nearly 40% of sites fail to meet their enrollment targets and, as a result, study timelines often end up doubling. BBK Worldwide's My Protocol Pal, launched in June 2014, helps ensure that a study is top of mind for site staff. The mobile app and cloud-based content management and engagement platform is a prescreening app that is customizable for site-specific, de-identified reporting to determine patient eligibility. It is designed to help sponsors keep sites on track by delivering key study information, tactics, and strategy so that enrollment goals can be met. The app can adapt for each protocol, making sure that eligibility requirements, schedules of activities, timing of procedures, laboratory guidelines, and study flowcharts are readily available when and where site staff need it — whether on a smartphone or tablet.

Additionally, through real-time reporting and analysis, sponsors know how each site is performing at all times and are alerted to issues such as high screen failure percentages, which if not addressed quickly will have a major impact on the study as a whole.



The Protocol Pal app is built on an intuitive cloud-based communications platform designed specifically for global studies and developed to integrate study implementation into daily activities.

