

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,



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.

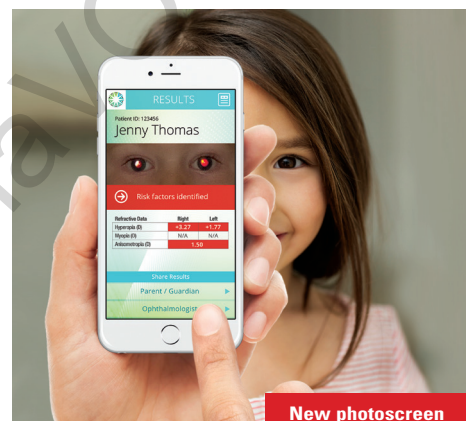
App Screens for Early Vision Loss

GoCheckKids Screens Children Younger than 5 Years

Pediatricians now have a new way to screen for amblyopia, a leading cause of vision loss in children. Gobiquity Mobile Health's GoCheck Kids is the first pediatric vision screener app designed to facilitate early detection of risk factors for children 6 months to 5 years, using a smartphone camera.

To use the app, the pediatrician takes a single photograph of the patient's eyes, and the screening technology automatically detects amblyopia risk factors in seconds. The pediatrician can then determine whether to refer the patient to an eye care specialist for further testing and treatment. About 15% of children have risk factors for amblyopia and 3% have the disease. Yet fewer than 20% of children get their vision tested. Left untreated these risk factors lead to permanent vision loss, and treatment efficacy drops significantly starting at age 5 so it must be detected and treated very early.

Led by 2013 PharmaVOICE 100 recipient CEO Andrew Burns, Gobiquity Mobile Health plans to expand the application to the adult market with vision screens for the leading causes for adult blindness, retina disease, and glaucoma.



New photoscreen app for smartphones allows physicians at the site of care to screen for vision loss risk factors.

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.

such as Wikipedia and Dr. Oz are often unreliable. Sites with more reliable information such as the Mayo Clinic and the CDC are overly text-heavy, and pharmaceutical company sites can be difficult to navigate and cause frustration for patients.

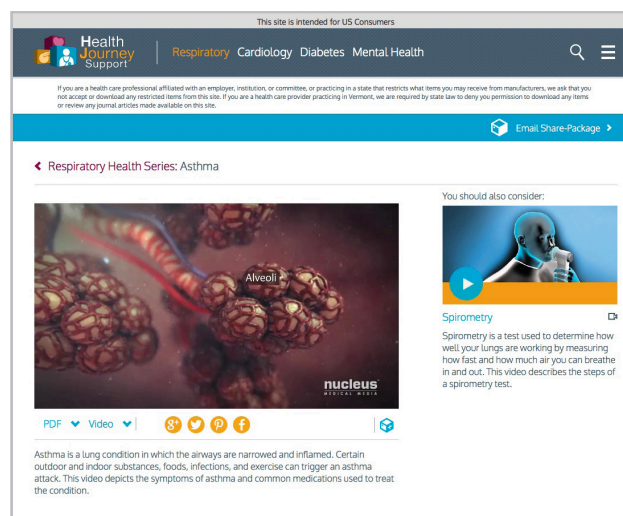
Nucleus Medical Media and AstraZeneca wanted to do something different: provide re-

An important objective for the Health Journey Support site is ensuring patients can access and understand the information through animation.

Raising Health Literacy through Animation

Health Journey Support Website

More than one-third of American adults are at or below basic levels of health literacy. The Health Journey Support website, from Nucleus Medical Media and supported by AstraZeneca US, aims to provide resources that can be used to raise health literacy among patients with chronic conditions. Popular sites





FEEL FREE TO INNOVATE

BBK WORLDWIDE IS TAKING ACTION TO PUT
mHEALTH INNOVATIONS INTO THE HANDS
OF THE PEOPLE WHO NEED THEM MOST.

Anytime-, anywhere-access to information is critical, whether for
study patients, investigative sites or sponsors of clinical research.
But without wide adoption, innovations remain conceptual.


Recent technology news has categorized the clinical R&D industry
as lackluster with regard to patient engagement innovation. And while
it's true that the industry has been slow to adopt technology in key
engagement areas, innovation in mHealth has quickly evolved with the
industry advocating for, seeking, and deploying app, online, and text
solutions to motivate clinical trial participation and awareness.

Throughout 2015, we are making the app infrastructures for
My Clinical Study Buddy® for patients and My Protocol Pal™ for sites
available free of charge for sponsor clinical teams, CROs and researchers.
By derisking innovative mHealth strategies, we aim to fuel adoption
to benefit the clinical research industry.

As an industry, we must continue to deliver innovations that enroll
trials more quickly and efficiently, and give patients the tools and
data they deserve as study participants. In very short order,
mobile is becoming the new baseline.



JOAN F. BACHHEIMER
Founding Principal



BONNIE A. BRESCIA
Founding Principal

liable information all along the patient journey, information that is accessible to those at all levels of health literacy. The website features animated videos that deliver information that is engaging, easy to understand, and memorable. The retention rate for information presented in a video can be as high as 65% (versus 10% retention for text-based information), and animation allows the patient to see inside the body in a way that is normally impossible. Physicians can also share the website's content with patients via email.

The website's responsive design enables easy access to educational materials via desktop computer, tablet, or smartphone. Portions of the content are now offered in Spanish and Polish, with additional language options in development.

► App Guards Against Fake Drugs

CheckMyMeds Enhances Patient Safety



EMD Serono's app empowers patients to authenticate their prescriptions with their smartphone.

Counterfeit medicines are an increasing problem in the United States, affecting about 38 million prescriptions each year. EMD Serono's Check My Meds is a smartphone app that puts the power to verify the authenticity of prescription medicines in the hands of patients. The app provides users the ability to scan a two dimensional barcode located on the packaging of EMD Serono's major brands and instantly receive a message back verifying the authenticity of their medication.

From the app, patients can also link to EMD Serono's patient support information, company website, submit feedback, and call the company directly.

The Check My Meds app was launched in late 2014 and EMD Serono is working with large and small specialty pharmacies at the point of sale to distribute information about the app.

Thirteen years ago, EMD Serono became one of the first pharmaceutical companies to apply a serial number to its packages in order to track them from the manufacturing site to the point of sale.

The company has upgraded its system over the years as technology has evolved, and the Check My Meds app is the latest of those advances.

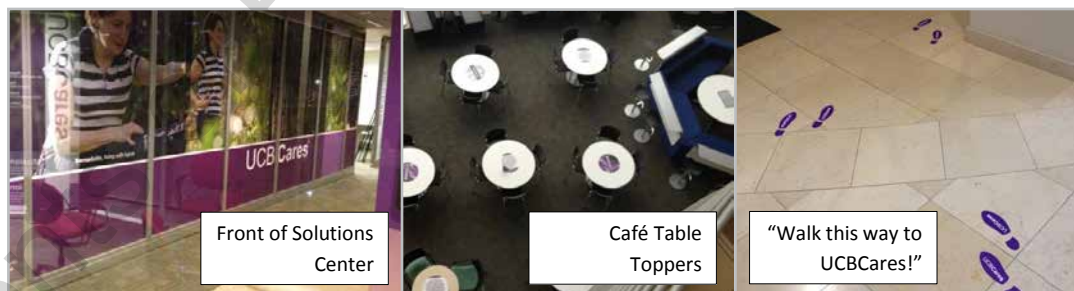
► Filling the Gap for 29 Million Diabetics

MicroMass' Time2Focus App Puts Education in Patients' Pockets

There are thousands of digital tools and resources to support patients with diabetes in managing their condition, but nearly half of all patients with type 2 diabetes still do not meet HbA1C targets of 7% or less. MicroMass addresses this problem by providing patients with a skill-building app that prepares them for the challenges and choices of living with diabetes. Patients get to practice decisions within the app and receive feedback, so that they are more prepared to overcome daily, real-world obstacles when they face them. Because the mobile app builds lasting skills in behavior, the potential health impact of the app is long term — it's like that proverb: give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime. Face-to-face education with diabetes educators is likely one of the most effective means of building patient skills. However, there are only 20,000 diabetes educators in the United States and more than 29 million patients with type 2 diabetes. The Time2Focus app fills that gap. The mobile app is currently being studied in a clinical trial to examine impact on HbA1C after 12 weeks.



With only 20,000 diabetes educators to assist more than 29 million patients with type 2 diabetes, Time2Focus fills an unmet need for diabetics.



► Next-Generation Pharma Communications

UCBCares Streamlines Communications between Patients and Partners

UCB wanted to eliminate the company silos that have an impact on patient and customer relationships. Company leaders wanted to create a streamlined way that would increase customer satisfaction and improve UCB resource efficiency. The result: UCBCares, a new single source solution center for all UCB customers to get quick answers as well as resolutions to larger problems/issues that come up in the healthcare industry. UCBCares represents a merger of three internal divisions reorganized to better serve the needs of patients and partners: medical information, drug safety/quality assurance, and customer service.

The company developed several new channels to better connect with varied patient and partner

The UCBCares team has a new Solutions Center that combines medical information, drug safety, and customer service.

audiences. In particular, the company developed a mobile app that is a one-touch connection directly to the company's new solutions center. The company also developed an online response program (@UCB_Cares) to deliver value to patients who prefer social media and a Web presence where patients can easily find answers to questions.

The program delivers on the unmet need of a helpful hand to guide patients through the ever-confusing quagmire that is the healthcare landscape. With changing insurance programs and a myriad of patient assistance programs from multiple pharmaceutical manufacturers, patients often face confusion and frustration. In 2013 (prior to UCBCares launch), average customer satisfaction on self-reported after-assistance surveys was around 74.5%; in 2014 (after implementation), customer satisfaction jumped to 92.25%. ^{PV}

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