



BIO Renamed to BIOTECHNOLOGY INNOVATION ORGANIZATION

► *Trending now: Biotechnology Industry Organization rebrands to meet member focus.*

AT THE BIO 2015 International Convention this past June, new Board Chair Ron Cohen, CEO of Acorda Therapeutics, revealed that the Biotechnology Industry Organization would become the Biotechnology Innovation Organization in 2016.

Mr. Cohen says the new name better expresses the essence of what the organization's member companies represent.

BIO's President and CEO Jim Greenwood added, "This is a great move that will help clarify for policymakers and the public the heart of our industry — scientific innovation that will help to heal, feed, and fuel the world. Each day, our members use cutting-edge science and technology to deliver game-changing products, therapies, and cures to improve the human condition."

BIO is the world's largest trade association representing biotechnology companies, academic institutions, state biotechnology centers, and related organizations across the United States and in more than 30 other nations. BIO members are involved in the R&D of innovative healthcare, agricultural, industrial, and environmental biotechnology products.



Ron Cohen

"Through this forum, INC Research is collaborating with clinical research sites that have direct experience in psychiatry studies to gain their insights into the most common challenges and operational efficiencies that can be implemented for future studies," says Clare Grace, VP, site and patient access. "We are leveraging these expert insights to incorporate the site and patient voice in the evaluation of psychiatry study protocols for scientific merit and operational success. Ultimately, we expect our SAG to embed efficiencies in the planning phase and increase the quality and speed of these clinical trials for our customers."

Ogilvy CommonHealth Worldwide Launches New Global Website

Ogilvy CommonHealth Worldwide (OCHWW) — the health behavior specialists of Ogilvy & Mather — officially launched the network's new global website: ogilvychww.com.

According to a spokesperson for the organization, the revamped site is dynamic, comprehensive, and a stronger reflection of what the agency is as a company.

Some of the new features on the website include access to hot topics within the life-sciences industry, a look at Ogilvy's culture, and the specific happenings at OCHWW's offices around the globe. Additionally, the reimagined site features case studies, and videos featuring the network's global leaders discussing the ever-evolving healthcare ecosystem. **PV**

BBK Worldwide Launches Patient Travel Program

BBK Worldwide, a clinical trial marketing company, has made available RSG Arrive, a full-service concierge program created to more fully support clinical trial patients and operationalize travel for pharmaceutical companies. This is especially important for rare disease studies where recruitment of patients extends well beyond the area of the site, often in different countries.

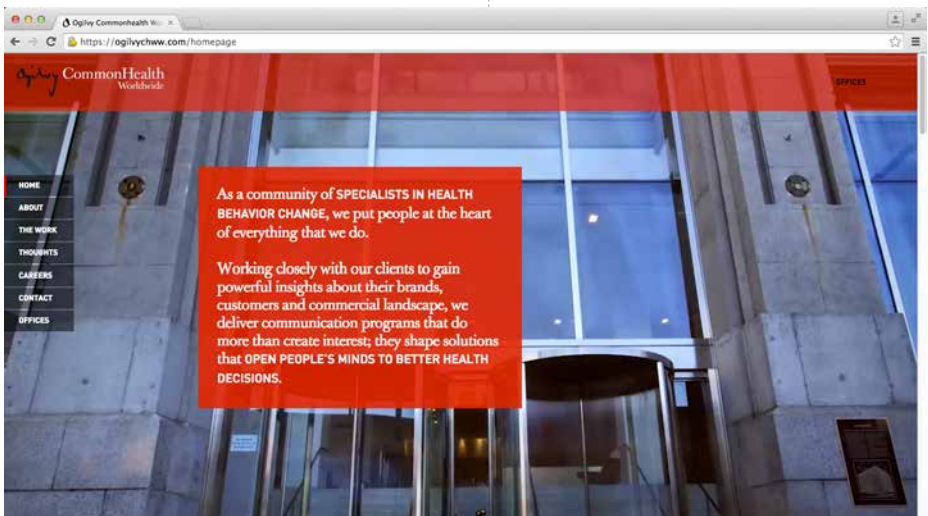
The latest offering within the company's RSG Suite of engagement services manages all travel-related logistics — operational and financial — for trial patients and sites. From car and shuttle booking, to international flight and accommodation management, RSG Arrive ensures that patients get to and from study visits as simply and seamlessly as possible, removing what can be a heavy burden for study patients and the study teams supporting them. RSG Arrive can also provide complementary services for patients requiring additional support, as well as offer sponsors a turnkey solution to streamline retention efforts at the site level.

INC Research Launches Site Advocacy Group

INC Research Holdings, a global Phase I to IV

contract research organization, has launched the industry's first Site Advocacy Group (SAG) devoted to the scientific and operational aspects of clinical research.

The SAG initially is focusing on central nervous system (CNS) protocols — recognized as among the more complex therapeutic areas in clinical research — targeting psychiatry studies, including, but not limited to those in schizophrenia, attention-deficit/hyperactivity disorder (ADHD), depression, and bipolar disorder.



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