

Esophageal Cancer

THE OPERA STUDY | PHASE 3

BBK was engaged to support enrollment in South Korea for a study of a PD-1 immune checkpoint inhibitor in patients with esophageal cancer refractory or intolerant to common treatment. To generate awareness in the patient community, BBK was asked to develop a program that directed physicians to alert their eligible patients about the study and encourage them to contact principal investigators directly.

6 MONTHS

7 SITES

1 AUDIENCE

COUNTRIES

1



CHALLENGES



A last-minute shift in strategy from the sponsor required significant operational adjustments, including changes to outreach tactics and the physician-facing study website.



During the deployment of outreach, the sponsor requested that timelines be accelerated by two weeks—reducing the amount of time to generate new referrals.



The campaign aimed to engage with Korean physicians on a local level and in ways that would foster increased discussion among colleagues and bolster the generation of new referrals.



KEY TACTICS



BIO Notifier®



Direct-to-Physician Emails



Physician Phone Calls



Referring Physician Website



Referring Physicians

TACTIC PERFORMANCE

105

EMAILS DELIVERED

DIRECT-TO-PHYSICIAN EMAILS

BBK identified, evaluated and reached out to 105 physicians within our Korean network of physicians who specialized in esophageal cancer care.

157

PHONE CONVERSATIONS

PHYSICIAN PHONE CALLS

We conducted 157 phone calls with Korean physicians and site staff to raise study awareness and to encourage them to refer patients.

80

WEBSITE SESSIONS

REFERRING PHYSICIAN WEBSITE

In just six weeks, our physician website logged 80 sessions from 47 unique users, with an average time spent of nearly four minutes per visit.

27

PHYSICIANS WHO REFERRED

REFERRING PHYSICIANS

Twenty-seven physicians expressed interest in referring one or more of their patients to the OPERA Study.

27 Referring Physicians

Because of concerns about the legality of sharing patient information, the strategy shifted from generating patient referrals to focusing on physician awareness in an effort to inform relevant physicians about the study. In all key benchmarks, BBK met or exceeded the client's expectations, and resulted in generating 27 new referring physicians.

