

Parkinson's Disease

SPARK STUDY | PHASE 2A

To date, there are no approved treatments that can halt or delay the progression of Parkinson's disease. What's more, existing treatments are only able to provide partial and/or temporary relief of motor symptoms—and may worsen other symptoms. This study was evaluating an investigational drug for people in the earliest stages of Parkinson's disease—when symptoms and neural damage are still limited—as a way to potentially protect nerve cells and slow or delay disease progression.

36 MONTHS

311 PATIENTS

90 SITES

COUNTRIES

10



CHALLENGES



BBK faced a highly competitive marketplace, with over 300 Parkinson's disease studies actively recruiting participants.



The advertising campaign focused on early-stage patients—those who had been diagnosed within the past three years and whose symptoms did not warrant the use of PD medication.



BBK had to make sure to assuage the fears of potential referring physicians that they would “lose their patients” to this study.



KEY TACTICS



BIO Notifier®



Direct-to-Physician Emails



Physician Phone Calls



Referring Physician Website



Referring Physicians

TACTIC PERFORMANCE

661

EMAILS DELIVERED

DIRECT-TO-PHYSICIAN EMAILS

Through our BIO Notifier® program, BBK emailed 661 neurologists and primary healthcare physicians across the United States.

149

PHONE CONVERSATIONS

PHYSICIAN PHONE CALLS

We conducted phone calls with nearly 150 physicians to raise study awareness and to encourage referrals of newly and recently diagnosed patients.

36

WEBSITE SESSIONS

REFERRING PHYSICIAN WEBSITE

The central hub of all physician outreach activities received dozens of visits from physicians who were interested in the program.

27

PHYSICIANS WHO REFERRED

REFERRING PHYSICIANS

Twenty-seven physicians had patients in their panel who met the initial key eligibility criteria and offered to share information about the study with their patients.

2 Consented Patients

With over 300 Parkinson's disease studies actively recruiting participants, finding physicians willing to refer to this study would be a challenge. What's more, the study was looking for patients who were newly or recently diagnosed and not currently in need of treatment. Despite the challenges, BBK's efforts resulted in two consented patients within the first few months of the program.

