### CASE STUDY

Spinal Muscular Atrophy (SMA)

A diagnosis of SMA can be overwhelming, especially

when it's for your newborn or unborn baby. Speak with us

to learn about the NURTURE clinical study. It is evaluating

an investigational drug to see if it can prevent or

the onset of SMA symptoms in newbor

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## Spinal Muscular Atrophy

NURTURE STUDY | PHASE 2

The objective was to enroll and engage 19 newborns genetically diagnosed with spinal muscular atrophy (SMA), but who were pre-symptomatic. Because of the rare nature of the disease and the narrow eligibility criteria, it was important not only that all potentially eligible patients were screened, but that those who chose to participate remained enrolled throughout the length of study participation.

22 MONTHS	19 PATIENTS	17 SITES

### COUNTRIES



CHALLENGES



Randomization needed to occur within six weeks of birth and before the newborn became symptomatictherefore educating the physician community about the study was critical.



Logistical and financial barriers to participation were eliminated through BBK's comprehensive travel program RSG<sup>®</sup> Arrive Plus and reimbursement program RSG ® Card.



Personalized support offered through RSG ® Arrive Plus helped families navigate complex travel scenarios (obtaining travel visas, cross-board travel, etc.) during an emotionally difficult time.

bbk The Patient Experience Company™

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#### **KEY TACTICS**





(

Physician

BIO Notifier®

Direct-to-Physician Emails Phone Calls

#### TACTIC PERFORMANCE



Referring

Physician

Website



Referring Physicians

#### **KEY TAKEAWAY**

# **2** Consented Patients

With study sites having already exhausted their existing patient panels, BBK's BIO Notifier® Referring Physician Program was able to identify and generate eight additional patient referrals afflicted with this rare disease, two of which eventually consented and became a part of the Nurture Study.

## 12,555 **EMAILS DELIVERED**

#### DIRECT-TO-PHYSICIAN EMAILS

BBK identified, evaluated, and reached out to 12.555 physicians in our database who were most likely to know or treat patients with SMA.



#### PHONE CONVERSATIONS

#### PHYSICIAN PHONE CALLS

We conducted phone calls with over 200 physicians to raise study awareness and to encourage referring patients in the future.

### 207 WEBSITE SESSIONS

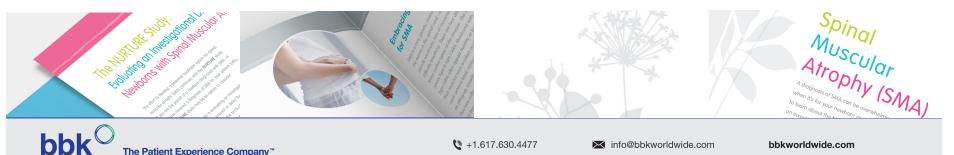
#### **REFERRING PHYSICIAN WEBSITE**

The central hub of all physician outreach activities received over 200 visits from physicians who were interested in the program.

#### PHYSICIANS WHO REFERRED

#### **REFERRING PHYSICIANS**

Eight physicians were able to directly refer a patient to the Nurture Study, ultimately resulting in two consented patients



The Patient Experience Company™