

# 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

7



## CHALLENGES



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



Logistical and financial barriers to participation were eliminated through BBK's comprehensive travel program RSG® 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.



## 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 delay the onset of SMA symptoms in newborns.

KEY TACTICS



BIO Notifier®



Direct-to-Physician Emails



Physician Phone Calls



Referring Physician Website



Referring Physicians

TACTIC PERFORMANCE

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.

241

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.

8

PHYSICIANS WHO REFERRED

REFERRING PHYSICIANS

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

# 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.