

## BBK Worldwide Acquired by Publicis Health to Expand Clinical Trial Expertise with Proprietary Technology & Patient-Centric Solutions



Clinical trial support services for pharma sponsors represents an estimated **\$15 billion** global market; the number of registered clinical studies worldwide is approaching **400,000** in 2021. Decentralization of clinical trials has accelerated due to increasingly specialized trial designs and trial disruptions caused by COVID 19. As a result, sponsors now demand more advanced patient education, enrollment, engagement, and adherence technologies to enable them to recruit larger and more diverse patient populations, improve the patient journey, and execute trials more efficiently.

For over 35 years, BBK Worldwide (BBK) has been instrumental in the development and evolution of the patient recruitment industry. Offering turnkey tech-enabled patient and site engagement solutions, the company supports the execution of clinical trials for some of the most complex and specialized diseases in the

world. BBK's sophisticated suite of patient engagement technology was the perfect extension of Publicis Health's (Publicis) global pharmaceutical communications services portfolio. By bringing together BBK's proprietary technology and methodologies and Langland's award-winning creative capabilities under one roof, Publicis Health creates a powerful end-to-end value proposition for clients.

Crosstree's granular knowledge of the clinical trial execution and pharma tech industries helped BBK sift through a diverse slate of potential strategic and financial partners and identify Publicis as the ideal fit for BBK's capabilities and company culture. The resulting partnership will enable BBK to accelerate growth and expand the reach of their services globally.

**Crosstree helps clients identify optimal transaction partners to accelerate growth and enhance value.**

## ABOUT BBK WORLDWIDE



As a full-service R&D marketing firm housing an award-winning creative group, clinical affairs advisory experts, a sophisticated technology entity, and an engagement solution center, BBK Worldwide has maintained its position at the forefront of patient recruitment and engagement for more than 35 years. An industry game changer, BBK's patented smart technology TrialCentralNet® drives the company's innovation. Headquartered near Boston, Massachusetts, BBK has partners and offices across Europe and the Asia-Pacific region.

## ABOUT PUBLICIS HEALTH



Publicis Health are united around one purpose: to create a world where people are equipped and motivated to take control of their health. The company transforms healthcare marketing and communications into healthcare engagement. With 40 offices and 12 brands across the globe, Publicis Health's worldwide staff is composed of more than 3,000 healthcare professionals who are experts in advertising and branding, data and analytics, strategic planning, service design, digital media and technology, science, and medicine.

## CROSSTREE'S EXPERTS ARE SPECIALISTS IN THE NUANCES OF HEALTH SCIENCE AND PROVIDE:

- Deep analytics of capabilities and gaps
- Systemized tactical strategies and a road map to success
- Engaged experts in market analysis, financials, and premium valuations
- Targeted and qualified prospects
- Up-to-date industry trend analysis and forecasting

All while prioritizing corporate core values.

## MEETING THE NEEDS OF BOTH THE BUYER AND THE SELLER — BY THE NUMBERS AND BEYOND — IS CROSSTREE'S SPECIALTY.

Crosstree's **proven track record** of superior outcomes is the result of balanced, hands-on guidance from start to close. Partner with the leading health science experts today.



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