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**BBK Worldwide to Hold Pharma15 Live! Event in Conjunction with the
DPharm: Disruptive Innovations Conference in Boston September 25-26, 2018**

Needham, Mass. — BBK Worldwide will be hosting a special edition of its Pharma15 Live! series at the 8th annual DPharm: Disruptive Innovations conference to be held in Boston September 25-26, 2018. Pharma15 Live! is a dynamic new forum for industry experts to express their thoughts on some of clinical R&D's burning questions. Recent Pharma15 Live! events have included discussions about clinical trial advertising and mobile technology. DPharm conference attendees will have the opportunity to share their thoughts on some of the latest disruptive innovations with the goal of moving the industry forward through dialogue.

Sponsored by the Conference Forum, DPharm is a gathering point for pharmaceutical professionals, clinical practitioners, patient advocacy, technology and service companies who are pushing the boundaries to disrupt clinical trials for the benefit of patients. "We are thrilled to be able to provide a platform for BBK's Pharma15 Live! at this year's DPharm conference," said Valerie Bowling, Executive Director, DPharm: Disruptive Innovations conference. "The disruptive nature of Pharma15 Live! is a perfect match for our audience which is committed to innovative ideas, especially disruptive ones, to advance drug development."

One of the major themes of the conference is patient data ownership. "We'll explore this subject with one-on-one interviews with conference attendees," said Aaron Fleishman, head of Market Development, BBK Worldwide and innovator of Pharma15 Live! "Pharma15 Live! is an opinion-based series offering participants the opportunity to share their thoughts, even if it means pushing the envelope a bit. I can't think of a better place to deliver that than from the disruptive innovations conference."

About BBK Worldwide

BBK Worldwide is the industry leader in the clinical trial patient experience and engagement technologies. One of the few remaining corporately independent and full-service R&D marketing firms, BBK has maintained its position at the forefront of patient recruitment and engagement innovation for 35 years. Our commitment to ongoing adaptation and industry breakthroughs is made possible by our patented smart technology TrialCentralNet[®]—the industry's most comprehensive, secure, and user-friendly recruitment and engagement platform. Headquartered near Boston, Massachusetts, BBK has partners and offices across Europe and the Asia-Pacific region. bbkworldwide.com

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