



MMG

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Corporate Officers:

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Areas of Expertise:

- Full service patient recruitment and retention
- Phase I through IV studies
- Auto-immune disorders
- Cardiology
- CNS/Mental Health
- Devices
- Endocrinology/Diabetes
- Gastroenterology
- Infectious diseases
- Inflammatory
- Non-treatment or diagnostic
- Oncology
- Respiratory

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COMPANY PROFILE:

MMG is a full-service patient recruitment and retention firm with 20 years of experience. Founded in 1987 to support patient enrollment across programs for the National Institutes of Health, we have accelerated enrollment in hundreds of trials for pharmaceutical, biotech,

government and advocacy group clients, and have expertise in a full range of therapeutic areas, populations, and study types. We implement effective patient recruitment and retention programs both in and outside the U.S., taking into consideration cultural differences and ethics committee requirements.

PRODUCTS AND SERVICES

Each MMG program is customized by indication, patient population, region, physician specialty, and sponsor need. All of the following are in-house services that our teams use to create agile and affordable campaigns:

- Site identification and ranking by recruitment potential
- Formative research and creative concept testing
- Branding and message development
- Patient-focused materials
- CRA training, site training and on-going guidance
- Site motivation programs
- Web site development and promotion
- Direct mail and e-mail

- Advocacy group partnerships and community outreach
- Advertising
- Media relations
- Phone and Web pre-screening via MMG's contact center
- Referral management
- On-demand metrics through the MMG ConneCT extranet portal
- Participant adherence and retention
- Lost-to-follow-up recovery

Our singular focus and our 20-year history reinforce the results we get for our clients – hundreds of trials supported, thousands of patients recruited. We understand patients, their healthcare providers, and the best ways to reach them. We get patients.



John Benbrook
President

"Our job is to find the right mix of tactics that translate into the best solution for our clients. We adapt our strategies based upon the unique requirements of each study, taking into consideration cultural differences, patient beliefs, pathways to care, and healthcare systems in countries worldwide. Getting the right solution stems from our in-depth understanding of individual patient populations and our 20 years of experience."