

1. What is the purpose of a BDM?

- Critically assess the proposal and select the best CRO
- Interrogate the proposed team and make them feel uncomfortable!
- Provide a level playing field to clarify questions and assumptions
- Its just a tick box exercise!



What is the purpose of a BDM?

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2. What is the optimal length of a BDM?

- **2 Hours**
- **4 Hours**
- **8 Hours**
- **As long as it takes!bring sleeping bag** ☺



What is the optimal length of a BDM?

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3. How effective and useful are BDMs? (Sponsors only)

- **Really effective**
- **Partly useful**
- **Not as effective as would like**
- **Waste of time!**



How effective and useful are BDMs? (Sponsors only)

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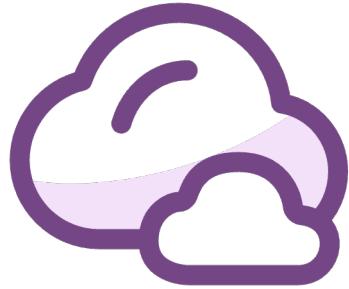
4. How effective and useful are BDMs? (CROs Only)

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How effective and useful are BDMs? (CROs Only)

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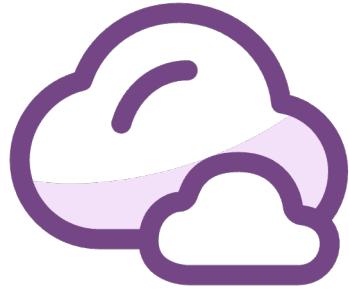


**Express why you answered the poll
the way you did?**

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What do you think sponsors are making decisions based on?

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PCMG BDM Fit for Purpose Q & A

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