

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)

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



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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