



Locate. Educate.
Navigate. Advocate.



2019 Crohn's Disease Consumer Report

Crohn's Disease market test

The information contained in this presentation will assist:

- Operators of healthcare services focused on treating Crohn's Disease
- Researchers of Crohn's Disease
- Clinical trials focused on enrolling patients with Crohn's Disease
- Marketing managers with products or services in the Crohn's Disease market
- Brand managers in the Crohn's Disease market
- Direct-to-patient marketers in the Crohn's Disease market



What are the goals of the Crohn's Disease market test?

Objectives

- Conduct market research to better understand patients suffering from Crohn's Disease
- Utilize Facebook ads to attract Crohn's Disease patients and direct them to a dedicated landing page and survey

Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Survey data

Definition of a Qualified Lead

- Target men and women diagnosed with Crohn's Disease and are in an active flare status

Campaign Assets

- 3 ad concepts
- 1 unique landing page with embedded health risk assessment (HRA) survey
- 1 HRA survey designed to connect with patients suffering from Crohn's Disease
- 1 unique thank-you page with links to educational websites

Process and results

Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women suffering from Crohn's Disease
- The main concept is to use graphics (instead of stock photos) that convey the messaging and force users to stop and look at the ad since it stands out from other content in their newsfeed

Set Up Ad Targeting & Launch

- Target men and women living in the United States via paid Facebook newsfeed ads

Measure Results

- Determine current symptomology, treatment, physician care, and willingness to receive future communication among qualified patients and analyze survey responses

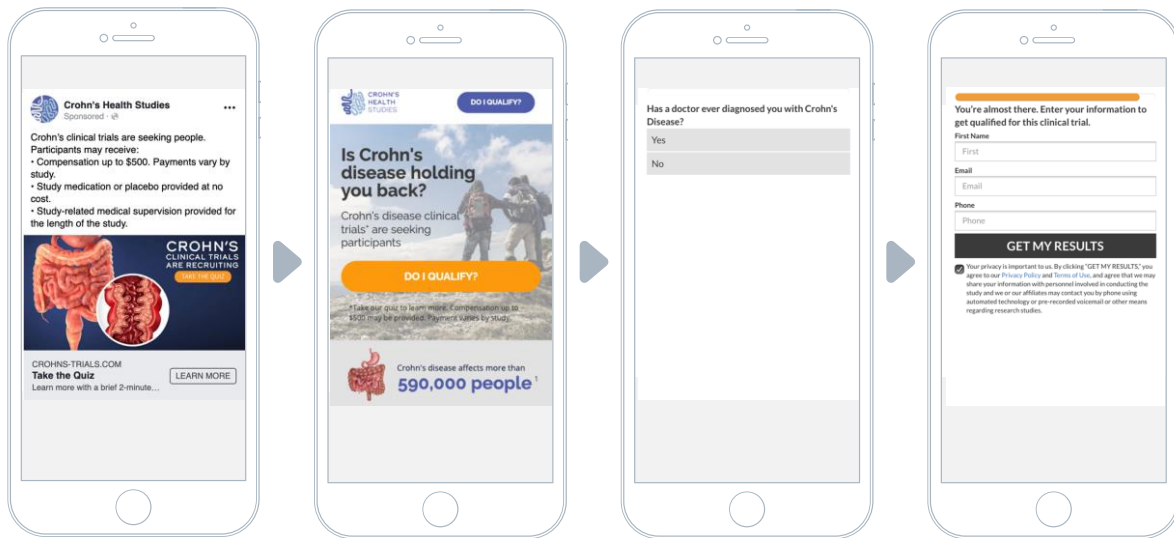
Results

- ✓ Determined winning messaging concept to attract potential patients
- ✓ Captured willingness to share information
- ✓ Refined understanding of patients with Crohn's Disease

Acquisition Metrics

- 451 total number of leads
- 33 total number of qualified leads

Our process: Attract patients who need treatment



Our Goals

- Generate clicks with illustrated ads that stand out in social newsfeed ✓
- Optimize percentage of respondents who complete survey with engaging experience ✓

83bar Demand Generation



Attract



Engage



Qualify

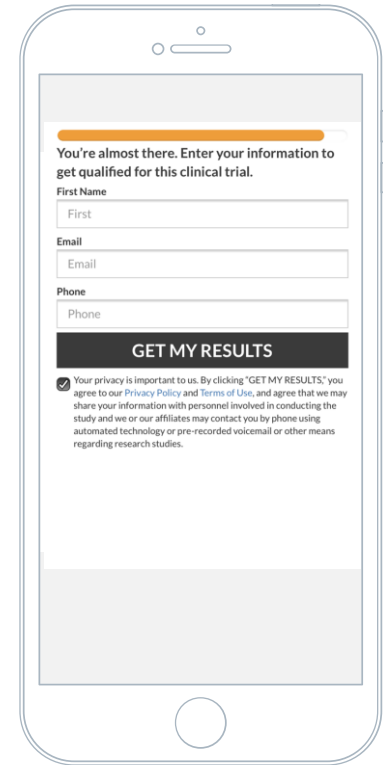
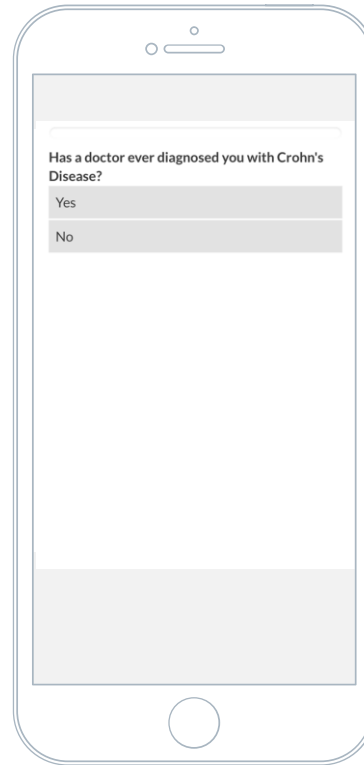
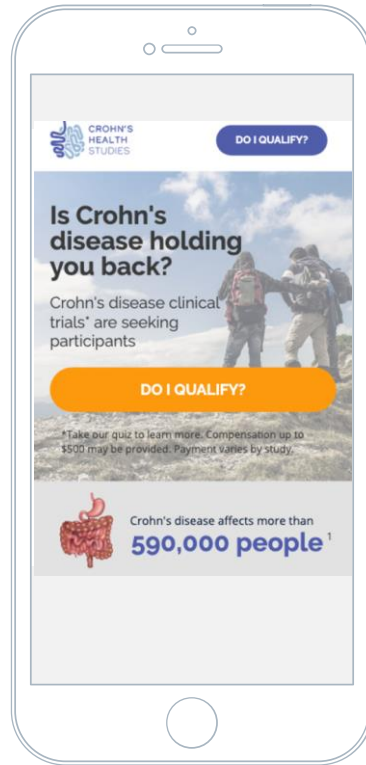
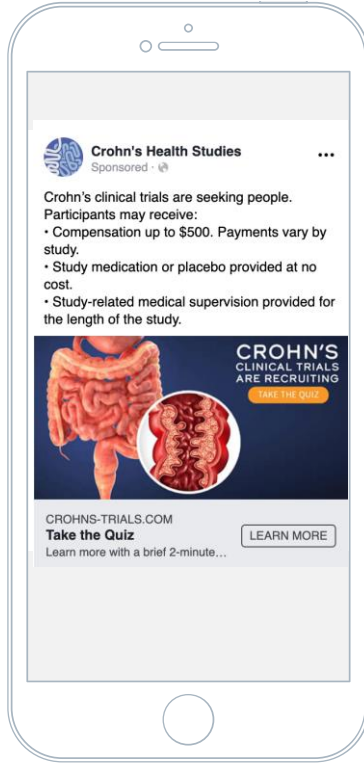


Collect



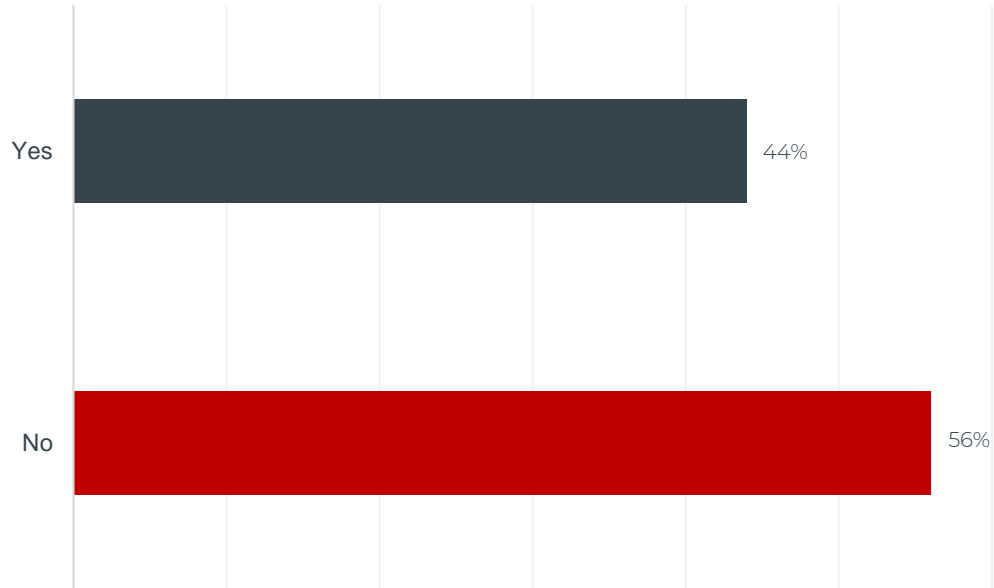
Result

83bar market test: Patient prospect mobile experience



Survey Questions – Diagnosis

Has a doctor ever diagnosed you with Crohn's Disease?

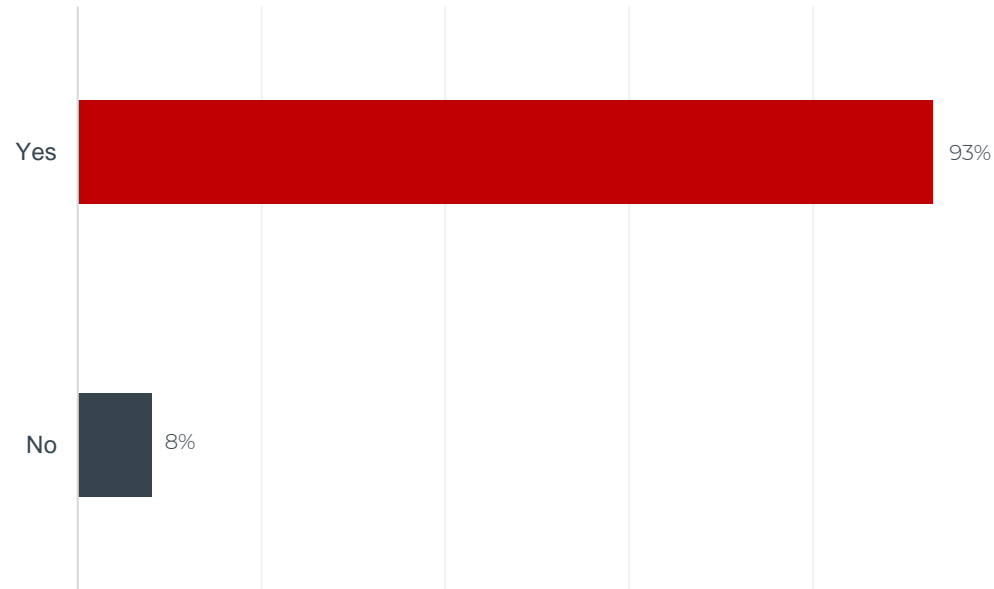


Key Findings

- Captured responses from all 451 leads
- Nearly half of leads (44%) have been diagnosed with Crohn's Disease
- Majority (56%) have not received a doctor's diagnosis

Survey Questions – Treatment

Have you ever taken prescription medication to treat Crohn's Disease? (conditional)



Key Findings

- Captured responses from the 200 leads diagnosed with Crohn's disease
- The vast majority of them (93%) have taken prescription medication to treat their condition

To see the full picture and learn more about metrics 83bar can produce for your business, please contact someone from our leadership team below



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Market and Learning - Customer Disease pattern profile

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Market and Learning - Summary of conclusions

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Your solution partners



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CEO, founder, advisor, investor and fundraiser with a particular focus on health care, technology and service sectors. Bias toward rapid growth and development while creating new market niches in technology-enabled health care and wellness fields. Currently operating 83bar, LLC. with directional strategic guidance to The Gents Place, Texas Metabolic Centers, Replenish Hydration, and ArthroKinex, Inc.



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More than 20 years of experience as a corporate entrepreneur for companies like Intel Corp, Wyeth, Pfizer, Bristol-Myers Squibb, as well as late-stage start-ups. Known for her effective, and incisive ability to grow emerging and mature businesses. Proven track record of success bridging health technology to patients for biopharma, from new product development to in-line commercialization.



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With 83bar since inception and bringing 15 years of successful medical device direct to physician sales experience. Intimate knowledge of the barriers faced by both the patient and the physician in need of each other as they both navigate through today's everchanging healthcare insurance landscape.



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