

# Atrial Fibrillation

## Market Feasibility Report



## What is a Market Feasibility Test?

A Market Feasibility Test is a time-limited, market research tool designed to “test” the suitability of a client’s or prospect’s consumer populations based on study protocols and/or requirements.

## Who do we partner with?

- Pharma and CROs (pre-study & phase 1 – 4)
- Startup Pharma (pre-study & phase 1 – 4)
- Pre-Commercial Biotech, Medtech and Diagnostics
- Commercial Pharma, Biotech, Medtech and Diagnostics

## How can this help you?



Direct insights into healthcare consumers based on indication, condition or disease



Comparative analysis of a client’s current solution, partner or provider



Informed costs for long-term and/or complex solutions



Lead costs for a target indication, condition or disease



Respondent preference for virtual/non-virtual trials and/or at-home testing



Projections for full campaigns to drive candidate and/or patient flow

# What is a Market Feasibility Report?

The Market Feasibility Report documents the steps, goals, criteria and results of the of the test. This information is shared and discussed with the client to enable them to make informed decisions about next steps.

[Tell me more](#)

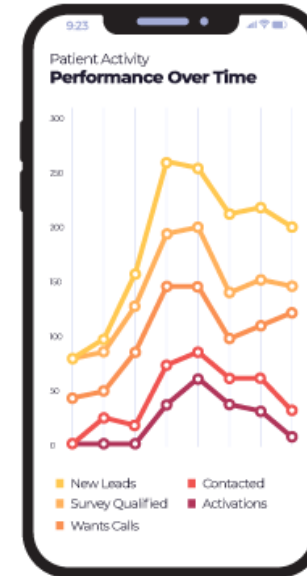
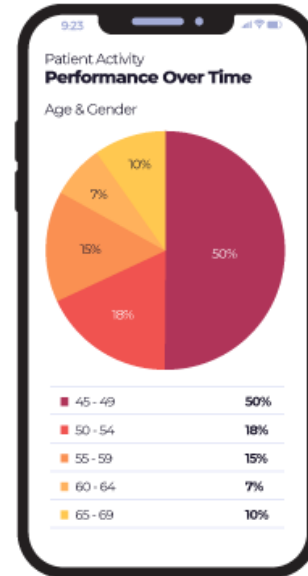
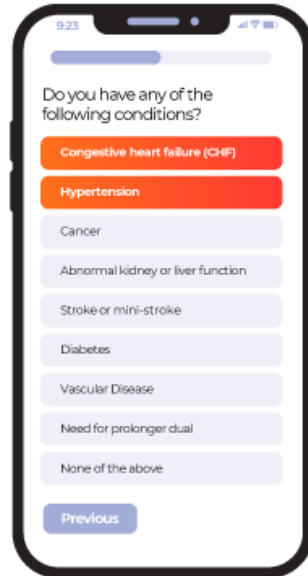
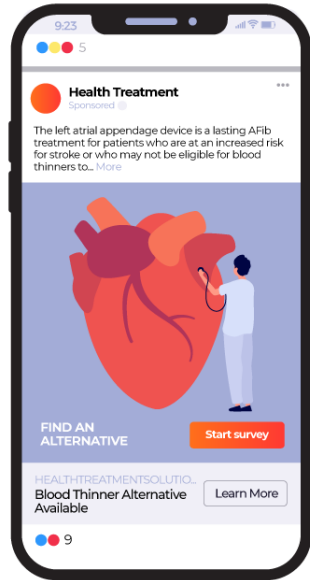
[Show me results](#)



# How does a Market Feasibility Test work?

## Market Feasibility Test

## Scalable Solutions



### Attraction & Engagement

Highly targeted digital ads attract your ideal study candidate or patient who needs your approved product or treatment

### User Education

Consumers are navigated to landing pages for more information

### User Qualification

Online screeners qualify based on inclusion/exclusion criteria, suitability and intent questions

### Feasibility Results

Results are analyzed to determine suitability to client requirements

### Pilot Campaign

A pilot enables targeting of more locations, patient populations and/or cost/acquisition metrics

### Informed Solution

A solution that includes our Clinical Contact Center and additional capability to achieve results



## Purpose of Test

The purpose of this test was to determine if 83bar can locate and qualify candidates for an **Atrial Fibrillation study** via social media.

In particular, the client wanted to:

- Determine likely volume and cost of qualified candidates who completed an online screening survey
- Receive insights on how 83bar could message to, support, and activate candidates in AFib or heart monitor trials

## Definition of a Qualified Lead

- Targeted men and women, 22 years and older
- Interested in participating in a wearable heart monitor study and have either Atrial Fibrillation, or another arrhythmia, or who might act as healthy controls

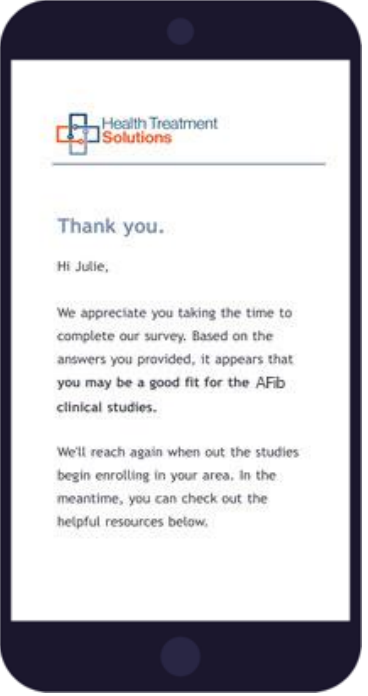
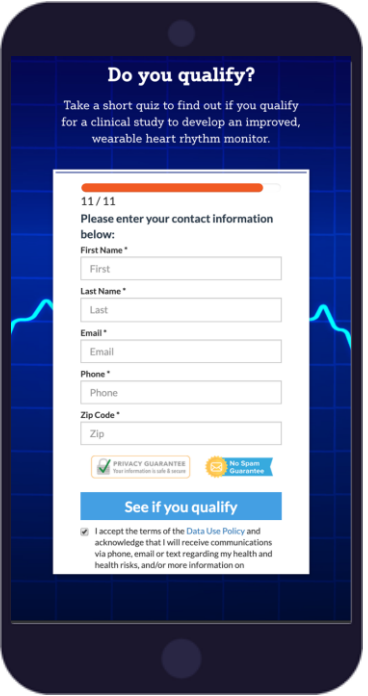
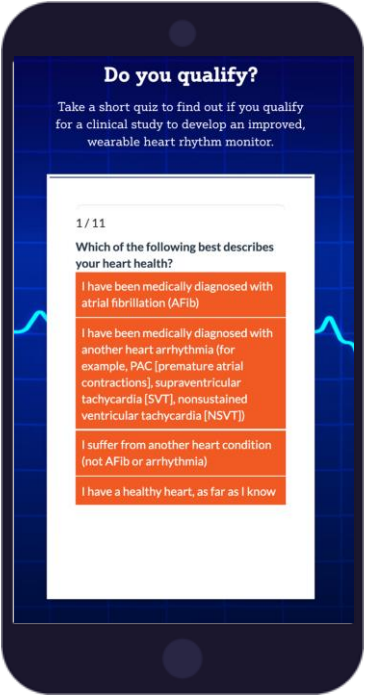
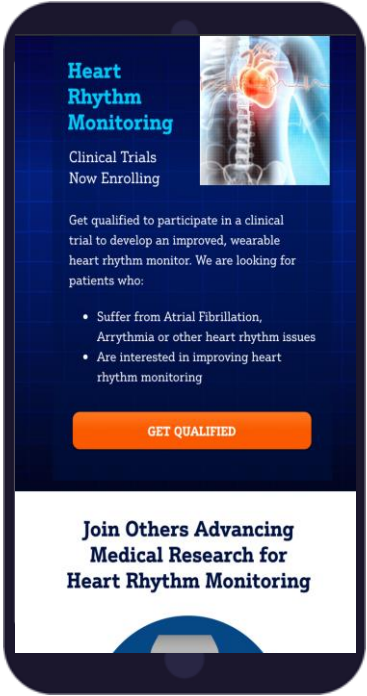
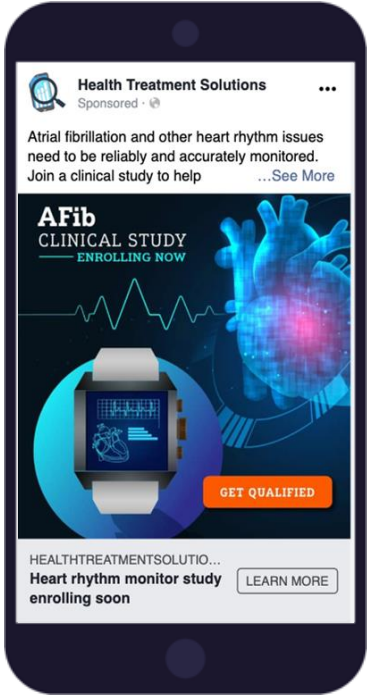
## Campaign Results

Total Survey Submissions	Qualified Survey Submissions
<b>355</b>	<b>270</b>
Campaign Duration (days)	Qualified Lead Rate
<b>2</b>	<b>76%</b>

**The client was pleased** with the high level of patient engagement within just two days and the percentage of qualified leads (76%).

# The Consumer Journey

Optimized to ensure high consumer engagement



**Attract**  
(Social Media Ad)

Consumers are attracted with targeted social media ads

**Engage**  
(Landing Page)

Landing pages provide critical information and education on treatment options

**Qualify**  
(Screener)

**Collect**  
(Form Fill)

Online screeners include inclusion/exclusion criteria, medical suitability and level-of-intent questions

**Segment**  
(Qualified Email)

# Creative Messaging Test Design Process

83bar developed the following:

- Six ad variants
- One unique landing page variant
- Custom, ten-question health risk assessment survey to capture AFib history and other heart conditions, as well as to assess frequency of topline exclusion criteria in the population



## Why do we use so many ad variations per test?

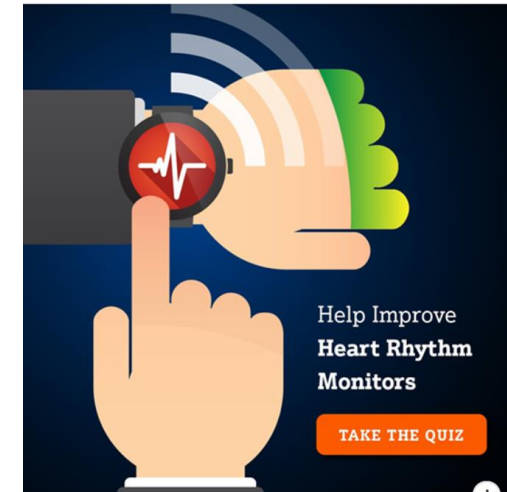
Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

We use a highly optimized process to create, analyze and optimize ad variants to achieve the best result for our clients in the shortest amount of time.

## Top Performing Creative



Top 1

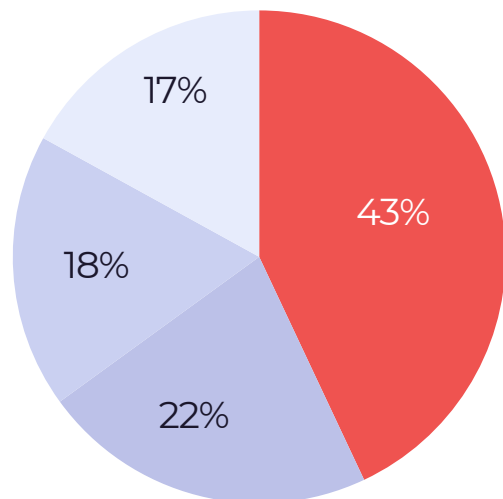


Top 2

# Consumer Responses from Online Screener

## Which of the following best describes your heart health?

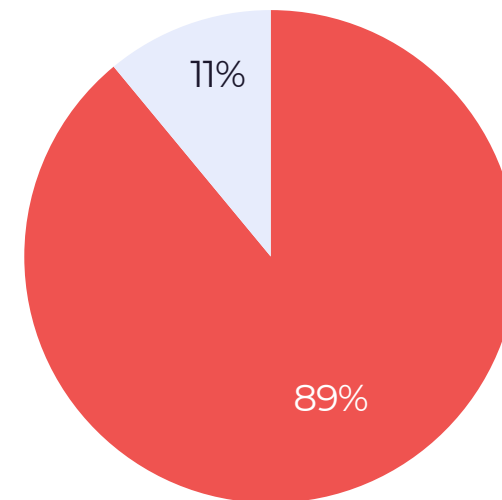
- I have been medically diagnosed with AFib
- I have been medically diagnosed with another heart arrhythmia
- I suffer from another heart condition
- I have a healthy heart, as far as I know



Survey-qualified leads who had AFib totaled 114.

## Do you still have AFib?

- Yes
- No

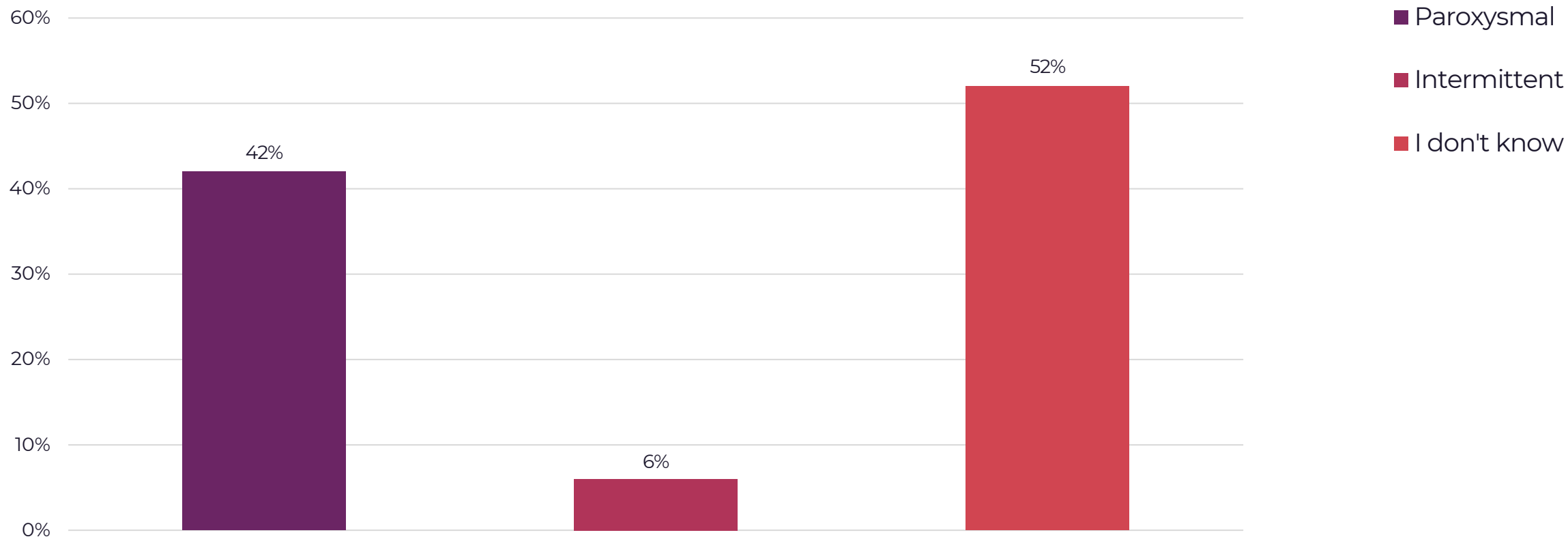


Most patients previously diagnosed with AFib were still currently AFib patients.



# Consumer Responses from Online Screener

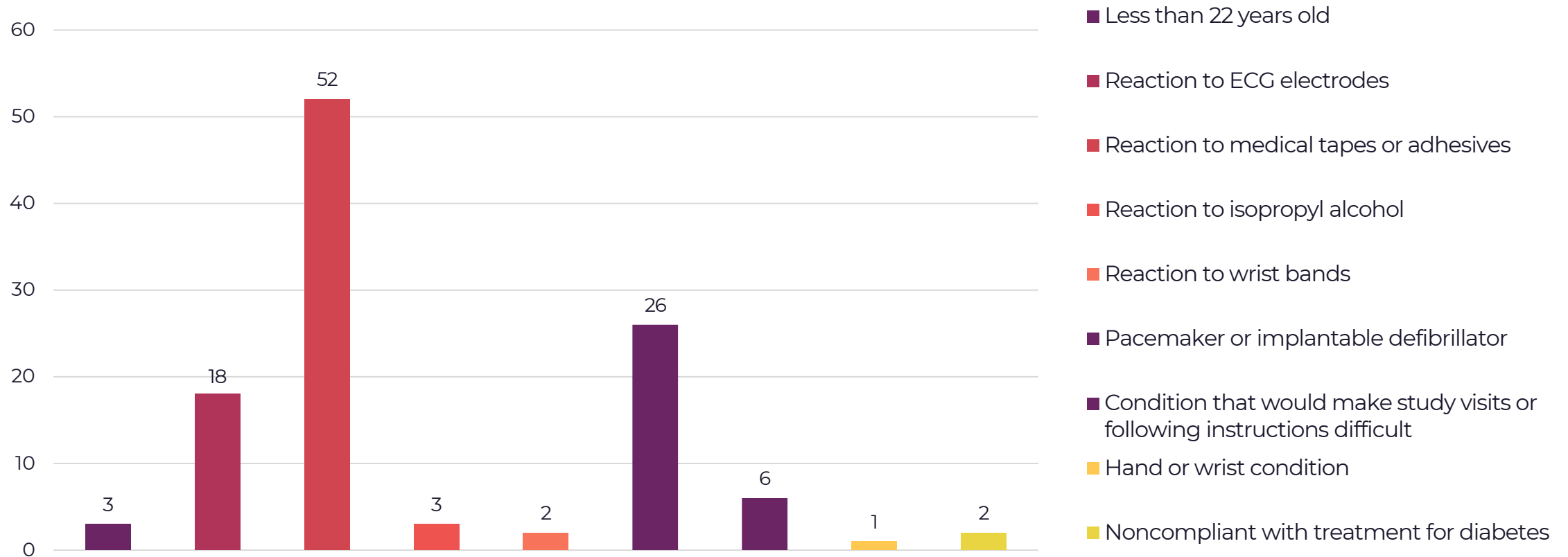
Is/was your AFib “paroxysmal” or “intermittent”?



Paroxysmal AFib was not well understood term by the patient audience.

# Consumer Responses from Online Screener

## Reasons for disqualification (in number of survey submissions)



Pacemakers and prior allergic reactions were the most frequent disqualifying criteria.

# Key Insights from Our Atrial Fibrillation Market Feasibility Test



## **83bar was able to find people interested in participating in the study.**

We can easily identify and activate patient candidates for an AFib heart monitor trial nationwide. AFib and arrhythmia patients are eager to try wearable heart monitors.



## **83bar had successful ad performance for this campaign.**

Cost per lead for a nationwide campaign was unusually low and patient engagement was high.



## **AFib patients are not always well educated about their condition.**

For example, more than half did not know if their AFib was paroxysmal or intermittent.



Quickly launch a test before your clinical study or commercial campaign.



We offer Market Feasibility Tests at no cost to you — no strings attached.



We create survey questions based on your inclusion/exclusion criteria.

## Benefits of a Market Feasibility Test

Market Feasibility Tests offer multiple benefits to clients — whether you are looking to launch a clinical study or need new/increased patient flow for a commercial requirement.



Results are usually achieved within two weeks of launch — so you get insights fast.



A complete report, with analysis, is included and results are discussed with you.



Use results to inform your study or commercial launch activities to save time and cost.



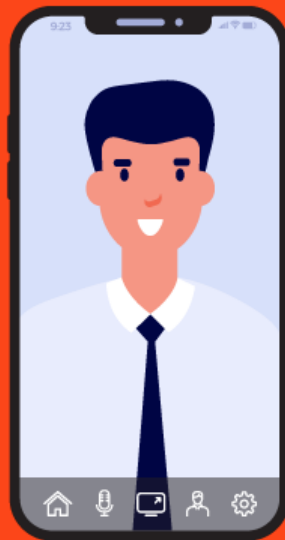
## Your intro call

## More information

## Market Reports

# Do you need a Market Feasibility Test?

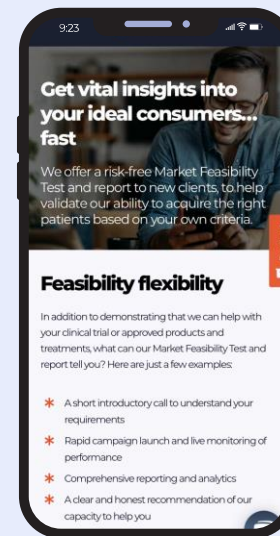
Getting started is easy! Simply set up an intro call so you can explain your requirements. From there, we'll get started on designing your personalized Market Feasibility Test.



### Schedule your Intro Call

Schedule a convenient time for a 30-minute intro call with one of our experts

[Schedule Intro Call](#)



### Want to Learn More?

Click below to learn more about our Market Feasibility Test process and results

[Learn More](#)



### Download Other Reports

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For more information visit  
[www.83bar.com](http://www.83bar.com)