

# Cervical Cancer Screening

## 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 test. This information is shared and discussed with the client to enable them to make informed decisions about next steps.

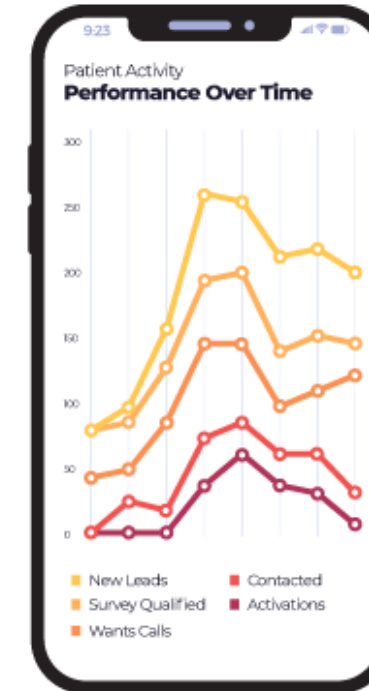
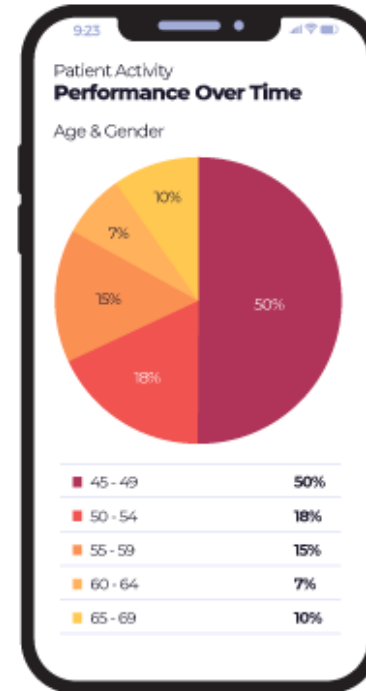
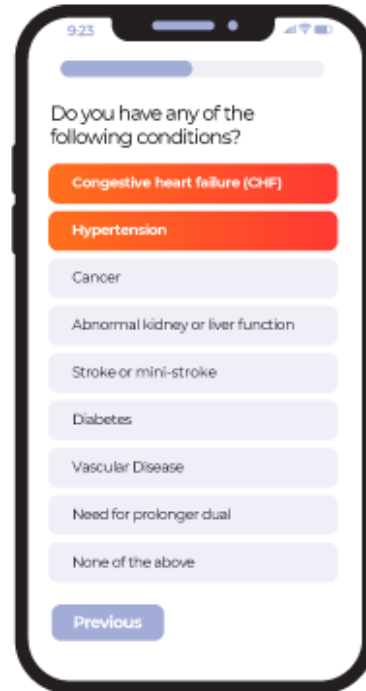
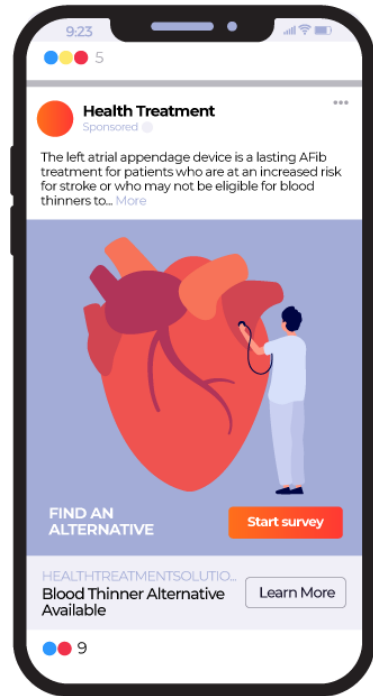
[Tell me more](#)

[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 a **Cervical Cancer Screening study** via social media advertising and to determine the ROI.

## Inclusion

- People with cervixes, between the ages of 25-65
- Willing to participate in a virtually conducted trial that includes having a home visit by a healthcare professional
- Willing to follow device instructions to self-administer screening test
- Must live within the United States
- Must have access to the internet and be willing and able to complete the study-related survey online

## Exclusion

- Pregnant females
- Those who lack the capacity to consent to participation: those with mental illness, prisoners, children, or cognitively impaired.
- Participating in another clinical trial
- Previous history of cervical cancer
- Previous hysterectomy with removal of cervix

## Campaign Results

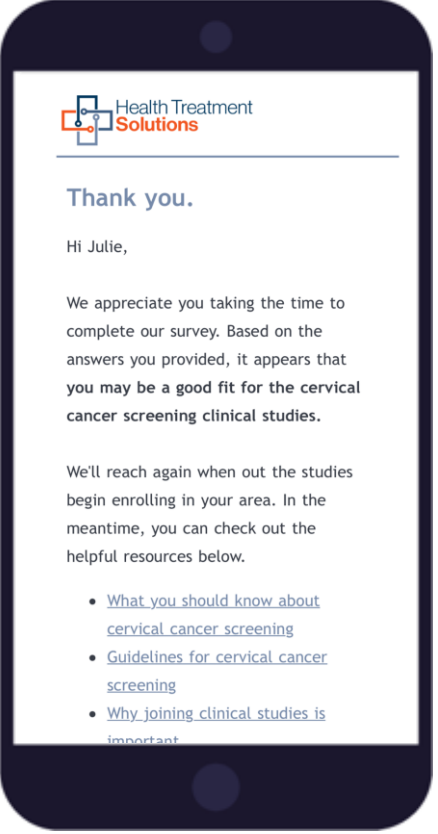
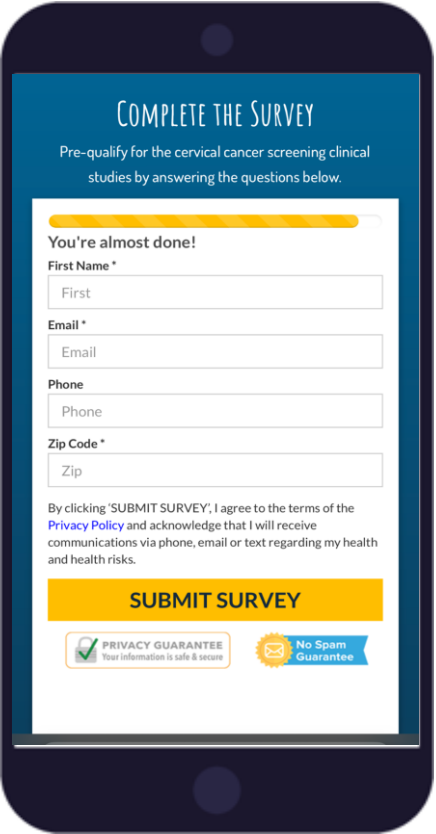
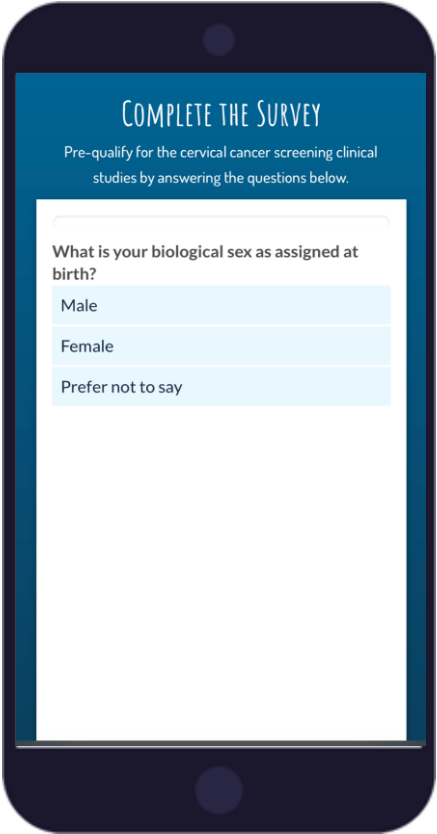
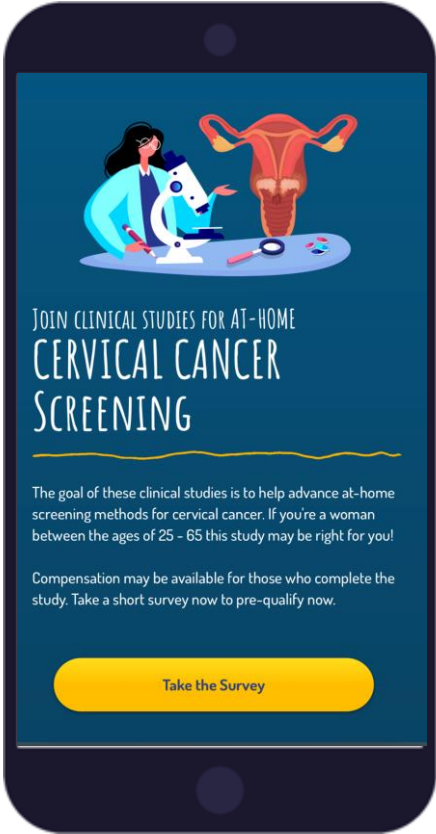
Total Survey Submissions	Qualified Survey Submissions
<b>102</b>	<b>72</b>
Campaign Duration (days)	Qualified Lead Rate
<b>6</b>	<b>69%</b>

The **client was pleased** with the number of qualified leads and qualified lead rate, especially given the test's short duration.



# 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 created three ad images to immediately capture the attention of people scrolling through their social media news feed who might be interested in the trial.
- Developed two ad copy concepts
  - A - Altruistic approach
  - B - Direct approach



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

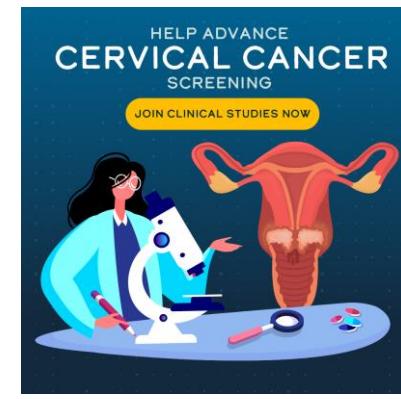
Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

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.

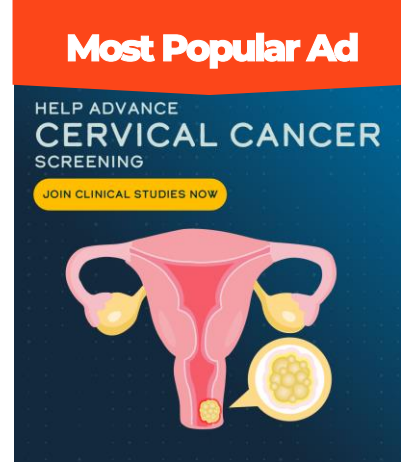
## Image Assets Tested



Variation 1a



Variation 2a



Variation 3a



Variation 1b



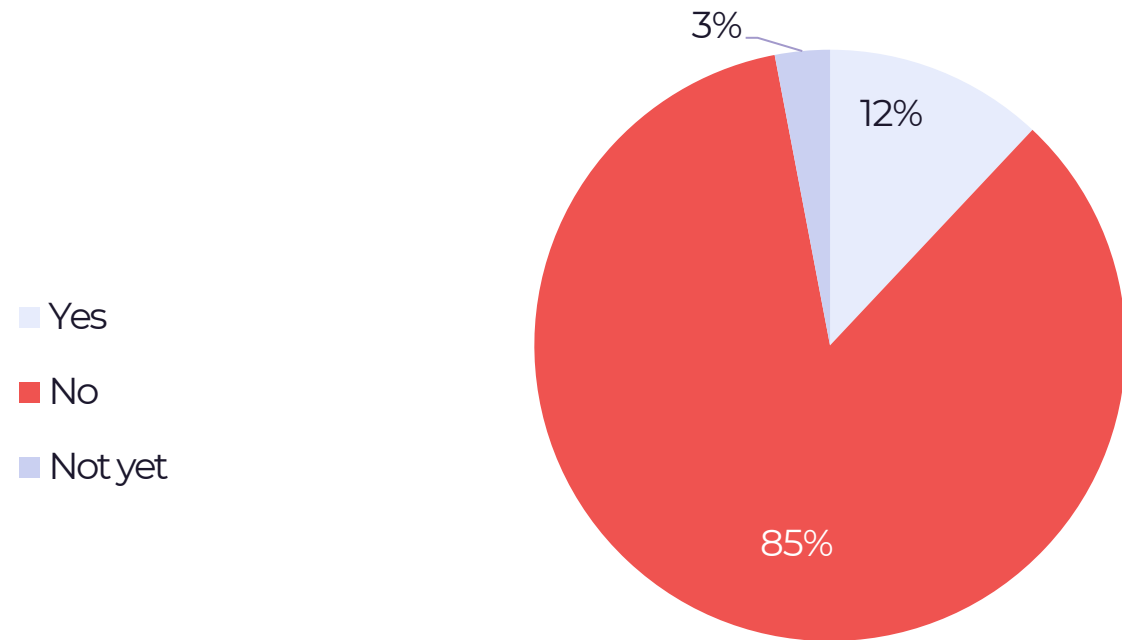
Variation 2b



Variation 3b

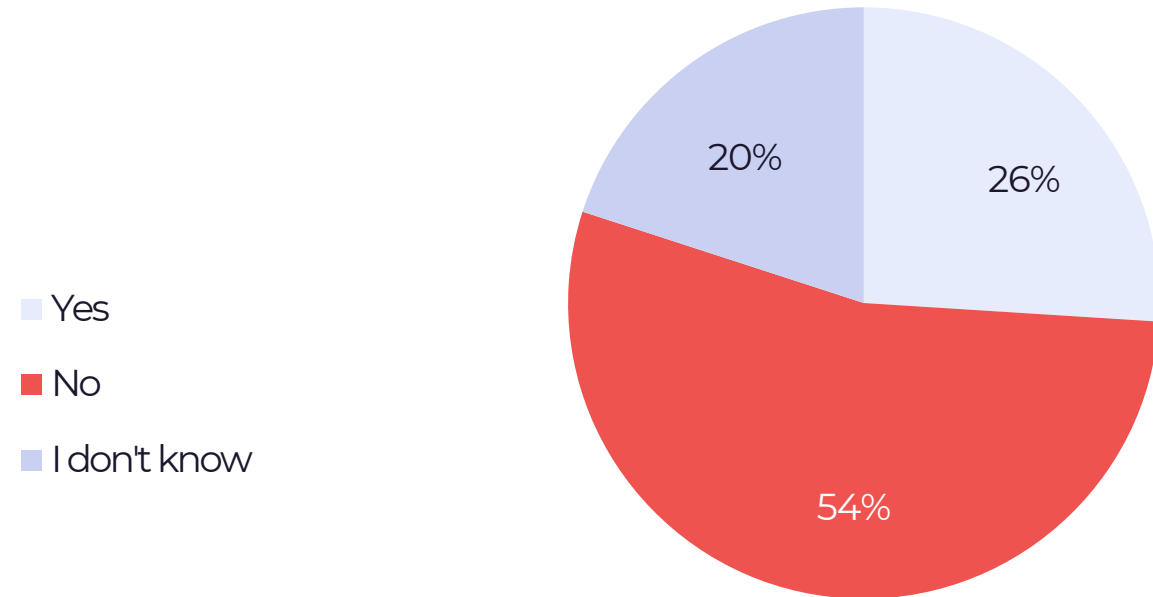
# Consumer Responses from Online Screener

**Have you ever been diagnosed with cervical cancer?**



A large majority (85%) had not been diagnosed with cervical cancer. The 12% who answered that they had received the diagnosis were disqualified.

**Do you have a family history of cervical cancer?**

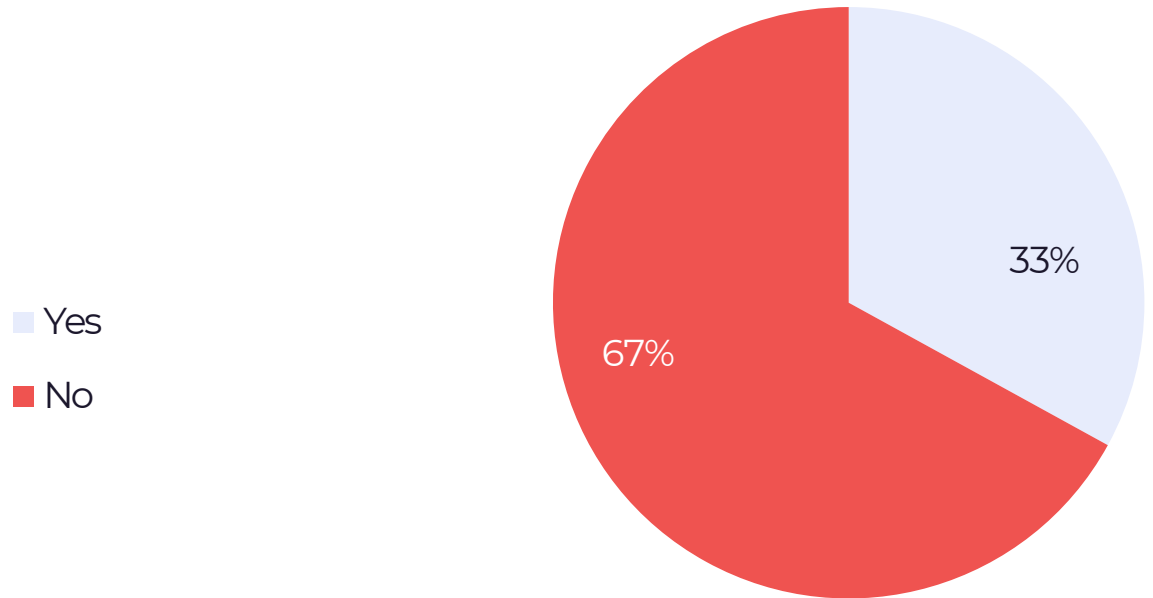


A surprising 54% said they had no family history of cervical cancer.



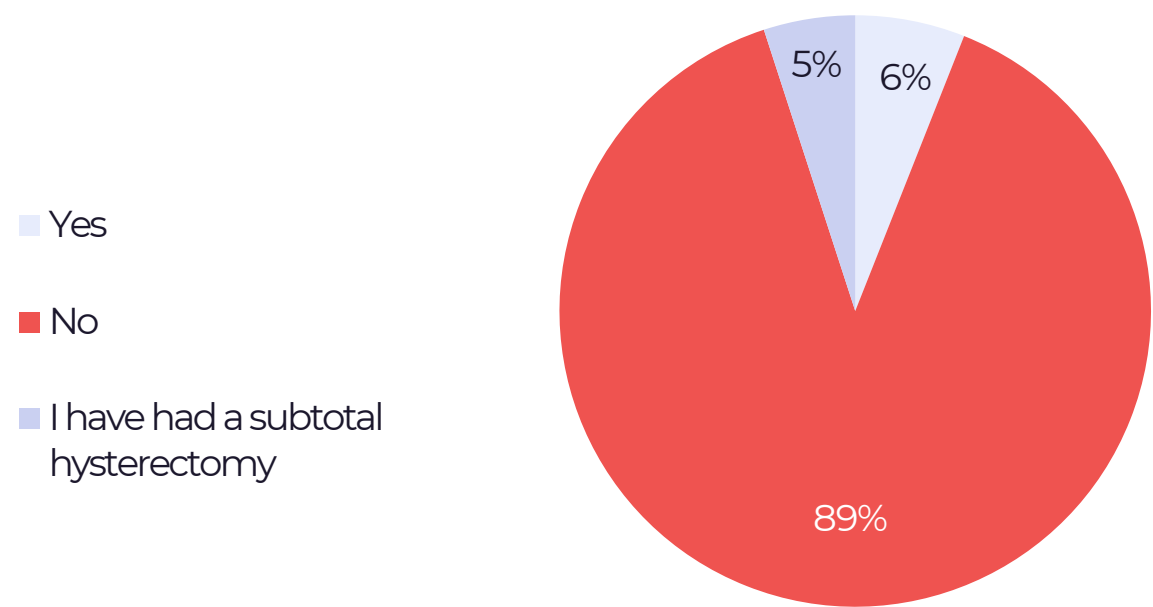
# Consumer Responses from Online Screener

**Have you ever tested positive for human papillomavirus (HPV)?**



One-third of respondents said they have previously tested positive for HPV, a known risk factor for cervical cancer.

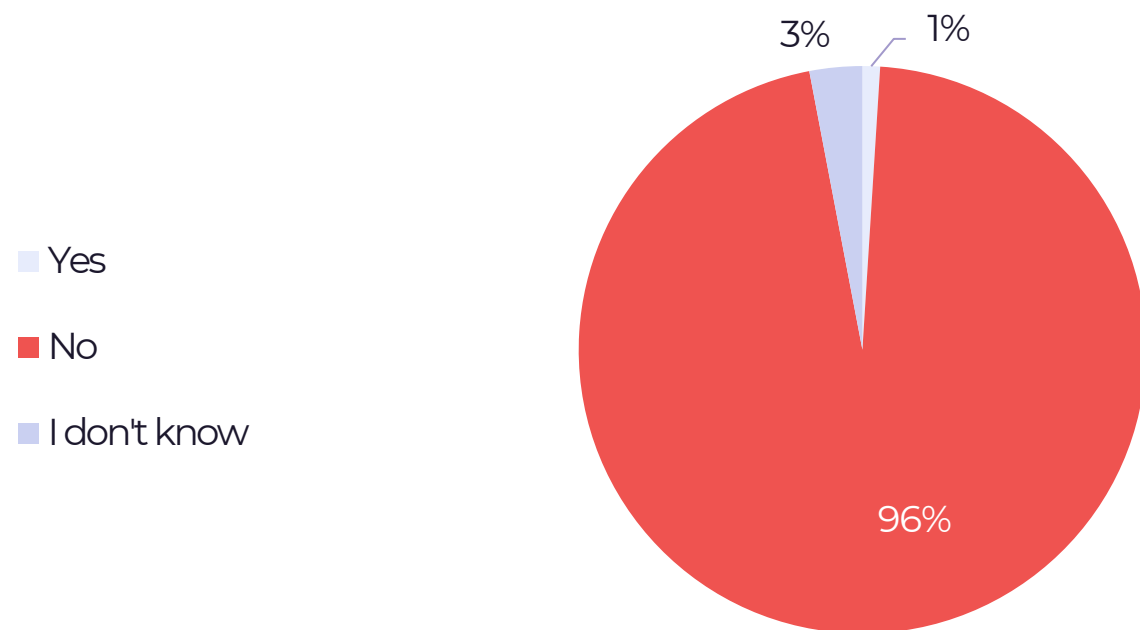
**Have you had a hysterectomy with removal of your cervix?**



Six percent were disqualified due to having had a full hysterectomy.

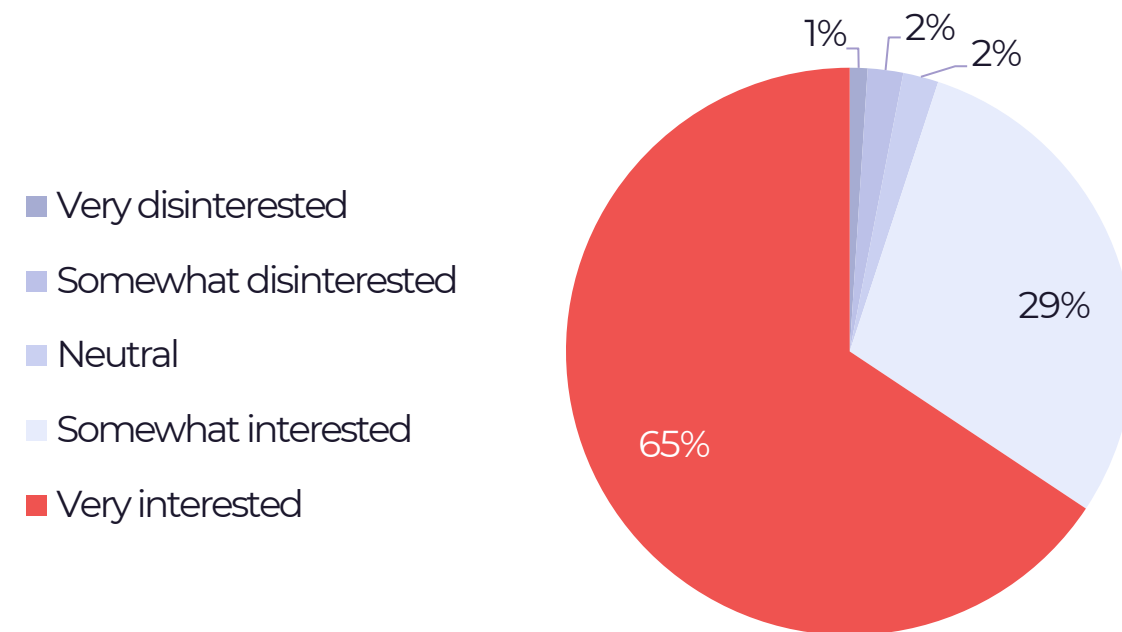
# Consumer Responses from Online Screener

**Do you have mental conditions or disabilities that may affect your ability to participate in a clinical study?**



Only one respondent was disqualified due to mental conditions or disabilities that might affect their ability to participate in a study.

**How interested would you be in joining this clinical study?**



Ninety-four percent of respondents indicated that they were interested in joining the study after acknowledging basic requirements.

# Key Insights from our Cervical Cancer Screening Market Feasibility Test



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

Ninety-four percent of respondents indicated that they were interested in joining the study after acknowledging basic requirements, including 90% of qualified respondents. Patients in this category are likely to be highly motivated and willing to move forward if eligible.



## 83bar was able to find a large group of people who have previously tested positive for HPV

A third of respondents said they have previously tested positive for HPV, a known risk factor for cervical cancer. These respondents may be more motivated than others to move forward with cervical cancer screening and advancing research for screening. These respondents could be tagged for long-term outreach if they do not move forward immediately.



## 83bar recommends leveraging our database of potentially qualified candidates.

Because the inclusion/exclusion criteria is quite broad, 83bar recommends reaching out to potentially qualified candidates who have indicated interest in other opportunities but may not have qualified/participated too recently. Doing so may generate high intent candidates, especially among those who indicated interest in other opportunities related to cervical cancer.





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.



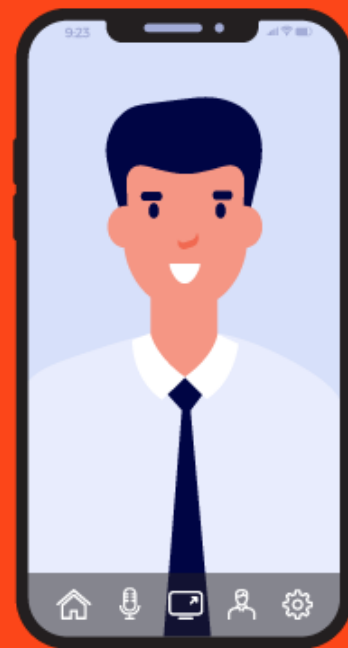
Use results to inform your study or commercial launch activities to save time and cost.



## Your intro call

## More information

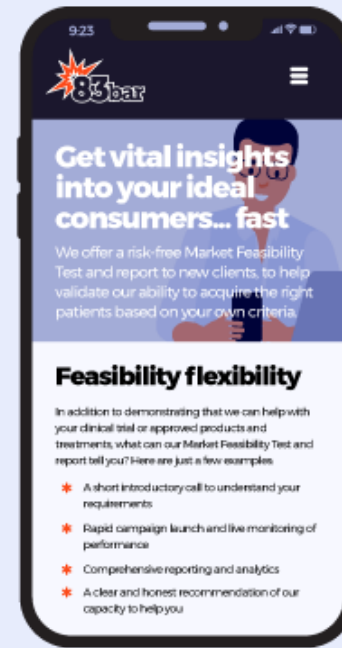
## Market Reports



### 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

Access 60+ other Market Feasibility Reports covering 40+ diseases and conditions

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# 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.





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