

# Chlamydia and Gonorrhea

## 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.

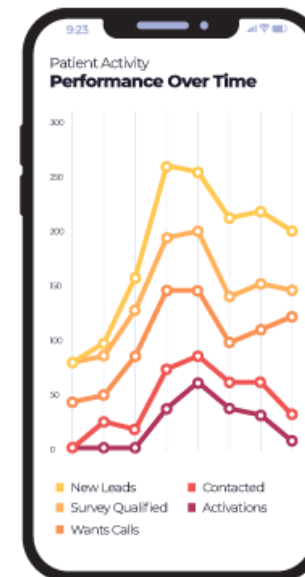
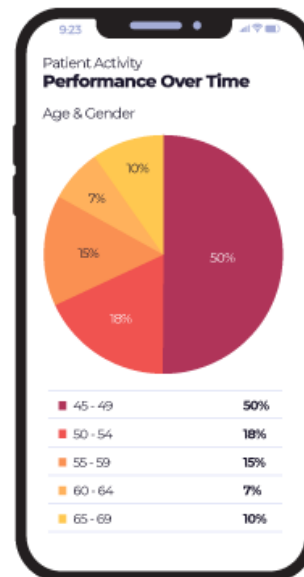
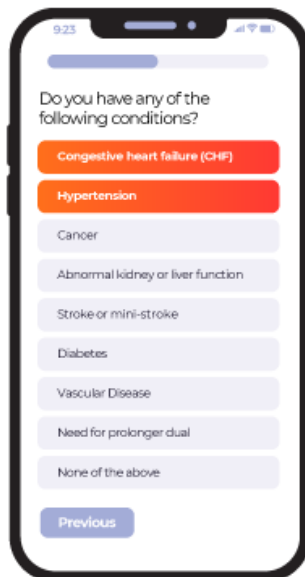
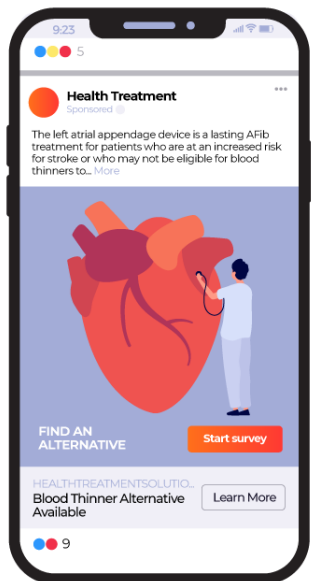
[Tell me more](#)

[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 attract and qualify candidates for a **Chlamydia and Gonorrhea** clinical study via social media advertising.

## Campaign Results

Total Survey Submissions	Qualified Survey Submissions
<b>36</b>	<b>6</b>
Campaign Duration (days)	Qualified Lead Rate
<b>5</b>	<b>17%</b>

The **client was pleased** with 83bar's ability to locate and **qualify six candidates** in just five days, especially given the strict inclusion and exclusion criteria. An additional five candidates were identified who might qualify in the future.



## Risk Factors

- Ages 18-24
- New sexual partner in last 12 weeks
- More than one sexual partner
- Current sexual partner has a known STI
- Current sexual partner has multiple partners
- Inconsistent condom use among persons who are not in a mutually monogamous relationship.

## Inclusion Criteria

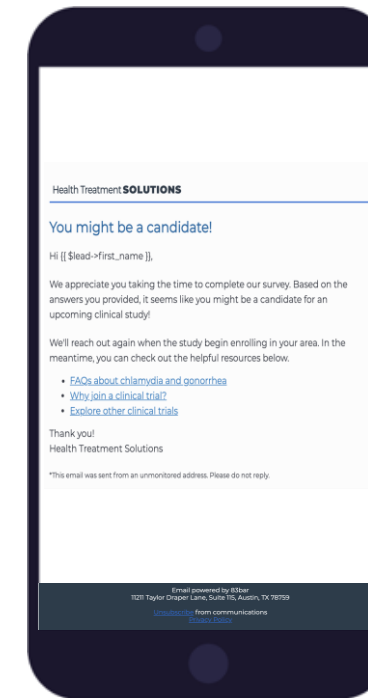
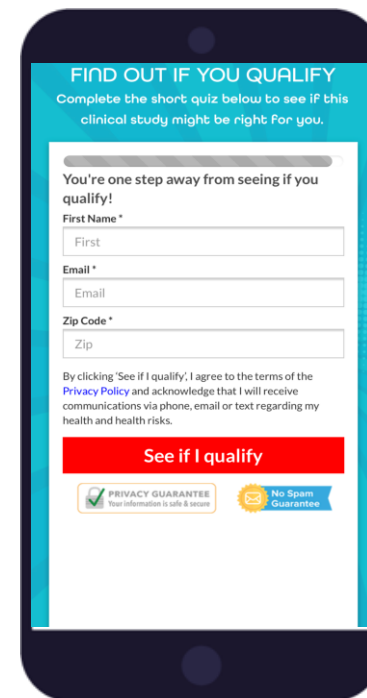
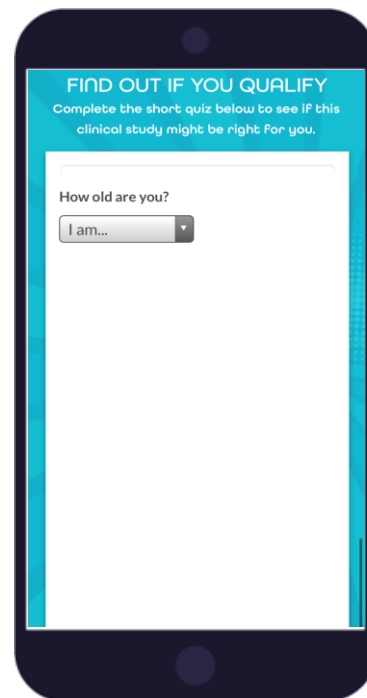
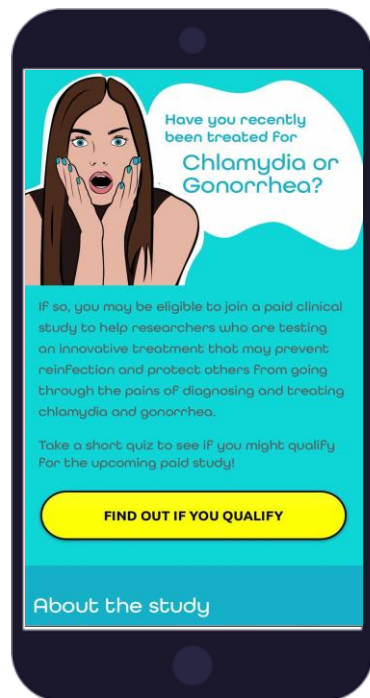
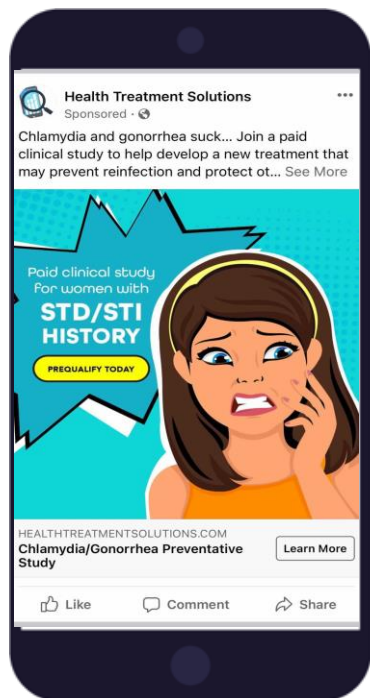
- Women
- 18 or older
- Reports regular vaginal intercourse with a male partner
- Treated for chlamydia or gonorrhea in the last 17 weeks
- Candidates must also meet criteria for group A or B:
  - A: If medical documentation of diagnosis or treatment can be obtained prior to enrollment, candidates must also have ONE or more of the risk factors listed below.
  - B: If medical documentation is unable to be obtained prior to enrollment, candidates must have TWO or more of the risk factors listed below.

## Exclusion Criteria

- Positive test for chlamydia or gonorrhea at the time of enrollment
- Women who are pregnant, breastfeeding, or unable to take study-approved contraceptives
- History of substance abuse in the last 12 months
- Women who have undergone a total hysterectomy
- Unwilling to discontinue use of douches, vaginal medications, vaginal products, or suppositories for the duration of the study

# 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)

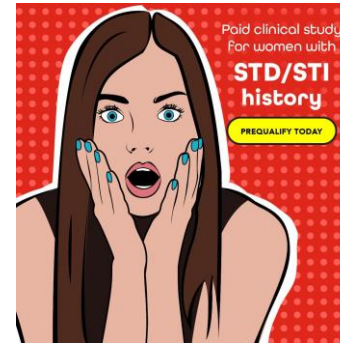
Online screeners include inclusion/exclusion criteria, medical suitability and level-of-intent questions

**Segment**  
(Qualified Email)

# Creative Messaging Test Design Process

- Developed three attention-grabbing ad images to attract younger women who may have been shocked by a recent STI diagnosis.
- Created two sets of ad copy:
  - One copy set vaguely called out STI history
  - One copy set called out chlamydia and gonorrhea specifically

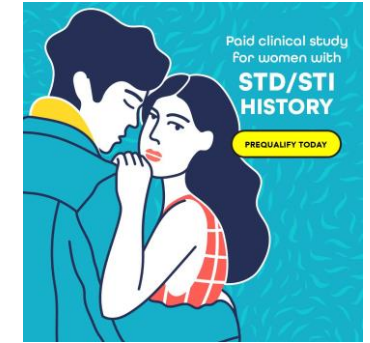
## Image Assets Tested



Variation 1a



Variation 2a



Variation 3a



### 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.



Variation 1b



Variation 2b

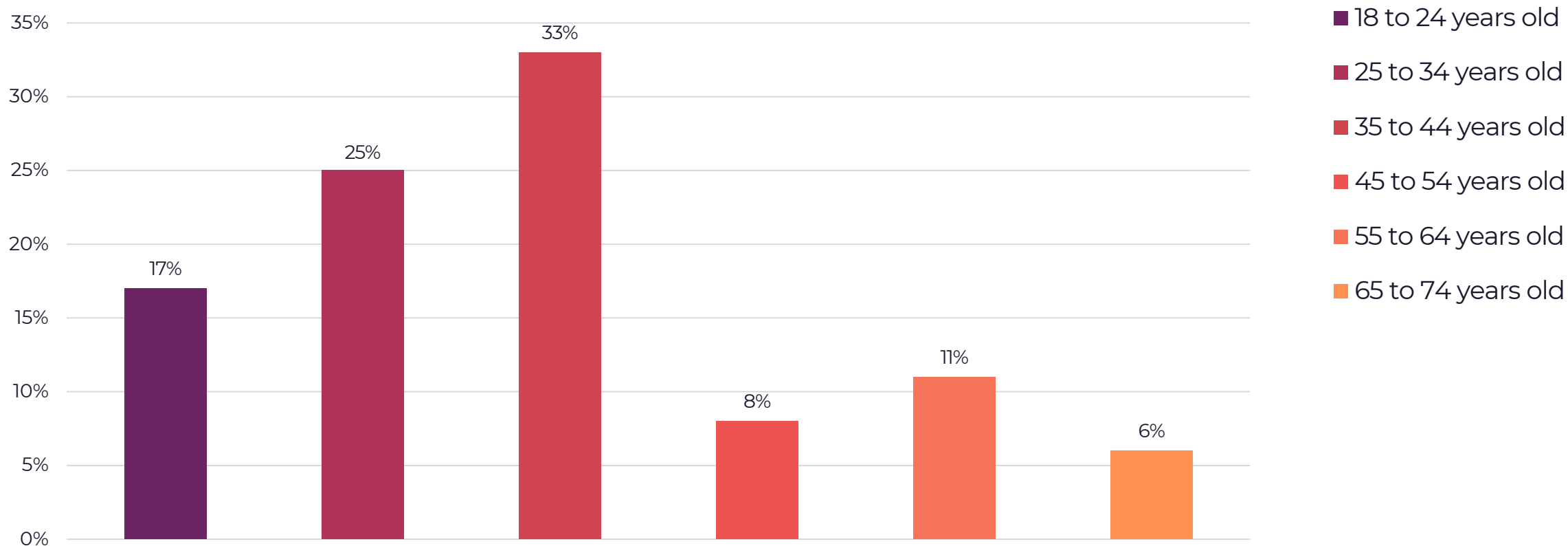


Variation 3b



# Consumer Responses from Online Screener

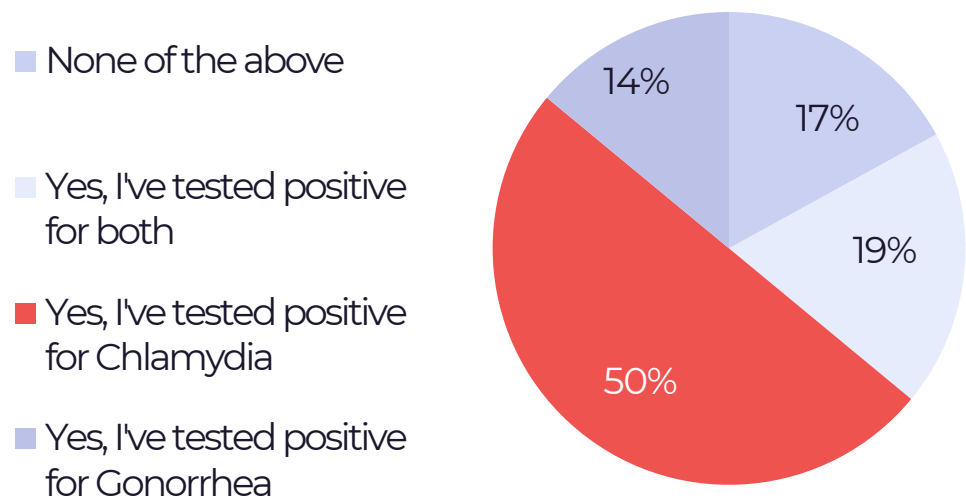
## How old are you?



16.6% of the respondents are between the ages of 18-24. 83bar found more qualified respondents (33.3%) who were between the ages of 35-44. Future campaigns may benefit from specifically targeting this age group.

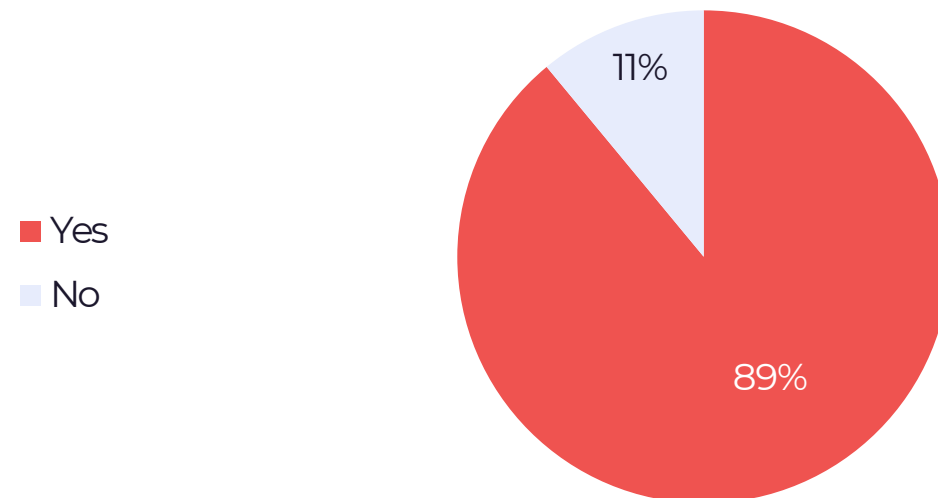
# Consumer Responses from Online Screener

## Have you ever tested positive for chlamydia and/or gonorrhea?



A significantly higher percentage of respondents reported testing positive for chlamydia (69.4%) than for gonorrhea (33.3%). Future campaigns may benefit from creating assets that split chlamydia and gonorrhea.

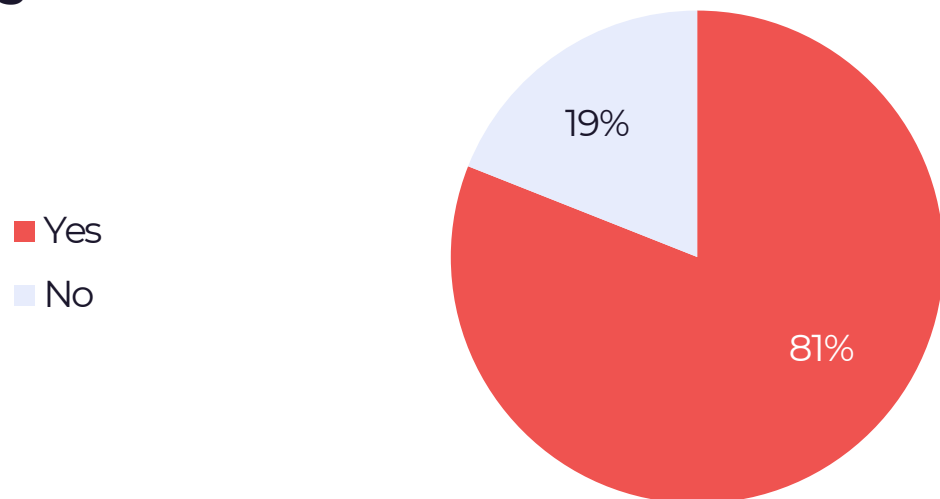
## Were you tested/diagnosed by a medical professional?



Eighty-nine percent of respondents were diagnosed by a medical professional, which suggests that there are retrievable medical records of that diagnosis and possible treatment.

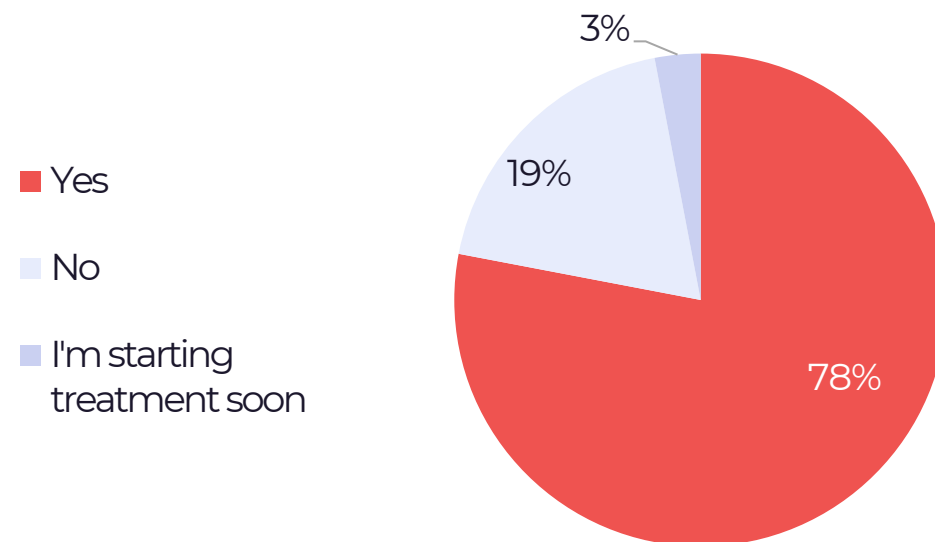
# Consumer Responses from Online Screener

**Would you be willing to let study researchers collect medical records documenting your diagnoses/test results for chlamydia and/or gonorrhea?**



Eighty-one percent of respondents were open to allowing investigators to collect their medical records associated with their sexually transmitted infection (STI) diagnosis and treatment.

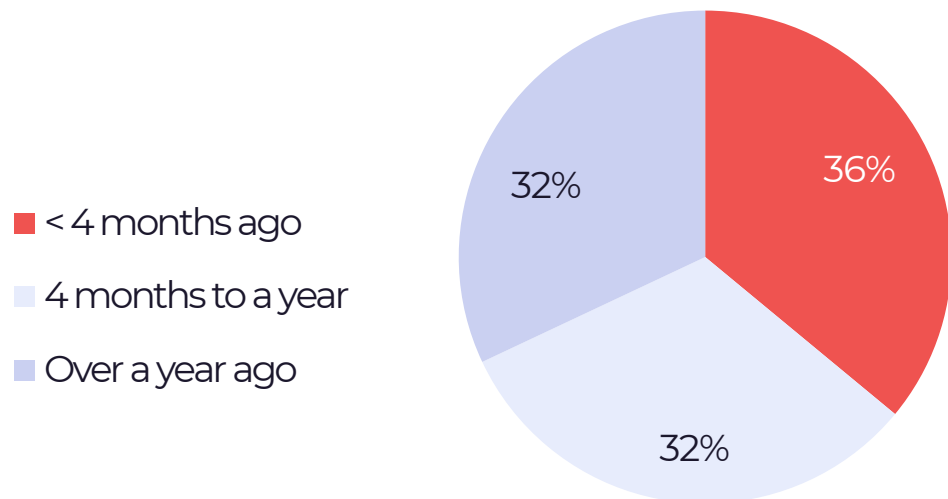
**Have you received treatment for chlamydia and/or gonorrhea?**



One respondent reported she hadn't yet received treatment, but she would be qualified if she began treatment prior to enrollment.

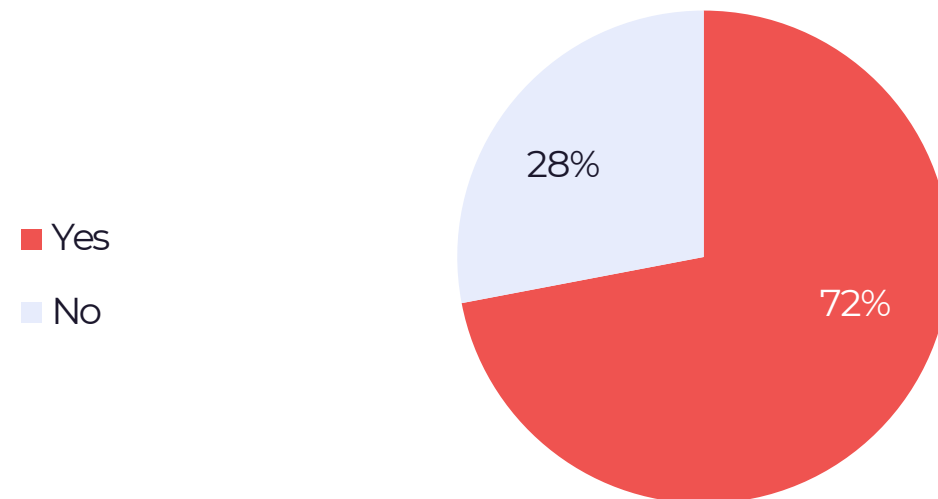
# Consumer Responses from Online Screener

**How long ago did you last receive treatment for chlamydia and/or gonorrhea?**



Five of the respondents were outside the treatment window but would qualify if they were to test positive and seek treatment again.

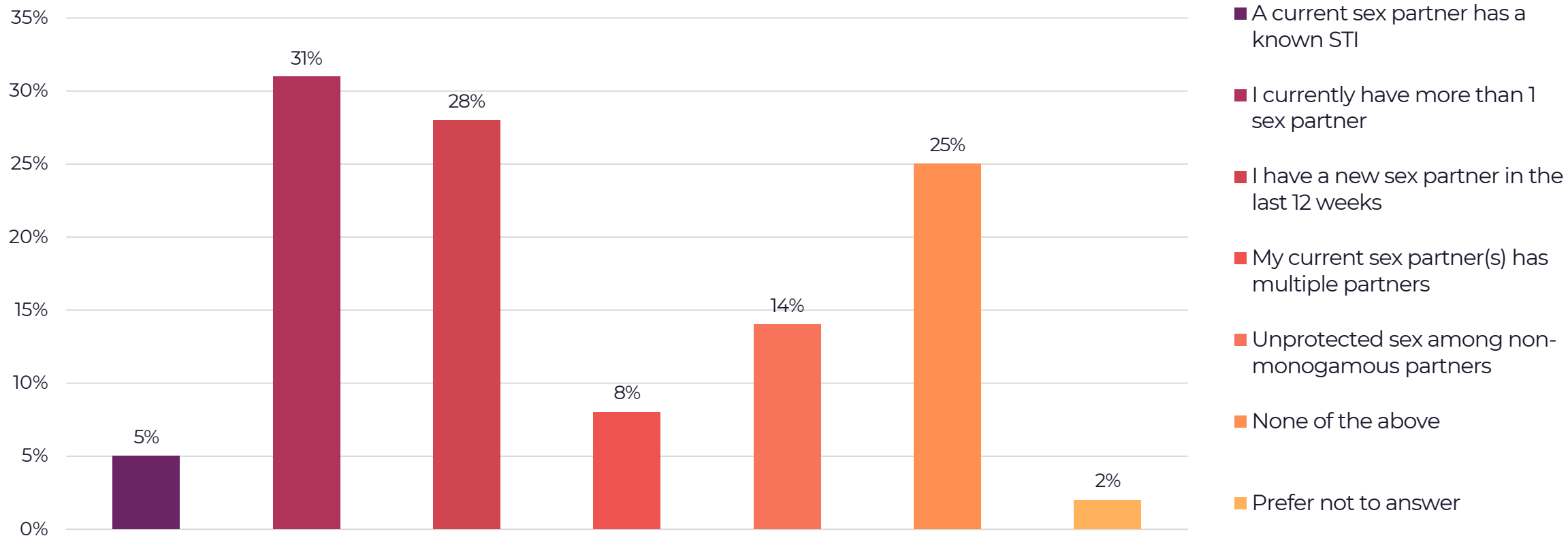
**Have you had vaginal intercourse with a male partner at least 3x in the last month and anticipate continuing the activity regularly?**



The 28% of respondents who answered no to this question were disqualified.

# Consumer Responses from Online Screener

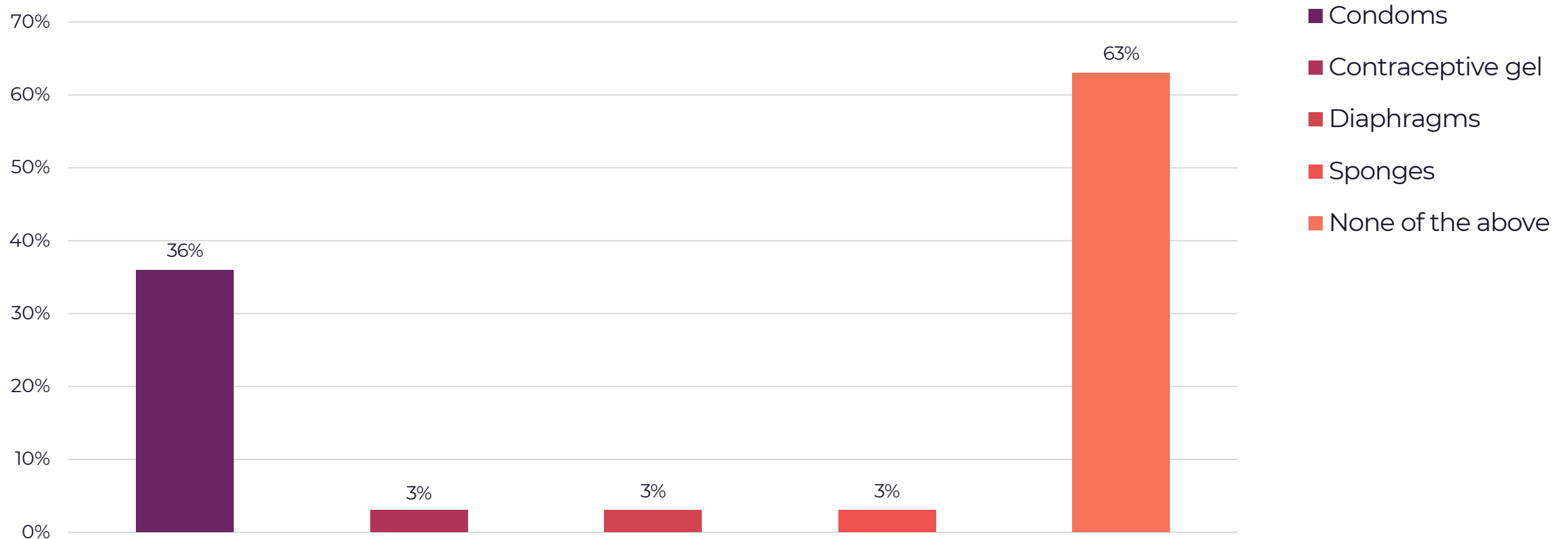
Which of the following best describes your sexual activity?



Almost a third of the respondents said they have more than one sex partner.

# Consumer Responses from Online Screener

Are you currently using any of the following contraceptives?

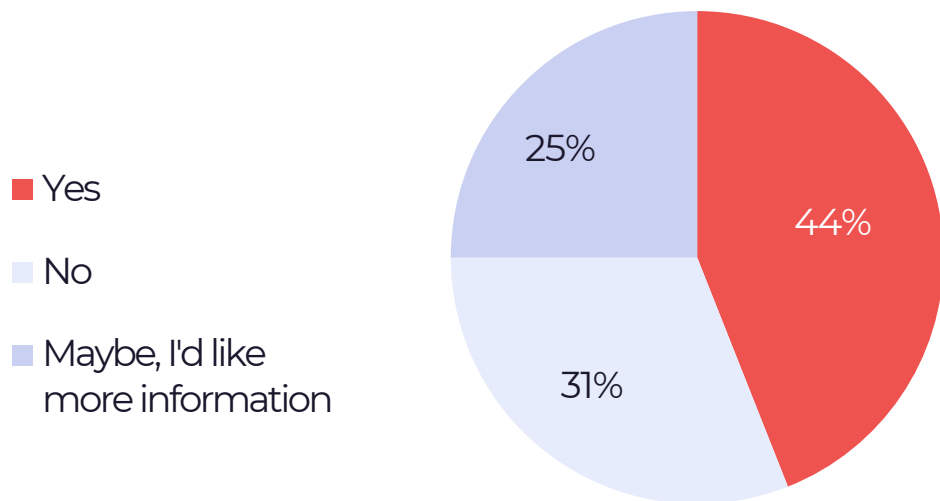


Nearly two-thirds of the respondents were not using the contraceptives listed.

# Consumer Responses from Online Screener

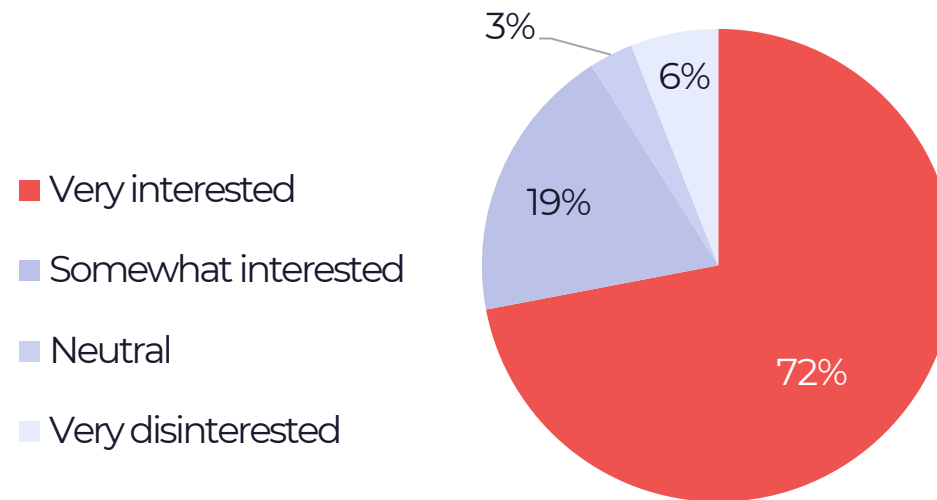
## Would you be willing to use one of the following birth control methods for the duration of the study?

Birth control pills, birth control implant, birth control patch, IUD, vaginal ring



Thirty-one percent of respondents said they are unwilling to switch to one of the study-approved contraceptives.

## How interested are you in joining this study?



Ninety-one percent of respondents were interested in participating in the study after reviewing information about it.

# Key Insights from Our Chlamydia and Gonorrhea Market Feasibility Test



**83bar was able to find people interested in participating in a clinical trial for chlamydia and gonorrhea prevention.**

Ninety-one percent of respondents say they are interested in participating in this clinical study after acknowledging the requirements, including all six qualified respondents. Social media demand generation is an effective tool to find these patients. Note that paid search and other channels may also be effective in a longer campaign.



**Finding patients who have received treatment in the last 17 weeks presents a small window.**

Note that future campaigns might benefit from emphatically targeting individuals who are currently being treated or are seeking treatment for chlamydia or gonorrhea rather than those who have previously received treatment.



**The biggest disqualifier 83bar found was an unwillingness to switch to a study-approved contraceptive.**

The 83bar Clinical Contact Center can be utilized to investigate and possibly address respondents' concerns about switching to one of the preferred, woman-controlled birth control methods.





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.



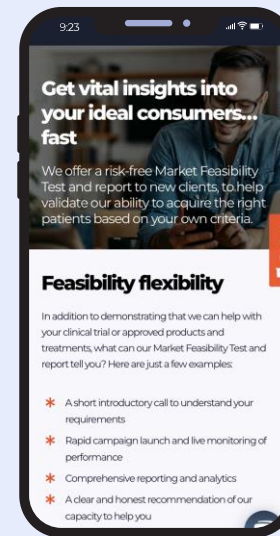
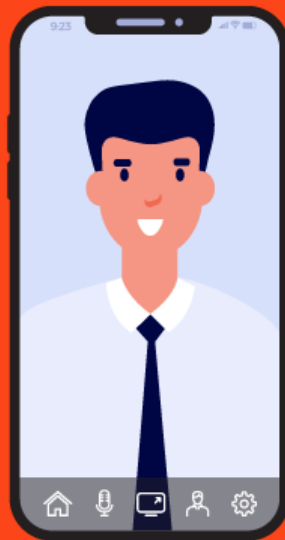
Use results to inform your study or commercial launch activities to save time and cost.



## 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

### Want to Learn More?

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

### Download Other Reports

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