

Depression

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](#)

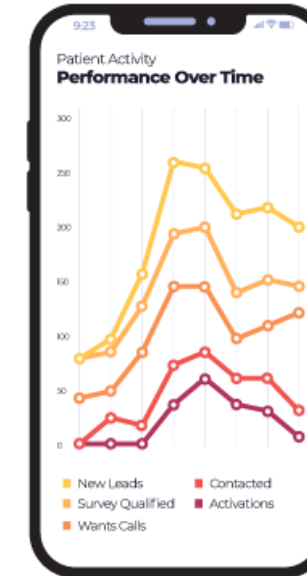
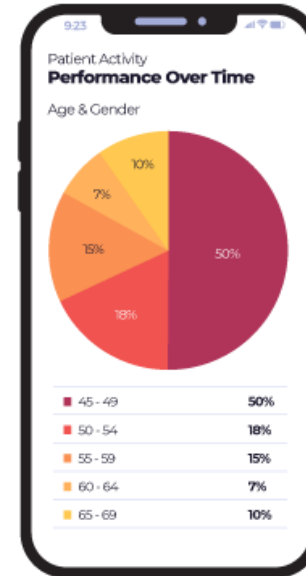
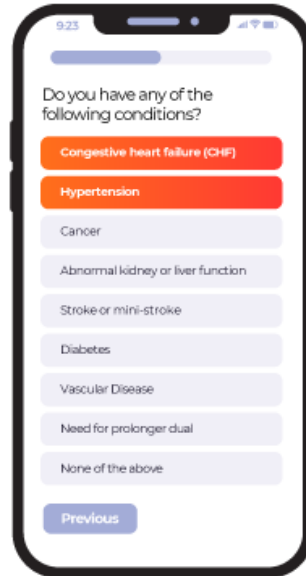
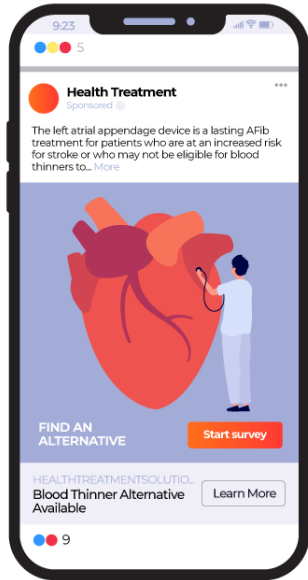
[Show me results](#)



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 people via social media advertising who might be interested in advanced treatment for **Depression** and to conduct market research to better understand depression patients.

Ideal patient profile

- Adults aged 18 + who have been diagnosed with depression
- Have tried and failed at least one depression medication

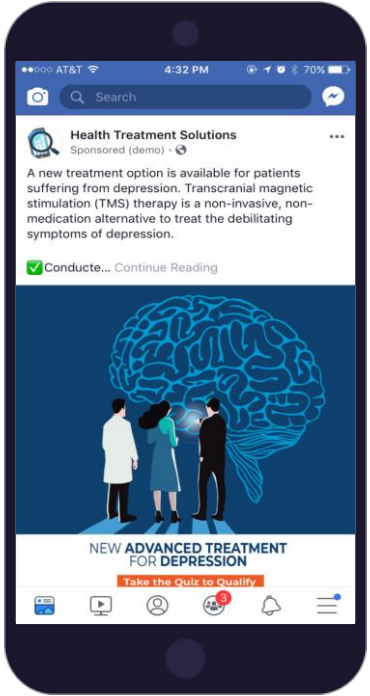
Campaign Results

Total Survey Submissions	Qualified Survey Submissions
104	89
Campaign Duration (days)	Qualified Lead Rate
3	86%

These results **met the goals of the client**, especially given the test's short duration (three days).

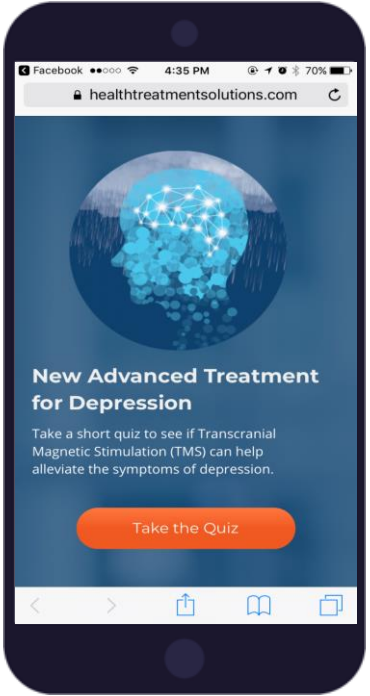
The Consumer Journey

Optimized to ensure high consumer engagement



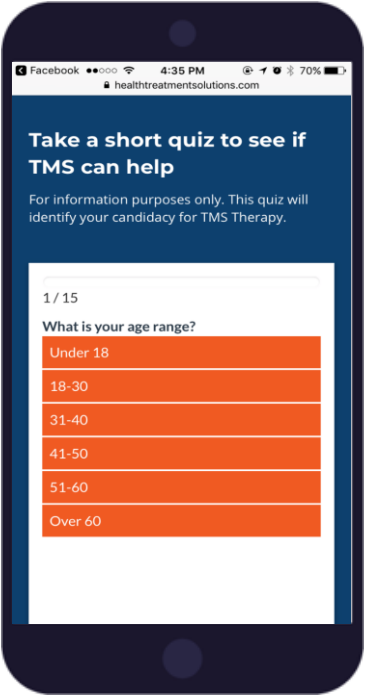
Attract
(Social Media Ad)

Consumers are attracted with targeted social media ads

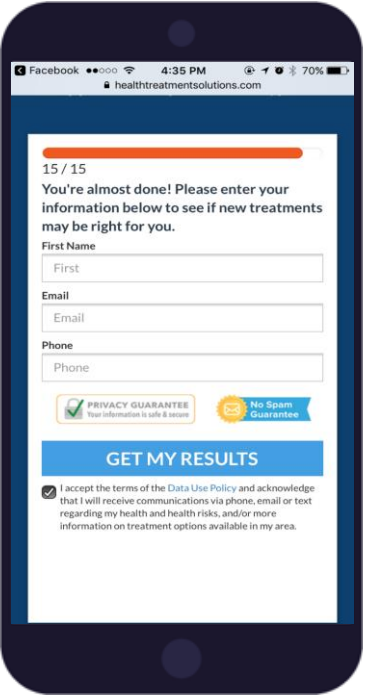


Engage
(Landing Page)

Landing pages provide critical information and education on treatment options

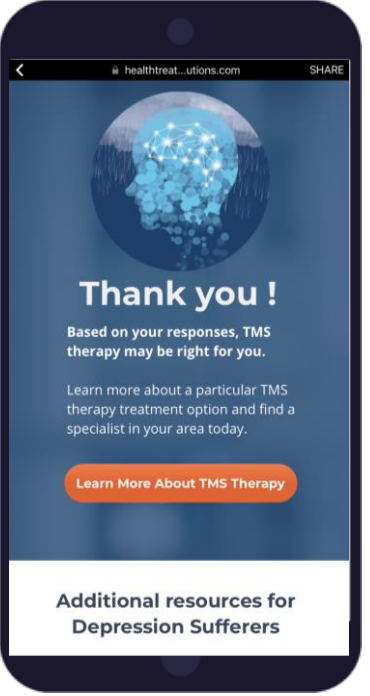


Qualify
(Screener)



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 four creative ads to generate demand.
- Each ad included a unique image.
- The headlines followed 83bar's proven best practice's for generating qualified leads at the lowest cost.
- Each ad featured the same copy and pointed to one landing page.



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.

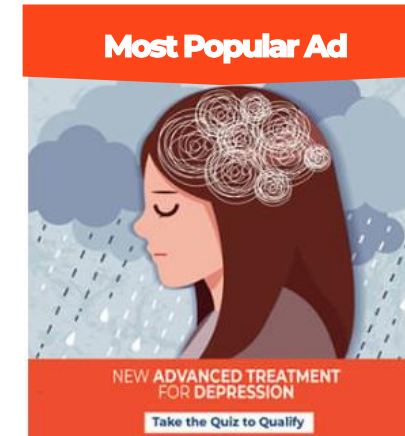
We use a highly optimized process to create, analyze and optimize ad variants to achieve the best result for our clients in the shortest amount of time.

Image Assets Tested



NEW ADVANCED TREATMENT FOR DEPRESSION
Take the Quiz to Qualify

Variation 1



NEW ADVANCED TREATMENT FOR DEPRESSION
Take the Quiz to Qualify

Variation 2



NEW ADVANCED TREATMENT FOR DEPRESSION
Take the Quiz to Qualify

Variation 3

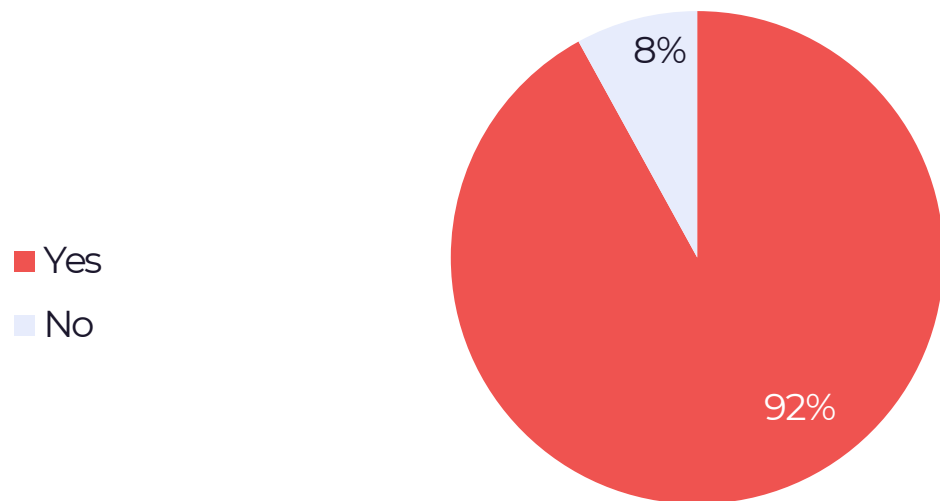


NEW ADVANCED TREATMENT FOR DEPRESSION
Take the Quiz to Qualify

Variation 4

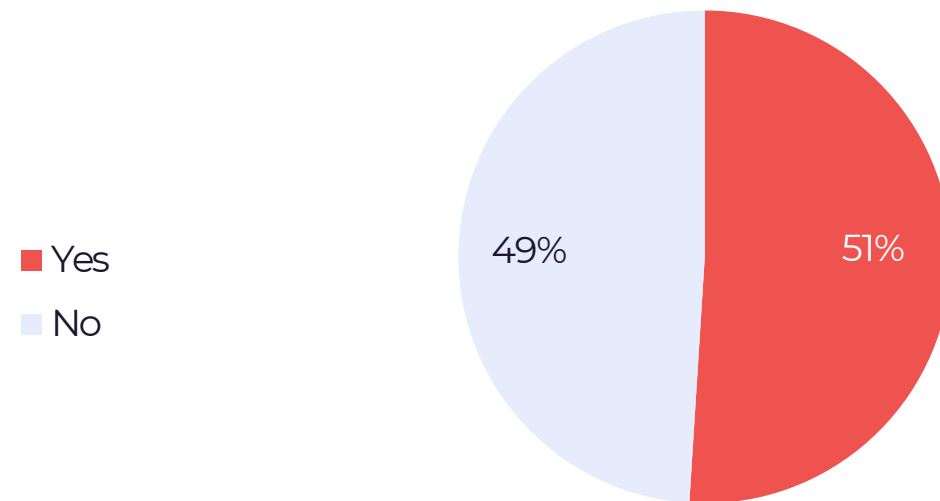
Consumer Responses from Online Screener

Have you been diagnosed with depression?



This shows that the majority of respondents have received a diagnosis for depression.

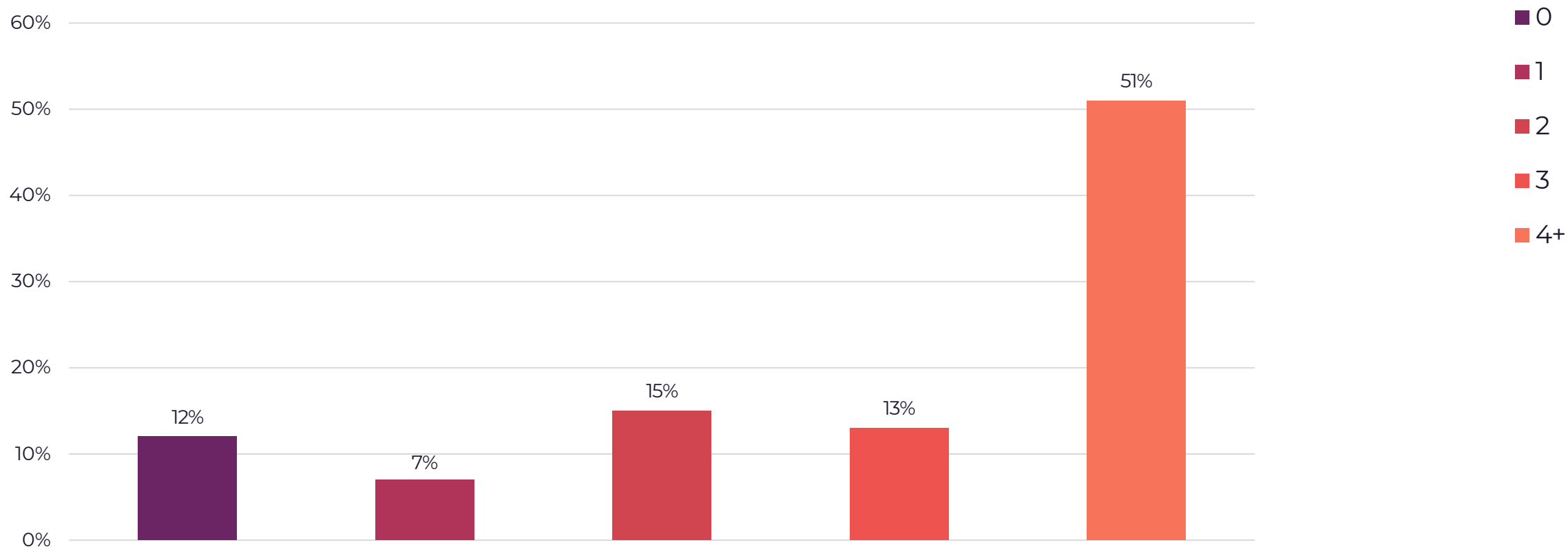
Are you currently under the care of a psychiatrist?



This shows the very close split between patients who are under the care of a psychiatrist and those who are not. An opportunity exists to help the 49% not under psychiatrist care to find a provider.

Consumer Responses from Online Screener

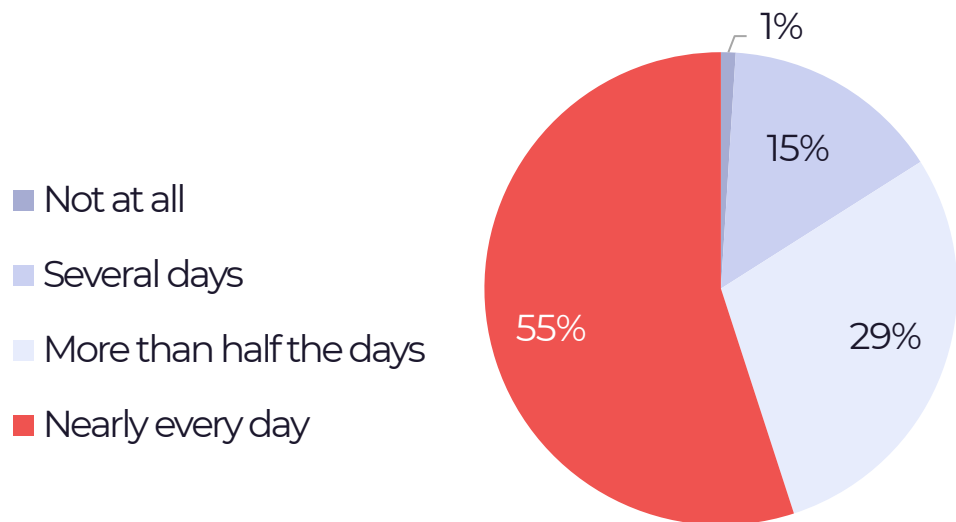
How many medications have you tried to treat your depression?



Fifty-one percent of respondents have tried four or more medications for their depression and are likely extremely frustrated.

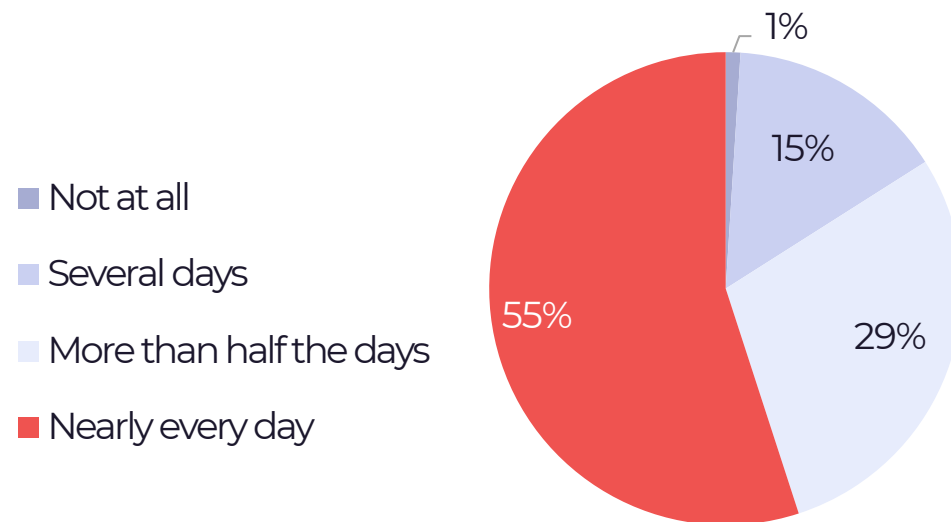
Consumer Responses from Online Screener

How many times in the past month have you felt your depression symptoms affected your sleep?



Ninety-nine percent of respondents' sleep is affected by their depression, and 55% of respondents are affected nearly every day.

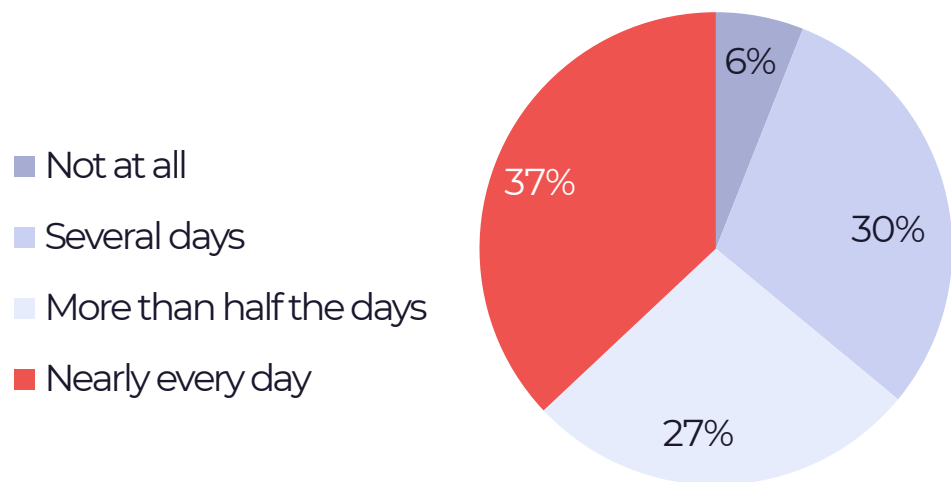
How many times in the past month have you felt your depression symptoms affected your ability to attend work or school?



Ninety-nine percent of respondents felt their depression symptoms have an affect on their ability to attend work and school.

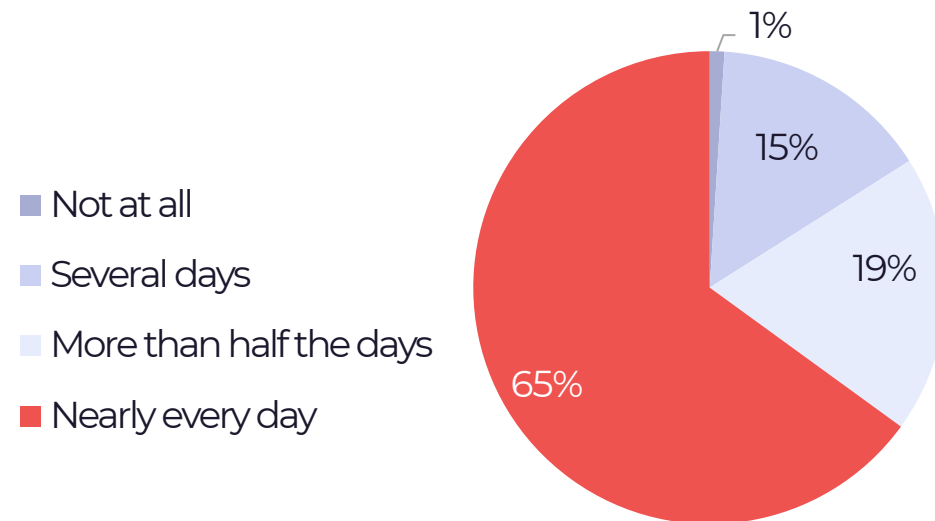
Consumer Responses from Online Screener

How many times in the past month have you felt your depression symptoms altered your appetite?



The majority of respondents' appetites are altered nearly every day.

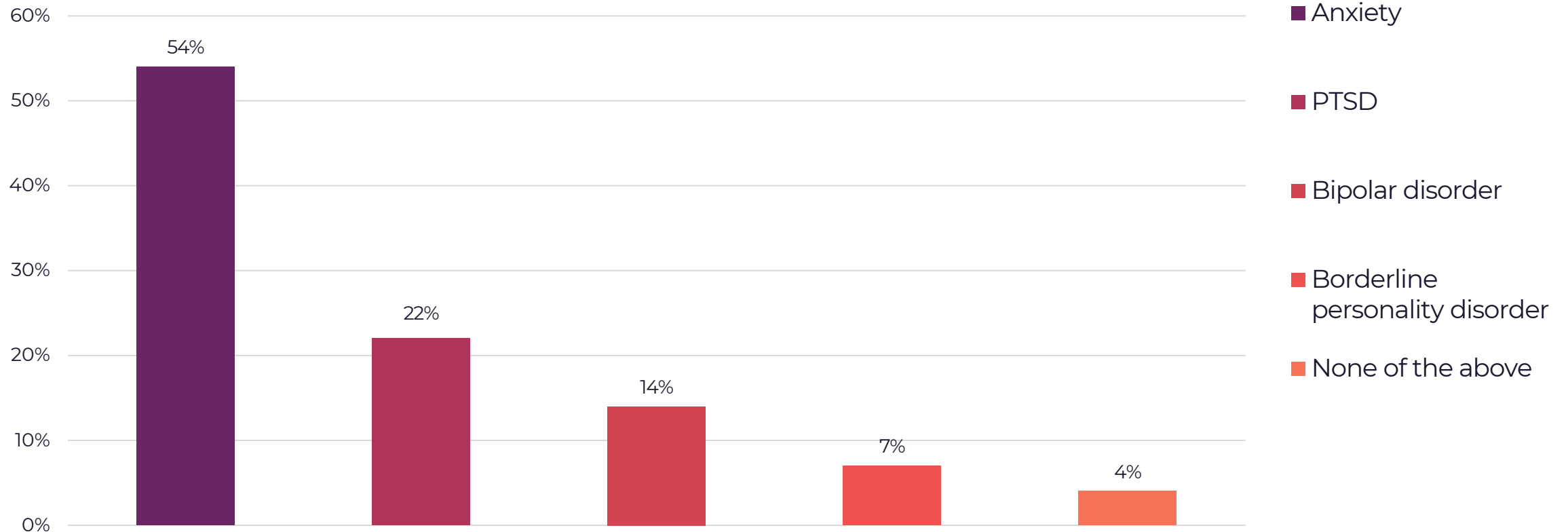
How many times in the past month have you felt tired or had little energy?



Ninety-nine percent of respondents were affected at least several days a month by low energy and/or felt tired.

Consumer Responses from Online Screener

Do you have any of the following mental or behavioral issues?

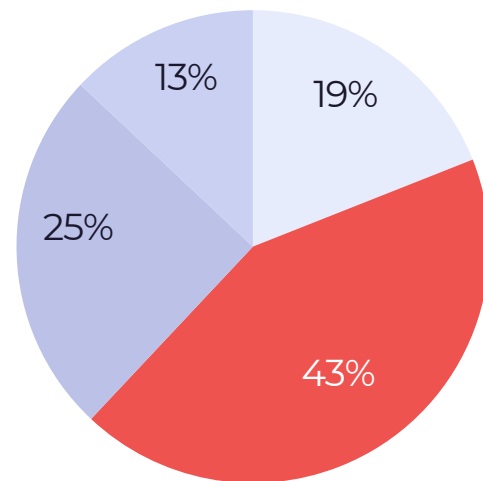


Only 4% of respondents did not have one of the four major mental illnesses listed.

Consumer Responses from Online Screener

Why are you interested in seeking an alternative treatment for your depression?

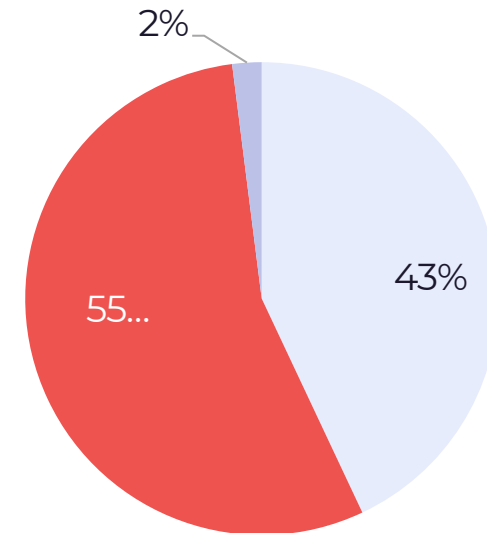
- Negative side effects of medications I've tried
- I haven't found a treatment that works for me
- I don't feel like myself with treatments that I've tried
- Other



A majority of respondents, 43%, have not found a treatment that works for them. This patient population is very interested in a new treatment that will work for them.

If you would qualify, would you be interested in setting up a consultation with a neurologist to discuss advanced treatments for depression?

- Yes, I'm interested now
- Maybe, I'd like more information first
- No, I'm not interested



An overwhelming majority of respondents, 98%, were interested or possibly interested in scheduling an appointment with a neurologist to discuss advanced treatments.

Key Insights from Our Depression Market Feasibility Test



Depression sufferers are likely to experience diminished quality of life.

Depression sufferers are likely to experience diminished quality of life. Mental health issues frequently interfere with their career, education, and family events, and more than half of survey respondents have tried four or more medications and are still looking for another option because they have had little or no success in the past.



Using straightforward messaging and eye-catching creative attracts prospects to click on ads.

An informative, easy-to-understand and patient-centric landing page encourages patients to fill out our survey. We achieved a 37% landing page conversion rate compared to the industry average of 2.5%



83bar recommends leveraging our database of potentially qualified candidates.

Going forward, 83bar recommends using the full patient activation process to generate the most qualified patients through online ads and a Health Risk Assessment (HRA) quiz that flow directly to the 83bar Clinical Contact Center for education, qualification and navigation to partner specialist sites.



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.



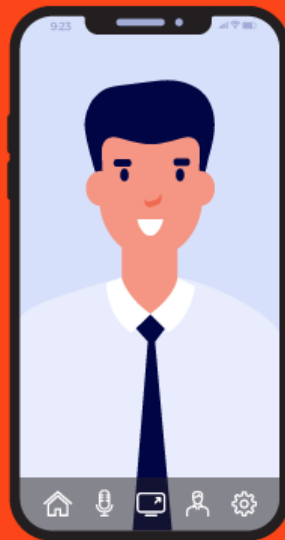
Your intro call

More information

Market Reports

Do you need a Market Feasibility Test?

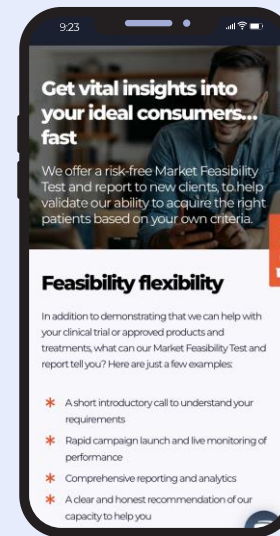
Getting started is easy! Simply set up an intro call so you can explain your requirements. From there, we'll get started on designing your personalized Market Feasibility Test.



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

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www.83bar.com