

Essential Tremor

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.

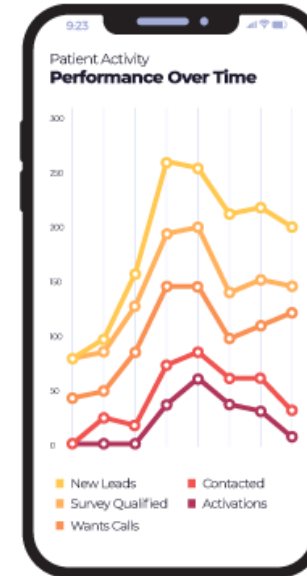
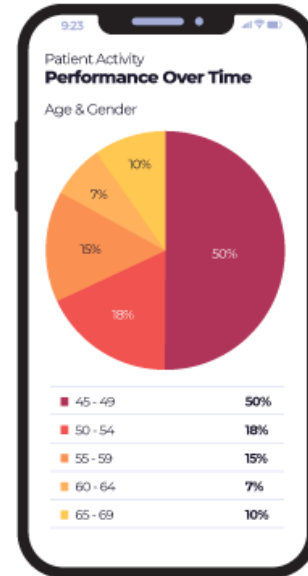
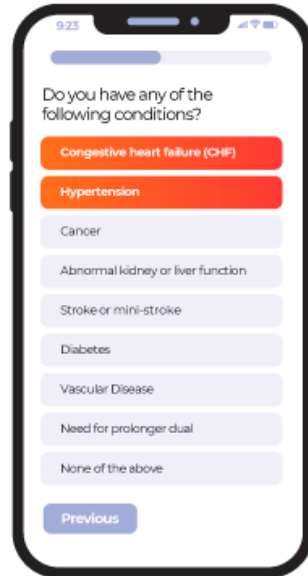
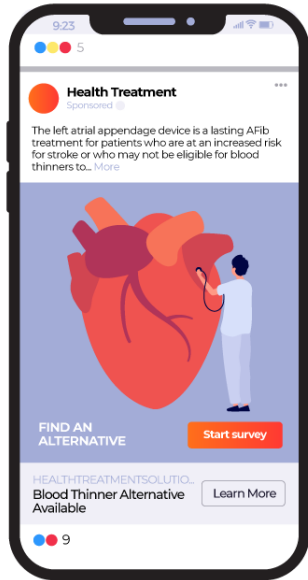
[Tell me more](#)

[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 the feasibility of the 83bar approach to locate patients with **Essential Tremor** and gauge their interest in and eligibility for an alternative treatment.

Key Metrics

- Targeted men and women, aged 18 years old and up
- Five eastern cities of the United States (Boston, Chicago, Washington D.C., New York, Baltimore)

Campaign Results

Total Survey Submissions	Qualified Survey Submissions
51	36
Campaign Duration (days)	Qualified Patient Rate
5	70%

The client was pleased that 36 qualified patients were identified in just five days.



Definition of a Qualified Patient

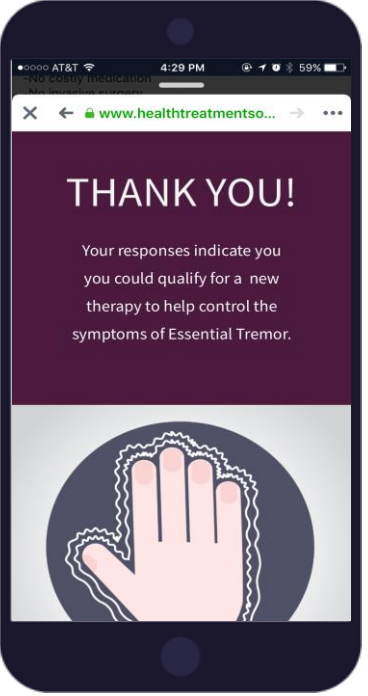
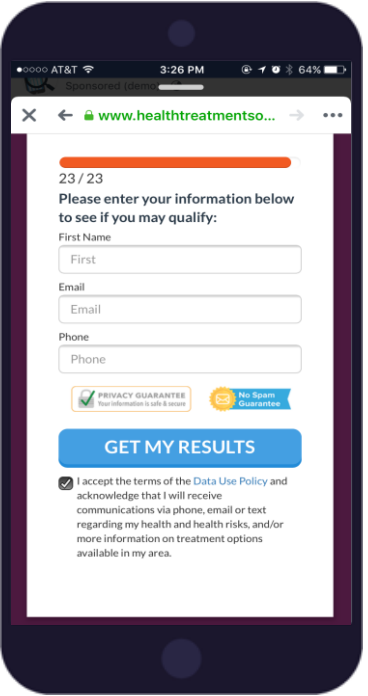
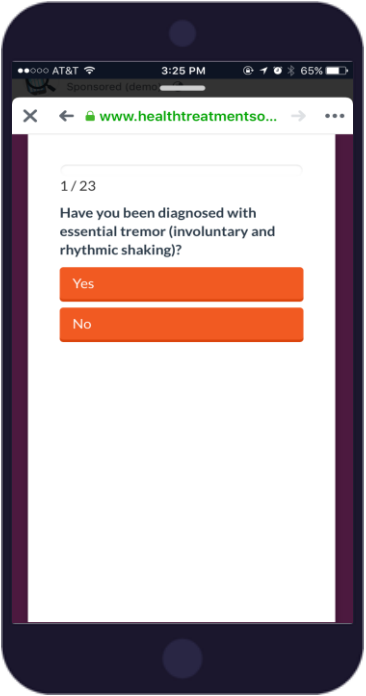
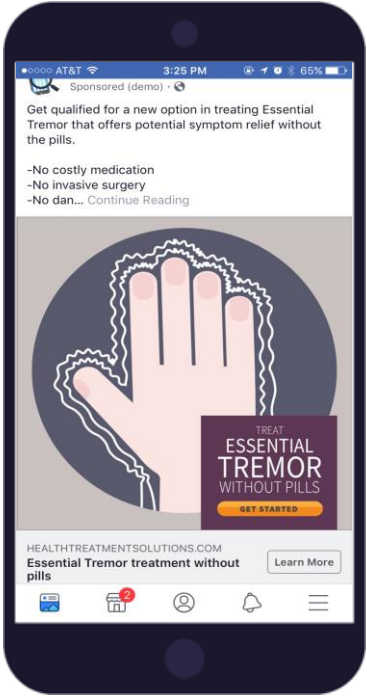
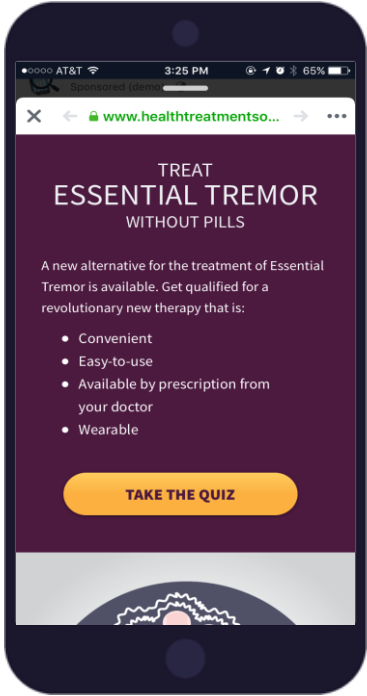
- Diagnosed with essential tremor
- Experiencing essential tremor symptoms in their hands
- No implanted electrical medical device, metal implant in arm, or females who are pregnant or planning to become pregnant

Inclusion / Exclusion Criteria

- Patients are included if they have a diagnosis of essential tremor and experience symptoms in their hands
- Patients excluded if they have an implanted electrical medical device
- Patients are excluded if they have any metal implant in their arm
- Patients are excluded if they have epilepsy or other seizure disorder
- Female patients are excluded if they are pregnant or plan to become pregnant

The Consumer Journey

Optimized to ensure high consumer engagement



Attract
(Social Media Ad)

Consumers are attracted with targeted digital 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 ten digital ads that point to one unique landing page with an embedded survey.
- Five graphics were used with two copy variants.
- One market research survey was designed to connect with patients who have essential tremor and could be candidates to try a new, advanced therapy for their symptoms.



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

Ad Copy Without Pills

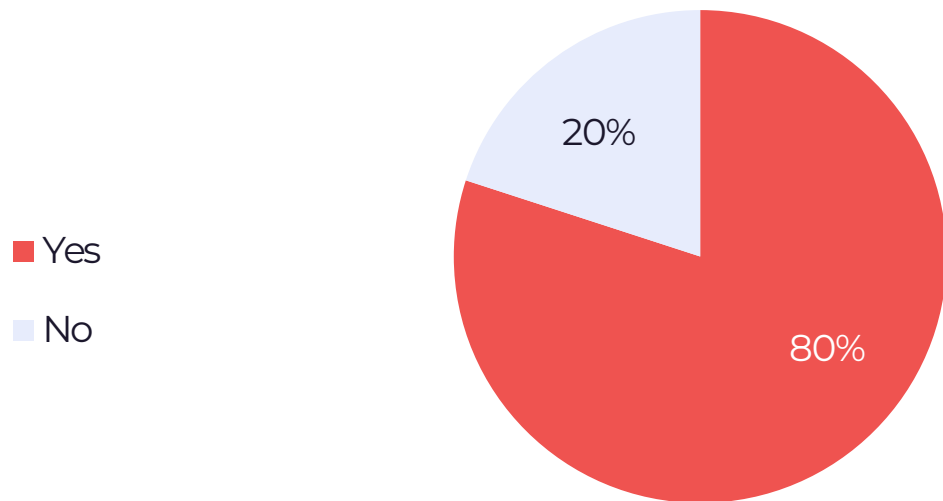


Ad Copy Advanced Treatment



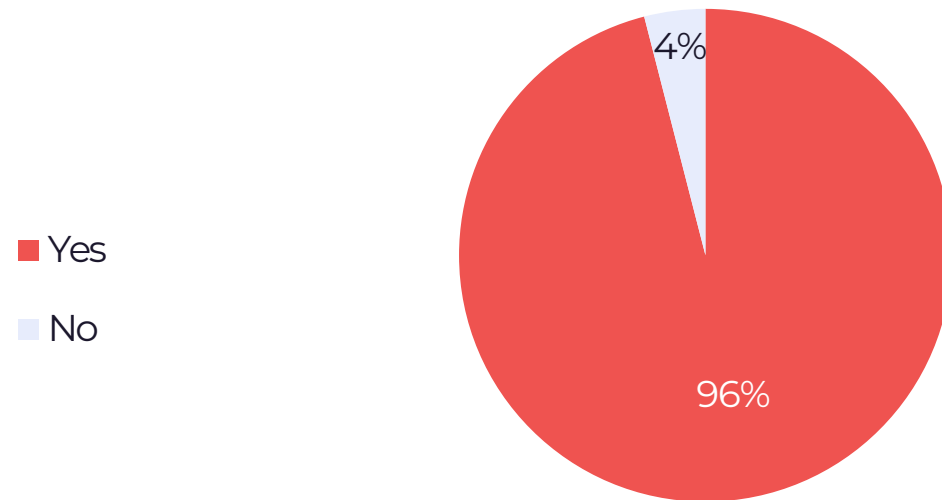
Consumer Responses from Online Screener

Have you been diagnosed with essential tremor (involuntary and rhythmic shaking)?



More than three-fourths of respondents were diagnosed with essential tremor.

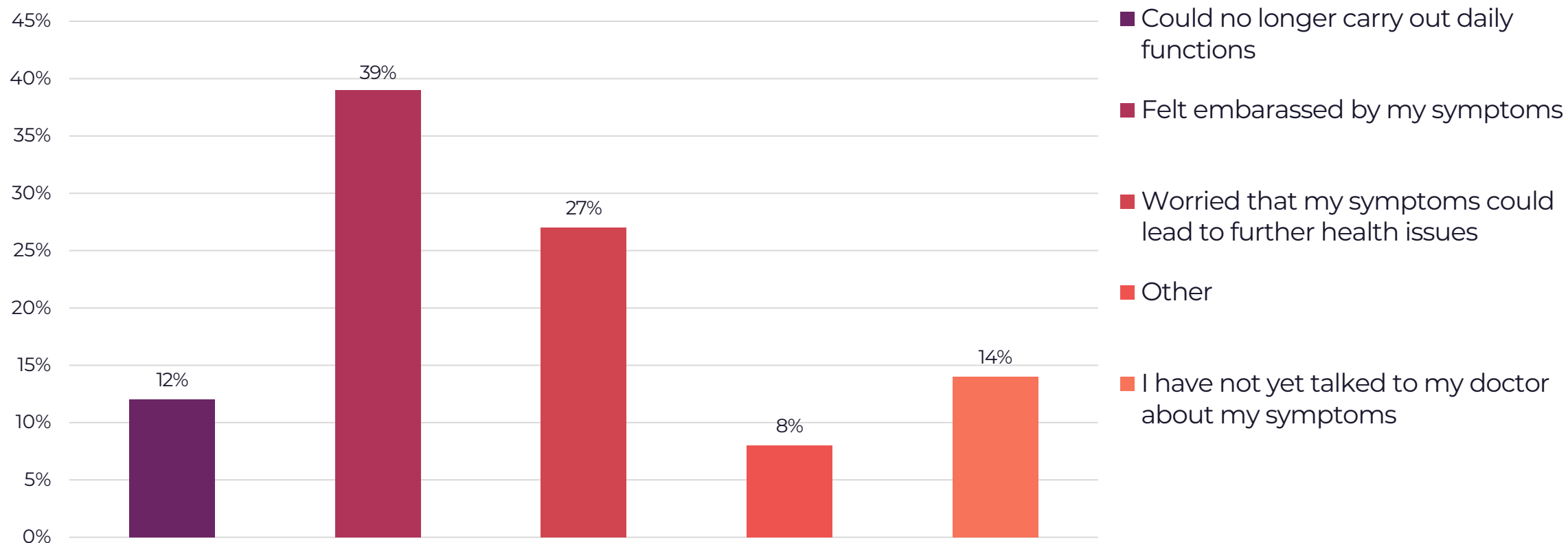
Do your essential tremor symptoms (shaking) affect your hands?



Only 4% of respondents indicated that shaking did not affect their hands.

Consumer Responses from Online Screener

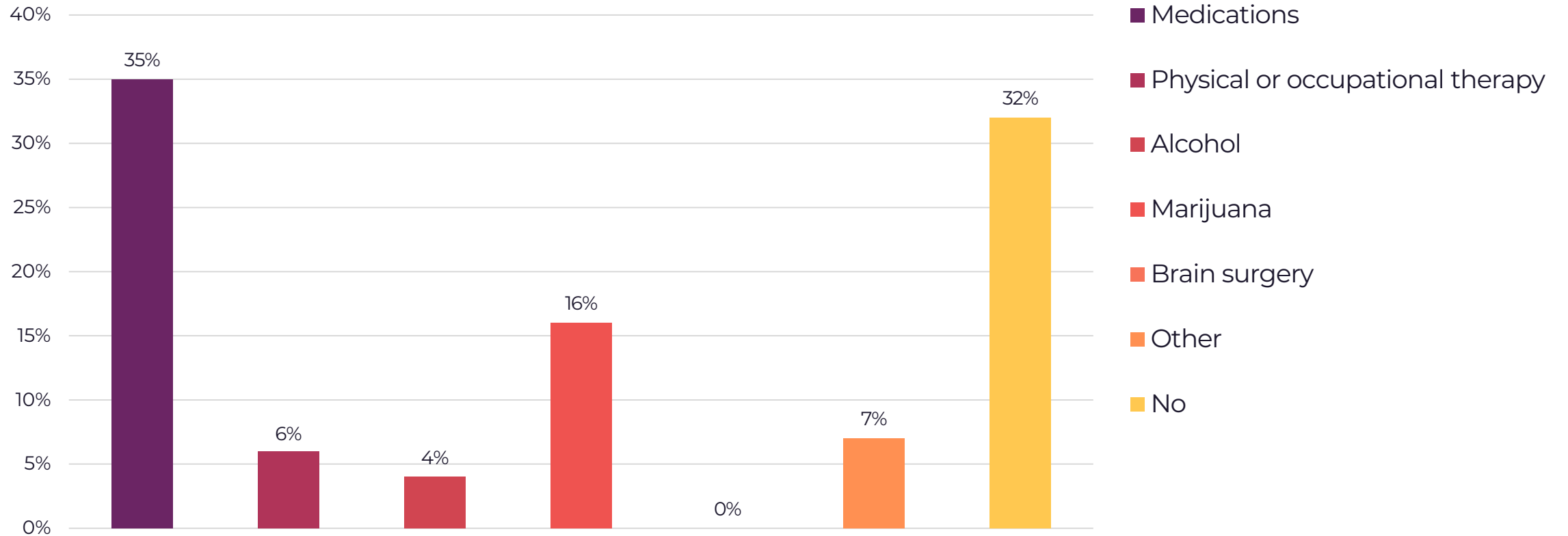
At what point were your symptoms so bad that you talked to your doctor?



Almost 40% of respondents reported speaking to a doctor because they were embarrassed by their symptoms.

Consumer Responses from Online Screener

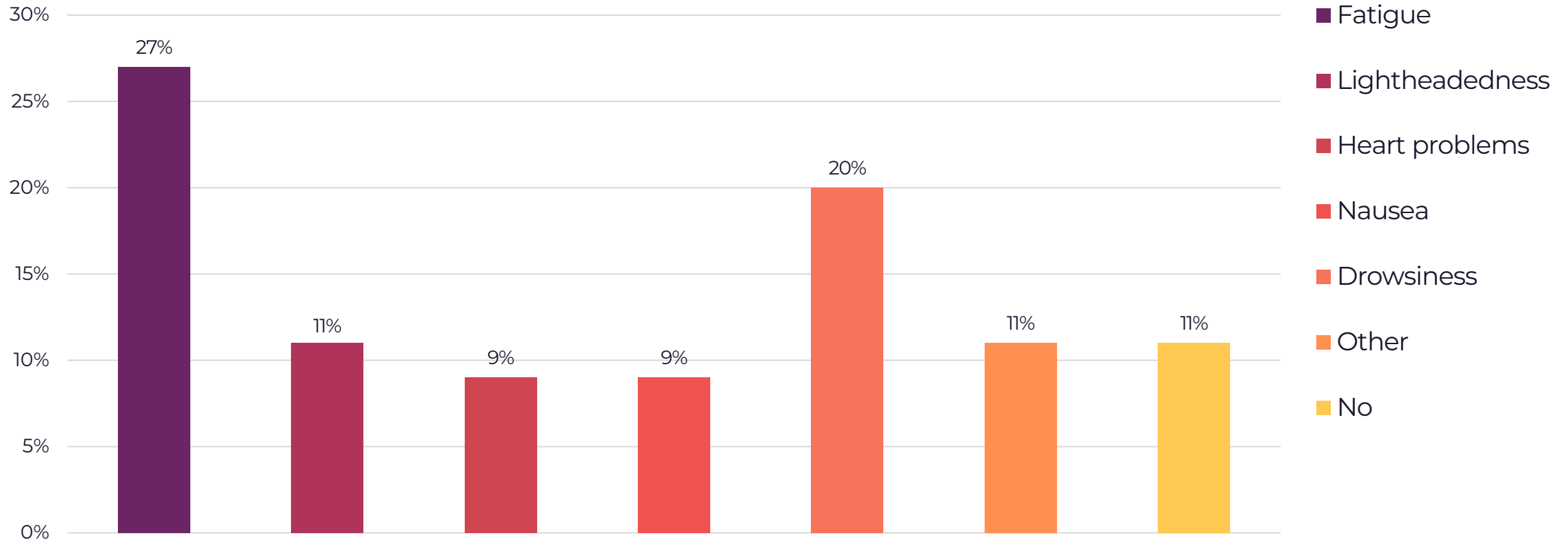
Have you tried or are you currently trying any of the following treatments for your essential tremor?



Thirty-five percent of respondents had tried/were trying medications, while 32% had not tried any treatment yet.

Consumer Responses from Online Screener

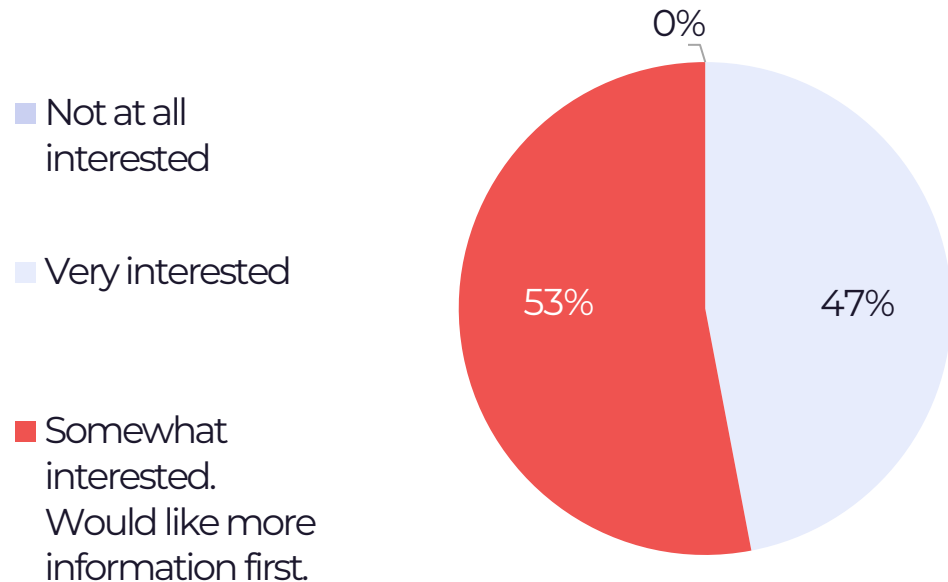
Are you experiencing any side effects from your medications?



For the respondents who indicated they had been/were taking medications, the most common side effects from medications were fatigue and drowsiness. Eighty-nine percent reported experiencing at least one side effect from their medications

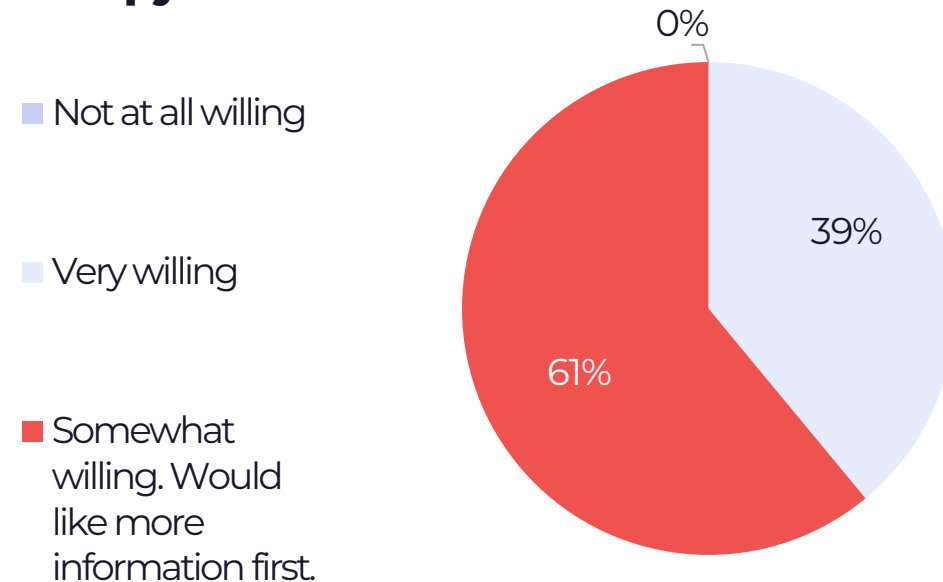
Consumer Responses from Online Screener

How interested would you be in trying a new, non-invasive targeted therapy for hand tremors?



One-hundred percent of respondents indicated they were somewhat or very interested in trying a new treatment for hand tremors.

How willing would you be to speak to your physician about using a new, non-invasive therapy?



One-hundred percent of respondents indicated they were somewhat or very willing to talk to their doctor about a new treatment.

Key Insights from Our Essential Tremor Market Feasibility Test



83bar can find and qualify individuals diagnosed with Essential Tremor and are interested in new, non-invasive targeted therapy.

Messaging prompted consumers to take a Health Risk Assessment (HRA) specifically to learn about an advanced treatment, thus qualified patients were interested in learning more



83bar is able to find qualified individuals who are interested in a new therapy in specific geographical areas in the United States.

Thirty-six qualified consumers were found in five eastern cities of the United States



Targeted social-media outreach with high patient activation is a feasible approach and recommended given:

- Industry-leading cost per patient
- Ad concepts that strongly connect with a highly targeted audience



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.



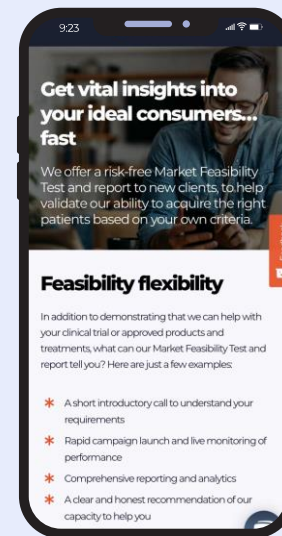
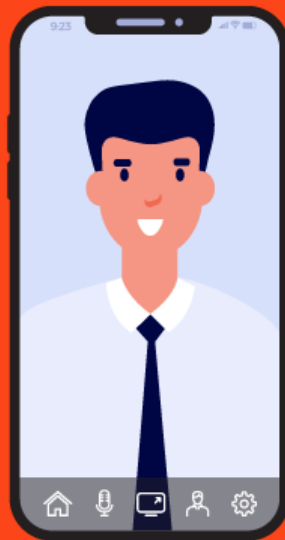
Use results to inform your study or commercial launch activities to save time and cost.



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

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For more information visit
www.83bar.com