

Lupus Disease

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](#)

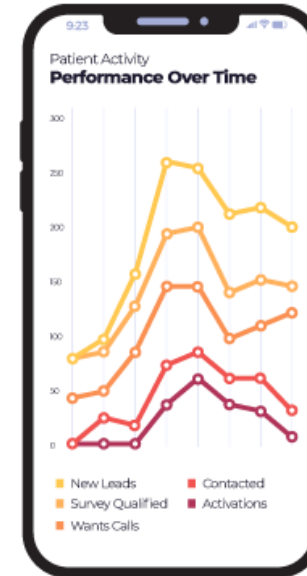
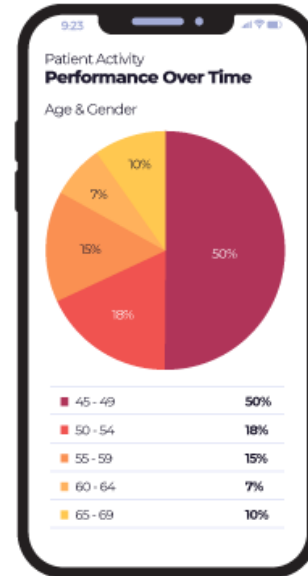
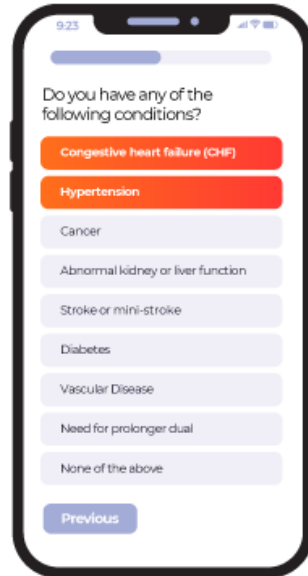
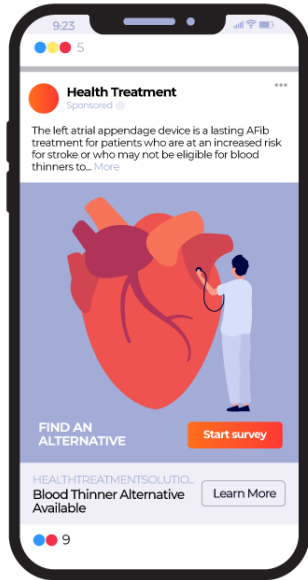
[Show me results](#)



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



Definition of a qualified patient

- Targeted men and women, age 18 or older
- Located in major metro areas around the country
- With a lupus diagnosis

Campaign Results

Total Survey Submissions	Qualified Survey Submissions
91	88
Campaign Duration (days)	Qualified Lead Rate
5	97%

Purpose of Test

The purpose of this test was to determine if 83bar can locate and qualify candidates via social media advertising and collect data on patients' experience with **Lupus** and treatments for it.

The **client was pleased** with 83bar's ability to locate and qualify 88 candidates in just five days.

The Consumer Journey

Optimized to ensure high consumer engagement



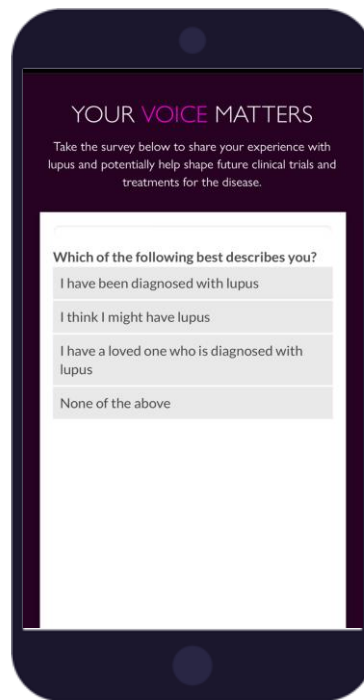
Attract
(Social Media Ad)

Consumers are attracted with targeted social media ads

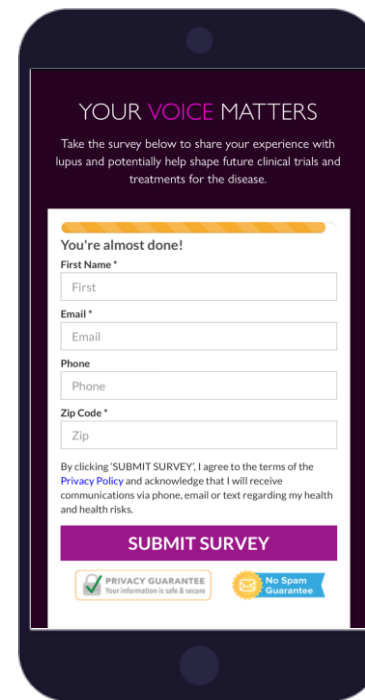


Engage
(Landing Page)

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 three ad images to immediately capture the attention of people with lupus scrolling through their social media news feed.
- 83bar created two ad copy concepts:
 - A: Altruistic approach
 - B: Direct approach

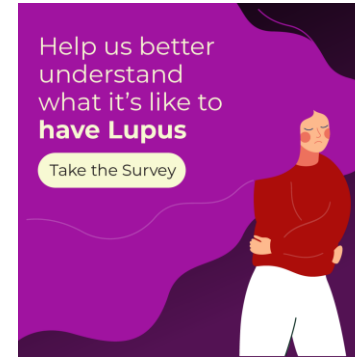


Why do we use so many ad variations per test?

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.

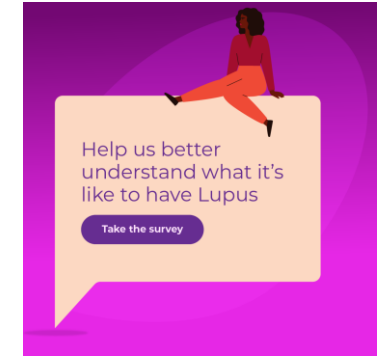
Image Assets Tested



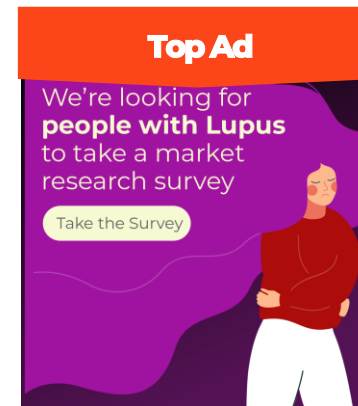
Variation 1a



Variation 2a



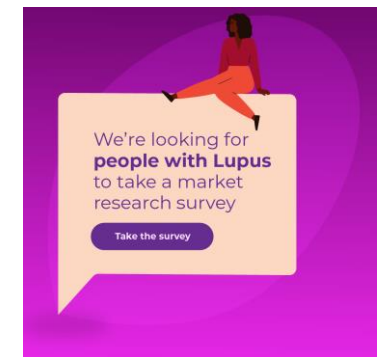
Variation 3a



Variation 1b



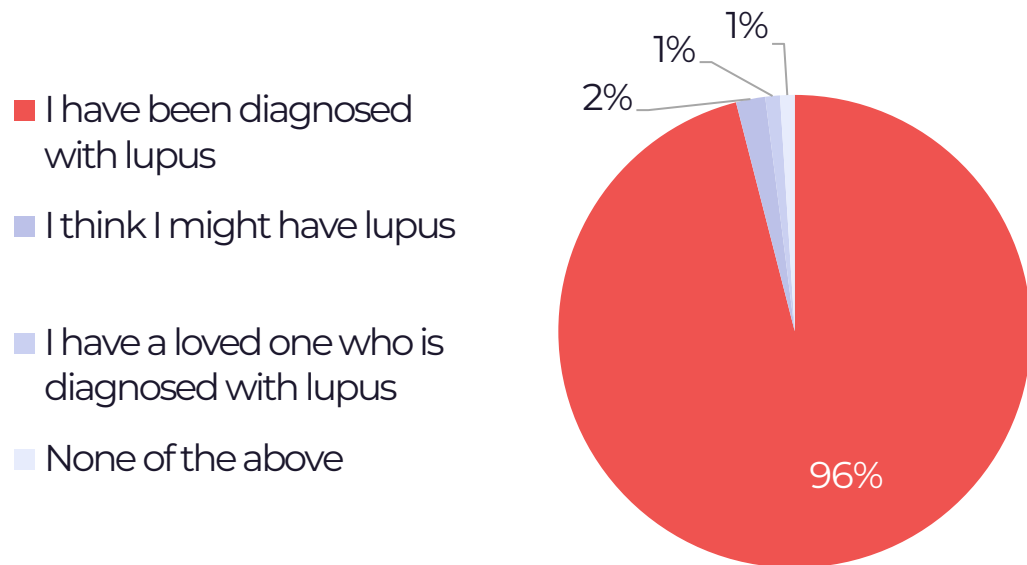
Variation 2b



Variation 3b

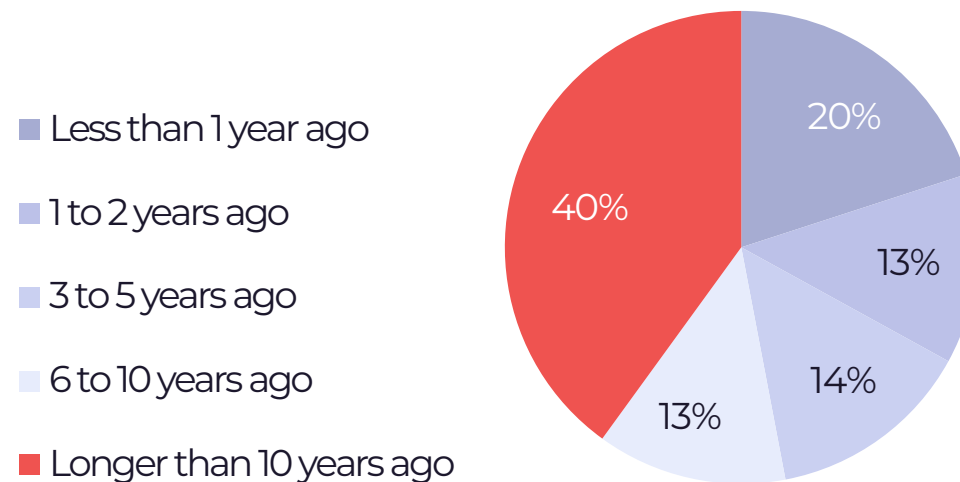
Consumer Responses from Online Screener

Which of the following best describes you?



Ninety-six percent of respondents were diagnosed with lupus or reported having a loved one with lupus.

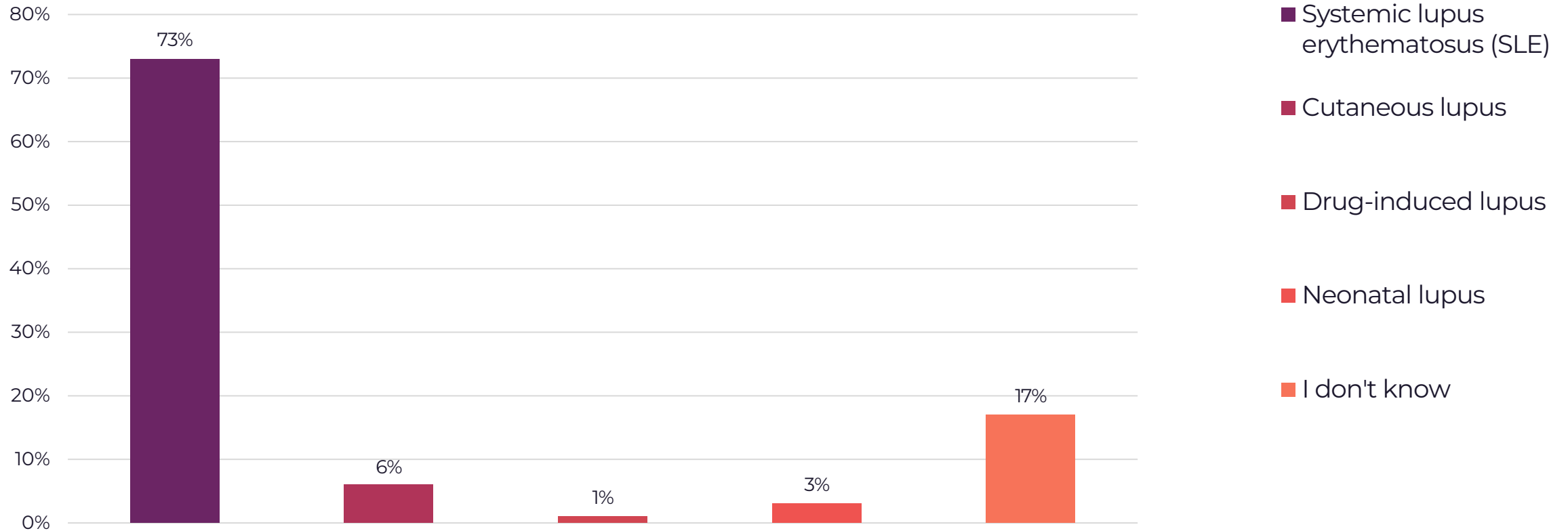
How long ago were you diagnosed with lupus?



Forty percent of those with lupus were diagnosed more than 10 years ago.

Consumer Responses from Online Screener

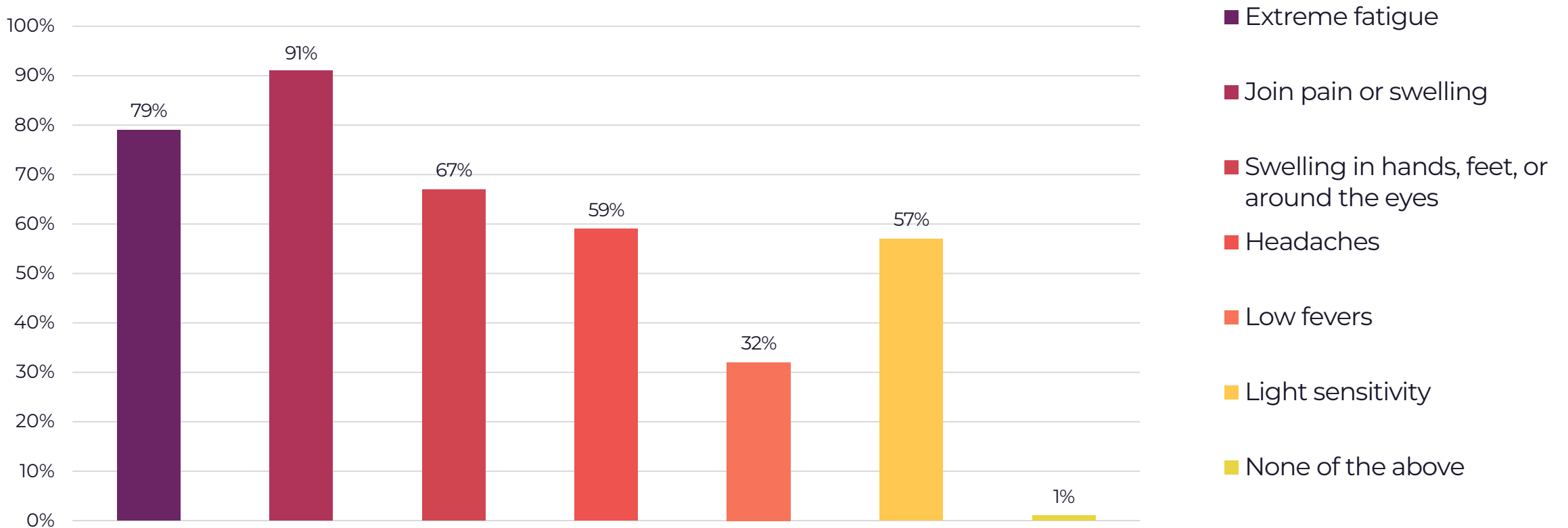
Do you know what type of lupus do you have?



Seventy-three percent of qualified respondents said they have systemic lupus erythematosus.

Consumer Responses from Online Screener

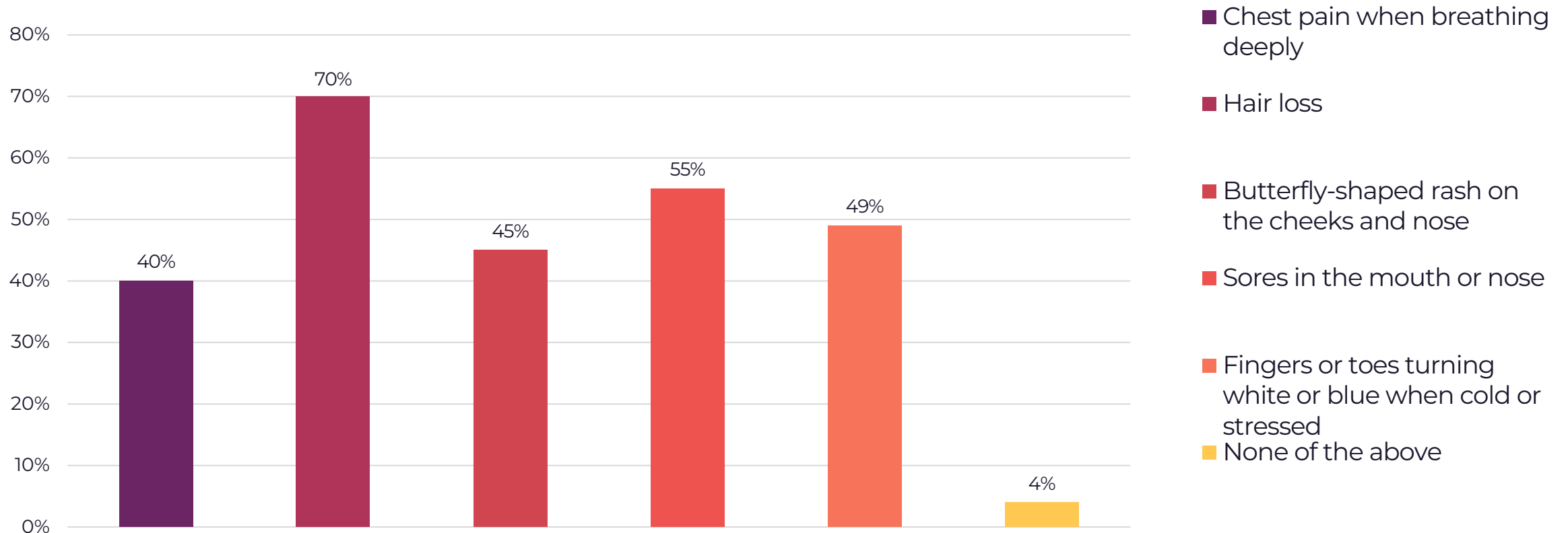
Which of the following lupus symptoms are you currently experiencing or have experienced in the past? (1/2)



One-hundred percent of respondents diagnosed with lupus reported experiencing symptoms.

Consumer Responses from Online Screener

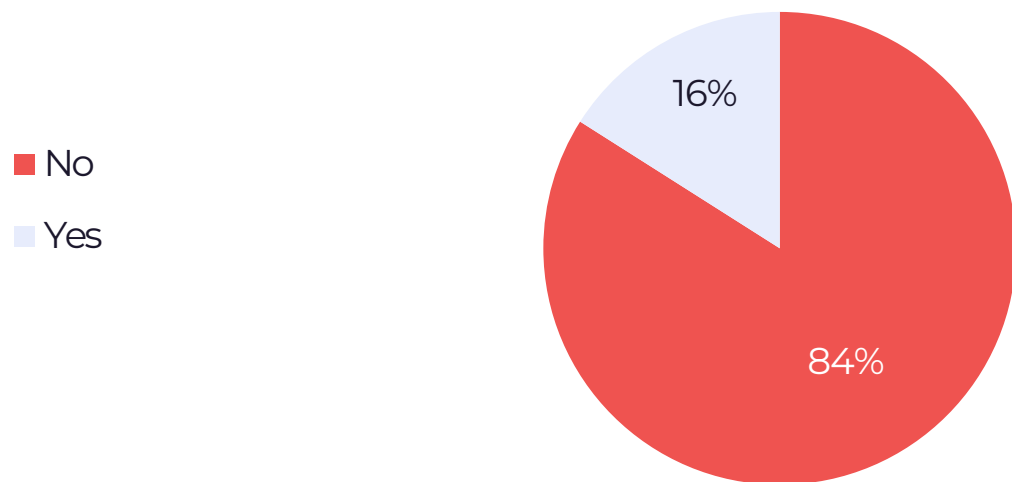
Which of the following lupus symptoms are you currently experiencing or have experienced in the past? (2/2)



Seventy-three percent indicated they were experiencing six or more symptoms.

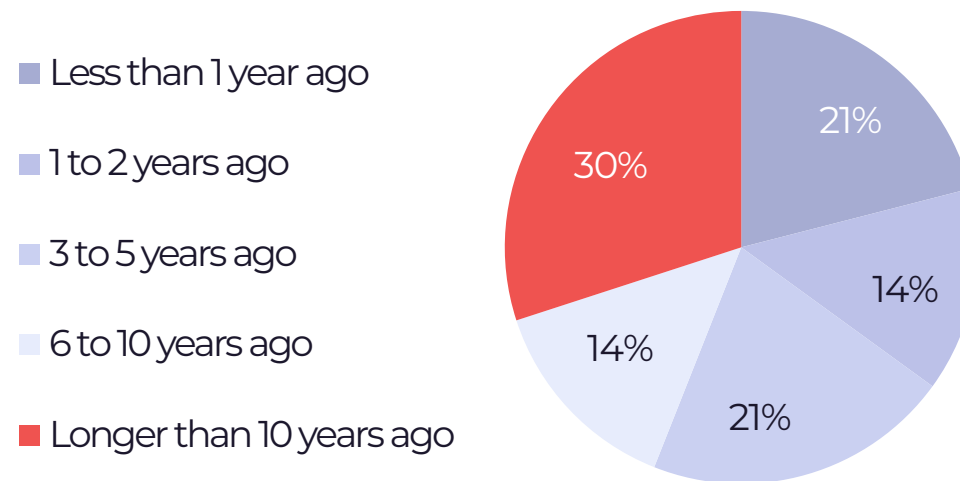
Consumer Responses from Online Screener

Have you been diagnosed with lupus nephritis?



Sixteen percent of respondents diagnosed with lupus were also diagnosed with lupus nephritis.

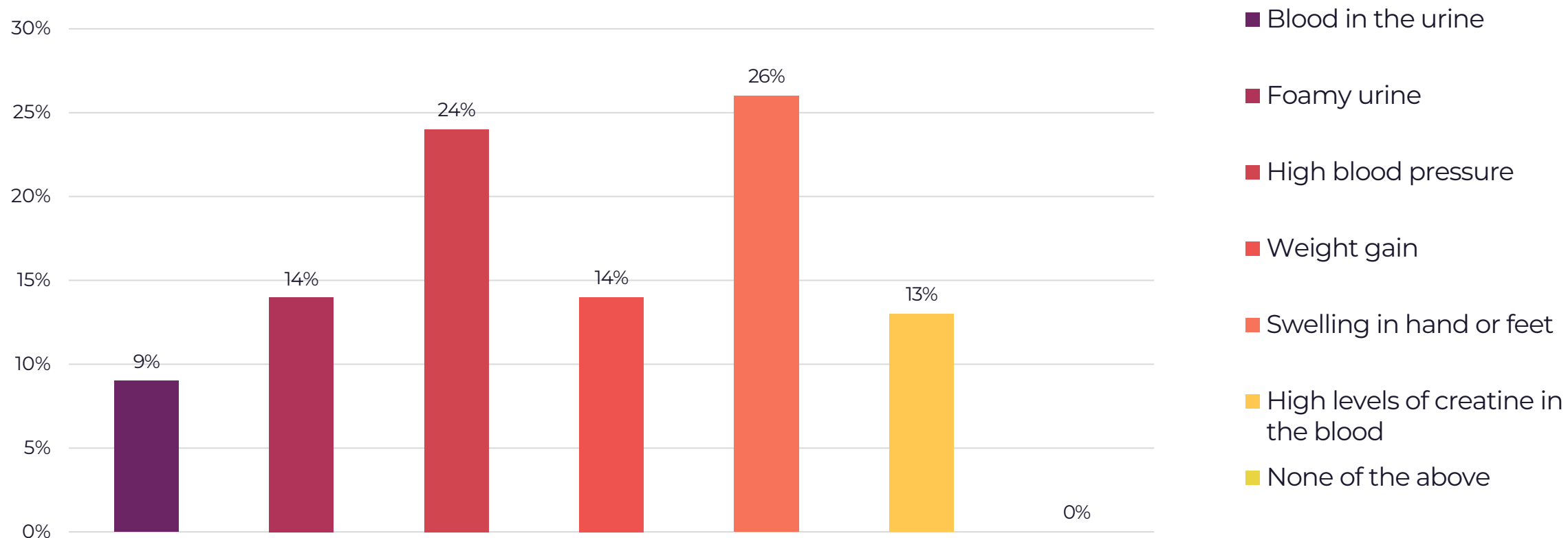
How long ago were you diagnosed with lupus nephritis?



More than a third of those diagnosed with lupus nephritis received their diagnosis six years ago or longer.

Consumer Responses from Online Screener

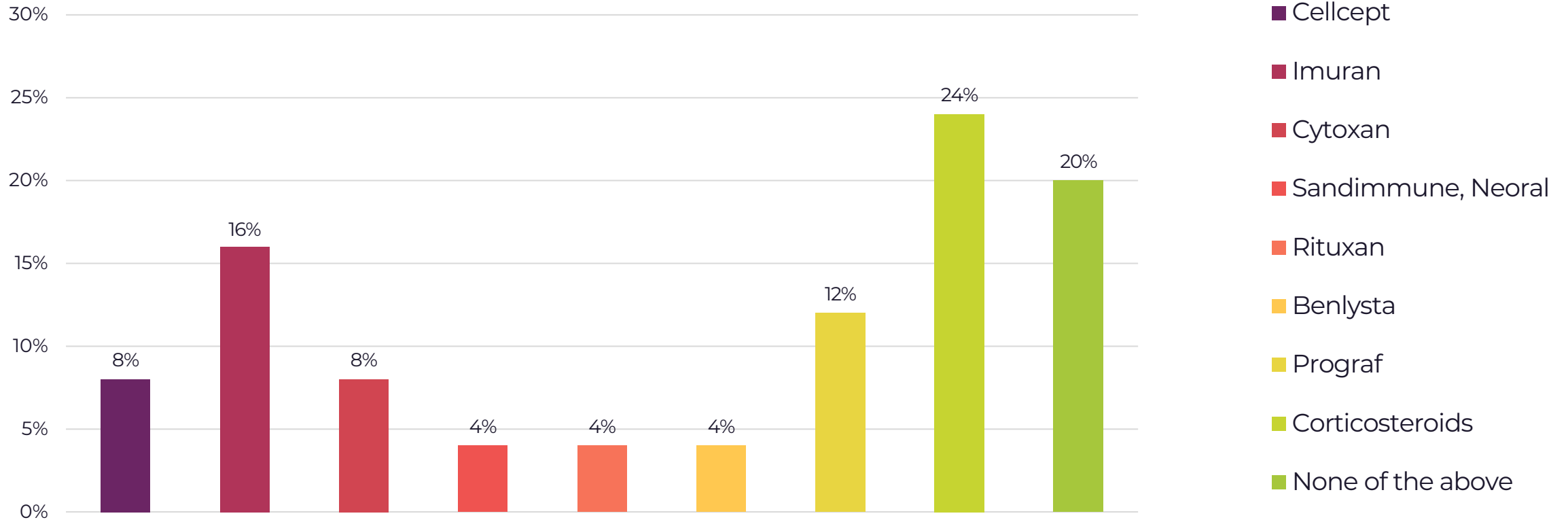
Which of the following symptoms of lupus nephritis are you currently experiencing or have experienced in the past?



Twenty-nine percent of respondents diagnosed with lupus nephritis were experiencing four or more symptoms.

Consumer Responses from Online Screener

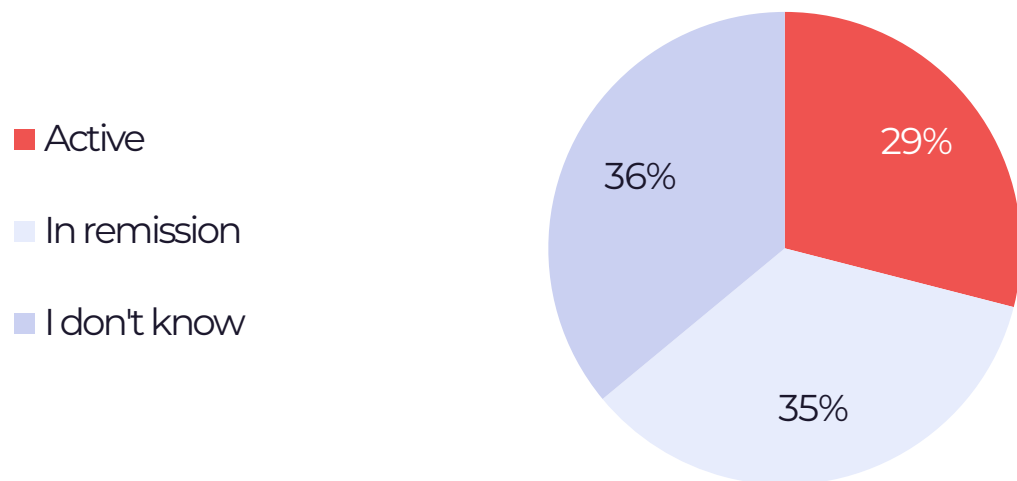
Are you taking any of the following medications to treat symptoms of lupus nephritis?



Most patients with lupus nephritis were taking Imuran and corticosteroids to manage symptoms.

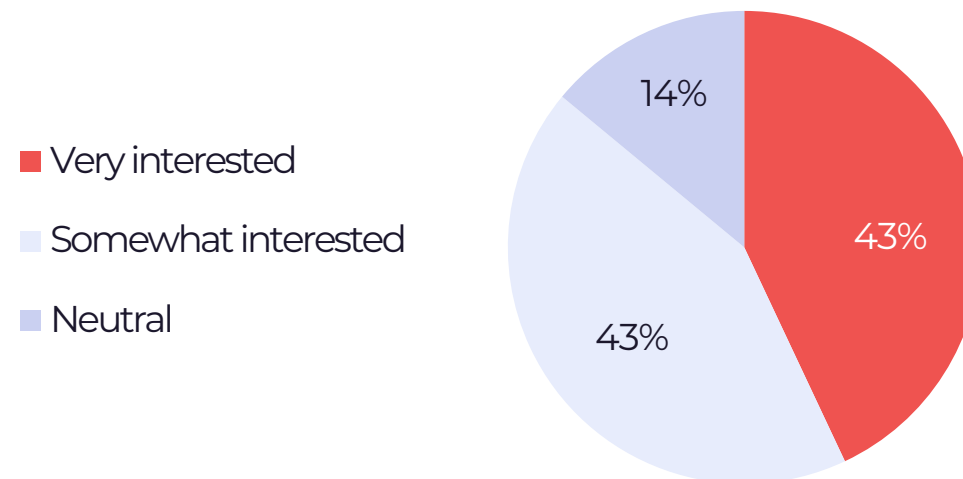
Consumer Responses from Online Screener

What is the current status of your lupus nephritis?



Twenty-nine percent of those diagnosed with lupus nephritis say it is currently active.

How interested would you be in trying an investigational treatment for lupus nephritis?



Eighty-six percent of those with lupus nephritis indicated they were interested in an investigational treatment for the condition.

Key Insights from Our Lupus Disease Market Feasibility Test



83bar was able to reach the intended audience.

Ninety-six percent of respondents were either diagnosed with lupus or were taking the survey on behalf of a loved one who has been diagnosed. Future campaigns would benefit from using similar creative that heavily targets women from diverse racial and ethnic backgrounds.



83bar was also able to reach people with lupus nephritis.

Sixteen percent of respondents diagnosed with lupus were also diagnosed with lupus nephritis, with twenty-nine percent of them saying they are currently experiencing four or more symptoms. Eighty-six percent of patients with lupus nephritis indicated they were interested in trying a new treatment. These respondents are likely highly motivated to try new treatments, as their options are limited.



83bar found patients who were interested in potentially joining a clinical trial.

Seventy-eight percent of respondents indicated they were interested in potentially joining a clinical trial, indicating a high level of interest in helping to advance treatment research and trying something new. These respondents' information can be saved so they can be contacted in the future if an opportunity arises for which they may be qualified.



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.



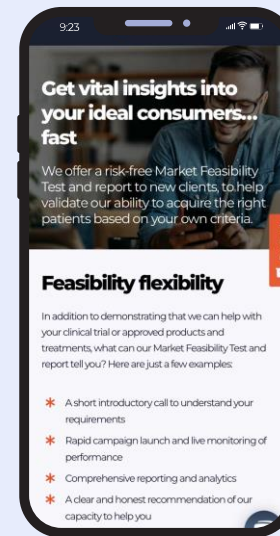
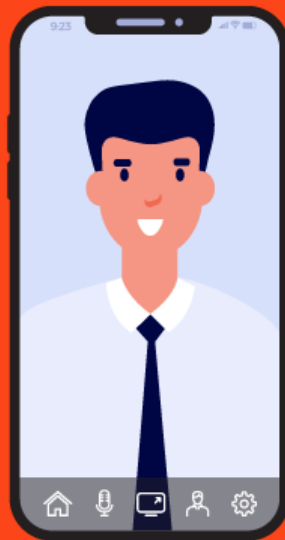
Use results to inform your study or commercial launch activities to save time and cost.



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