

A blue-tinted anatomical illustration of a human torso, showing the skeletal structure and internal organs. The lungs and bronchial tree are highlighted in a reddish-pink color. A large, irregular, reddish-pink mass is shown in the lower lobe of the left lung, representing a tumor. The overall image has a semi-transparent, glowing appearance.

Non-Small Cell Lung Cancer

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](#)

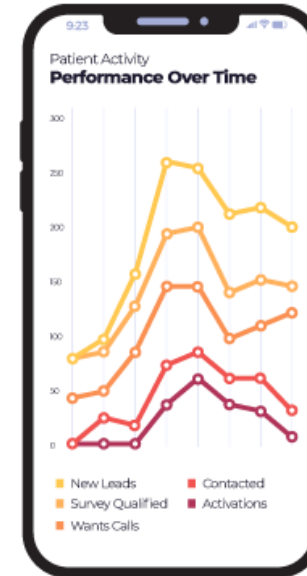
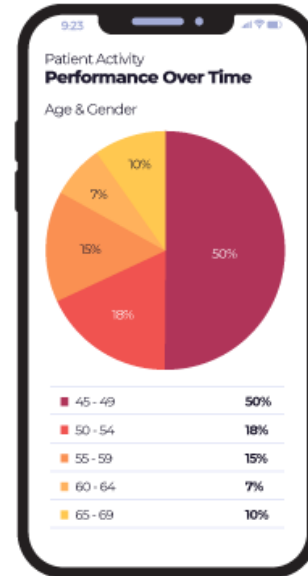
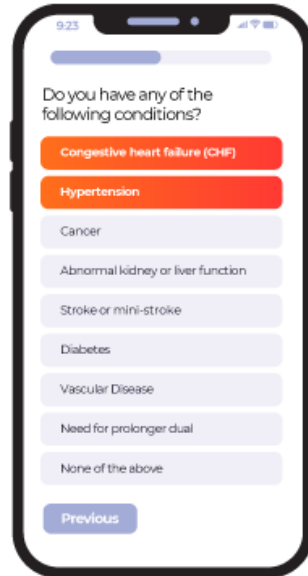
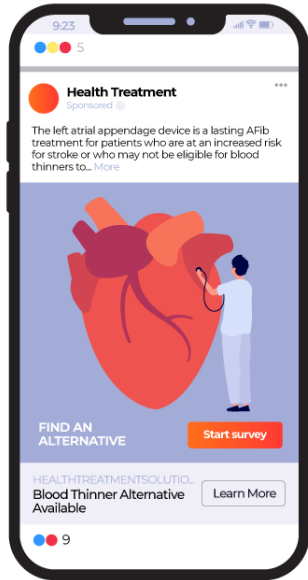
[Show me results](#)



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 the feasibility of the 83bar approach to identifying patients diagnosed with **Non-Small Cell Lung Cancer** who meet the topline inclusion and exclusion criteria, and are within traveling distance of current study sites

Inclusion/exclusion criteria

- Targeted men and women, 40+ years old
- Located within 50 miles of study sites in Los Angeles, CA; Atlanta, GA; Peoria, IL; Morristown, NJ; and Durham, NC
- Diagnosed with Non-Small Cell Lung Cancer (NSCLC)

Campaign Results

Total Survey Submissions	Qualified Survey Submissions
21	5
Campaign Duration (days)	Qualified Lead Rate
6	24%

Five potential trial candidates were identified in just four days running into a holiday weekend. The small number of qualified leads was not unexpected given:

- The short duration of the test (four days)
- The high number of questions in the survey (27)
- Targeting limited to within 50 miles of five sites

Qualified Lead Definition

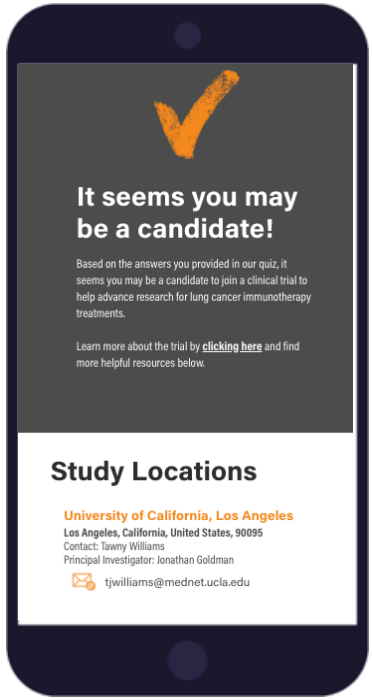
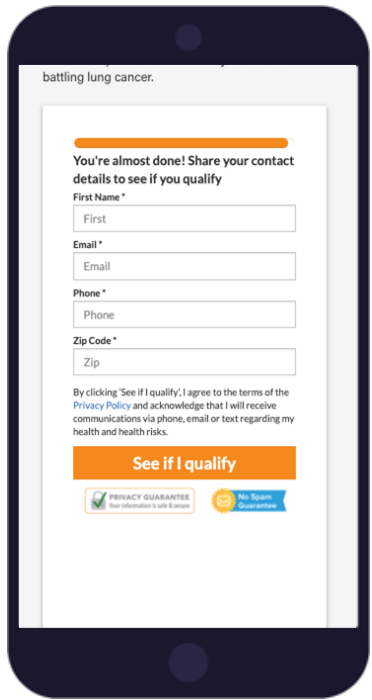
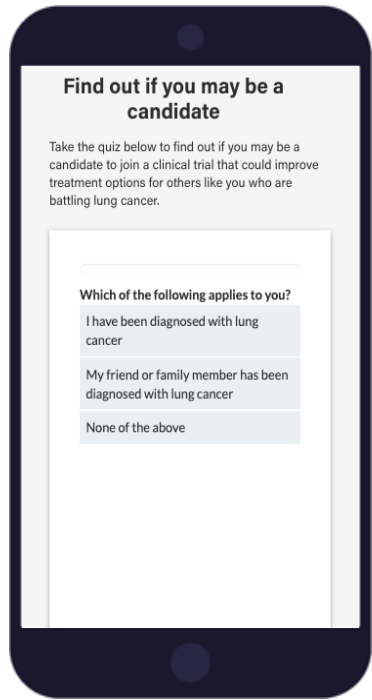
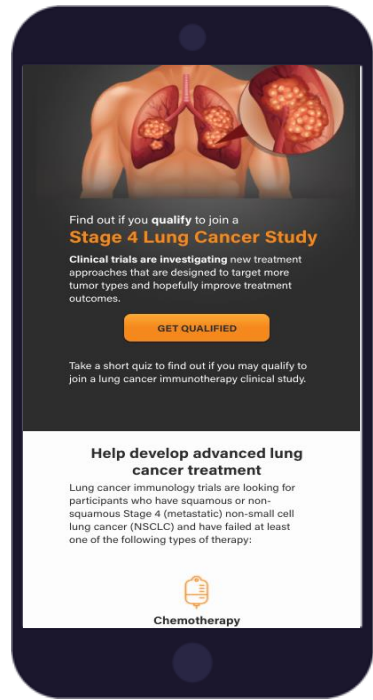
- Diagnosed with Stage 4/metastatic NSCLC
- Willing to undergo imaging studies, additional biopsy, and to assist study team in obtaining prior biopsy material
- No plans for pregnancy or parenthood
- No diagnosis of HIV, CHF, or uncontrolled diabetes
- No prior treatment with LM-based immunotherapy, anti-TNF, or PI3K inhibitor and no prior transplant
- No current treatment with or allergy to antibiotics
- No current treatment with oral or injectable corticosteroids (one was taking corticosteroids but was willing to discontinue)
- No bone graft, joint replacement, metal plate, artificial valve or pacemaker (one reported “other” medical device that needed to be assessed at a clinic level)
- Not currently experiencing adverse events or participating in another clinical trial



5 qualified leads identified by screening survey

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 developed four Facebook ads that point to one unique landing page with an embedded survey
- The ad images featured lung imagery designed to quickly resonate with the patient population
- Ad copy tested different key word concepts and text to find the most appropriate and engaged potential participants

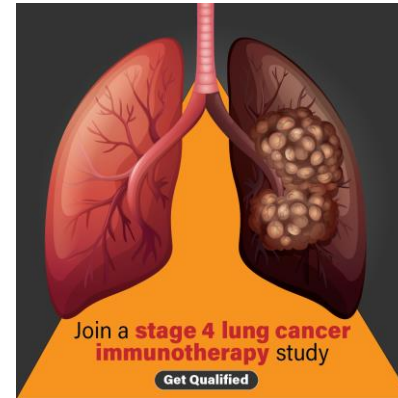


Why do we use so many ad variations per test?

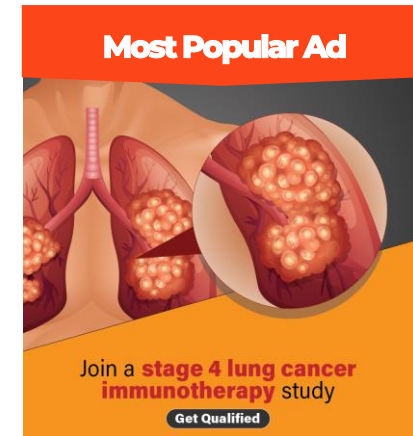
Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

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.

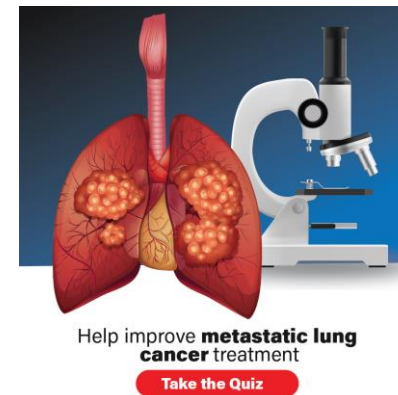
Image Assets Tested



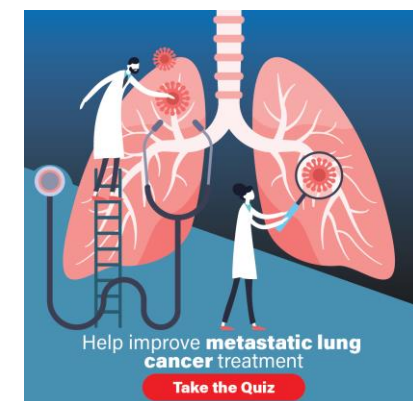
Variation 1



Variation 2



Variation 3

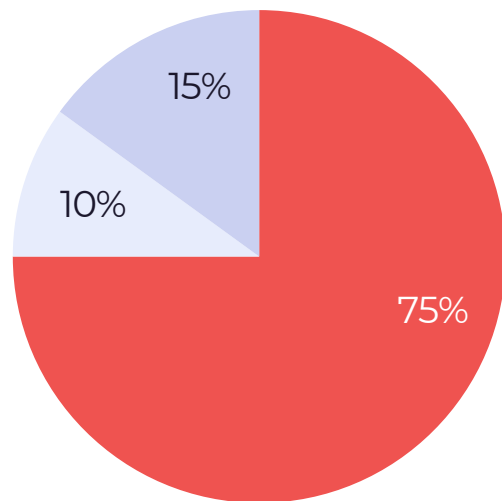


Variation 4

Consumer Responses from Online Screener

Which of the following applies to you?

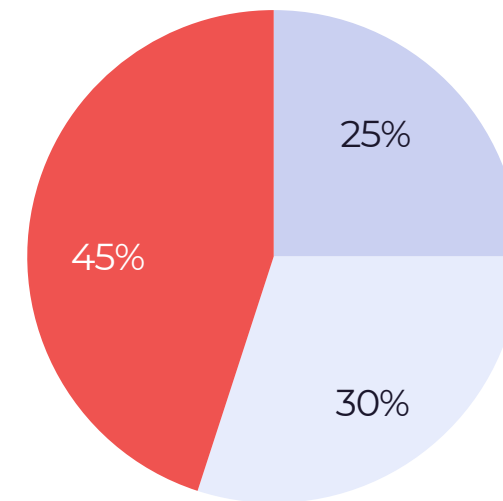
- I have been diagnosed with lung cancer
- My friend or family member has been diagnosed with lung cancer
- None of the above



Eighty-five percent of respondents either had been diagnosed with lung cancer or had a friend or family member who had been diagnosed.

What type of lung cancer do you have?

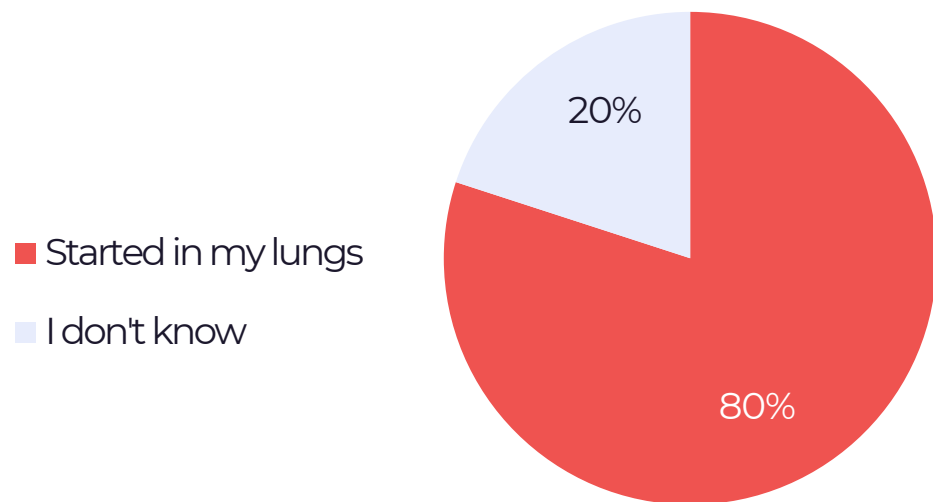
- Small cell lung cancer
- I don't know
- Non-small cell lung cancer



Nearly half of respondents had been diagnosed with NSCLC.

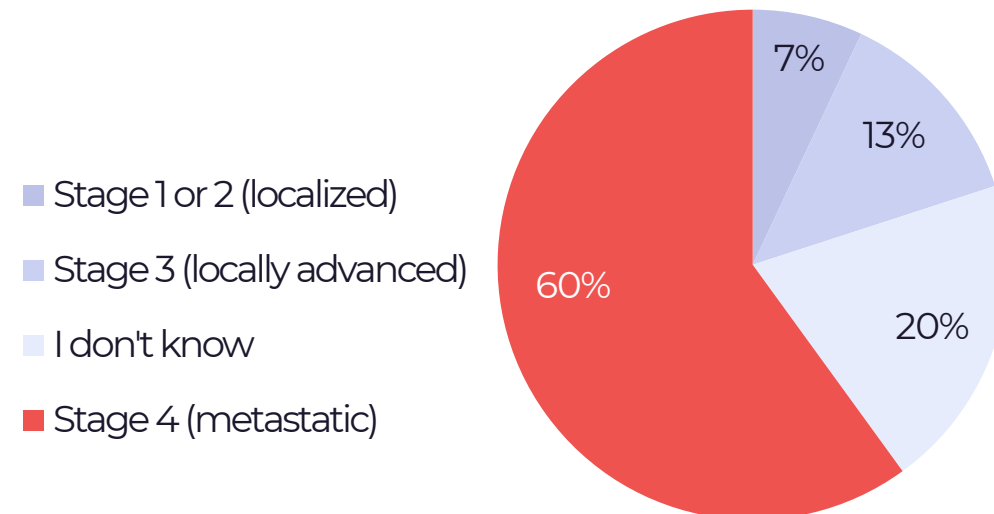
Consumer Responses from Online Screener

Did your cancer start in your lungs or in another organ?



Eighty percent of respondents said their cancer began in their lungs.

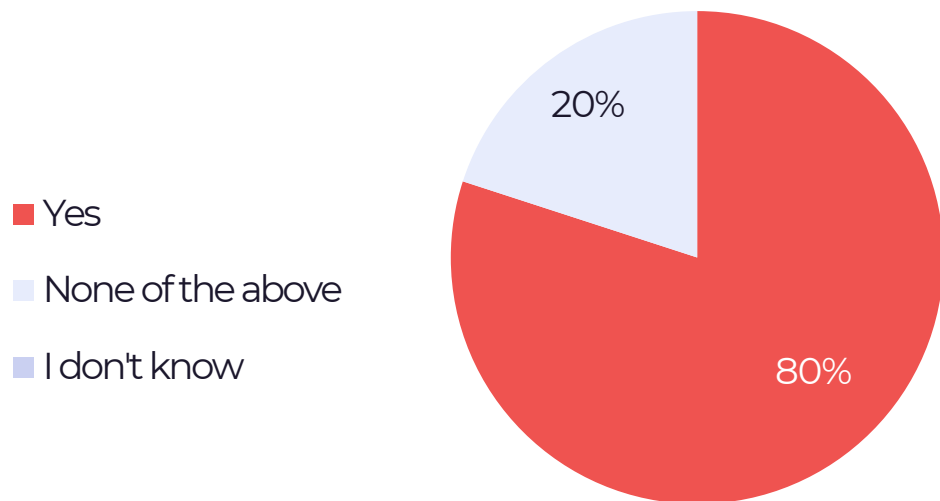
What stage is your lung cancer?



More than half of the respondents said they have Stage 4 lung cancer.

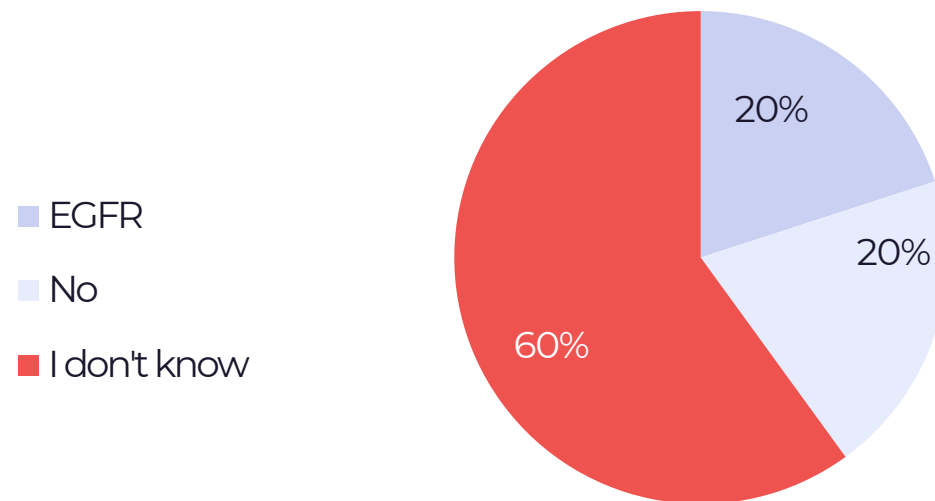
Consumer Responses from Online Screener

Since being diagnosed with Stage 4 cancer, have you received any type of systemic treatment?



Eighty percent of respondents said they had received some type of systemic treatment such as chemotherapy or hormone therapy.

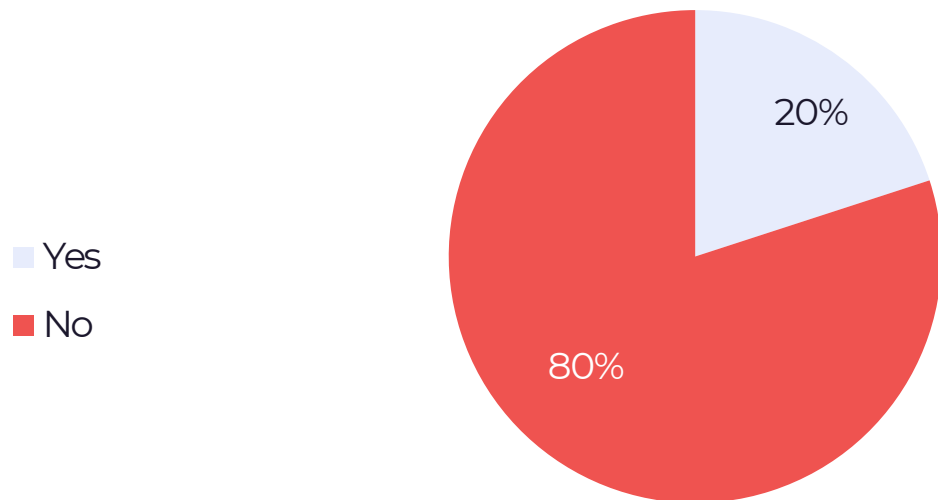
Have you ever been told that your cancer has any of the following mutations?



Only twenty percent of respondents knew that their cancer had the EFGR mutation, which means the gene contains a mutation and is sending faulty instructions to the cells, allowing cancer to grow and spread.

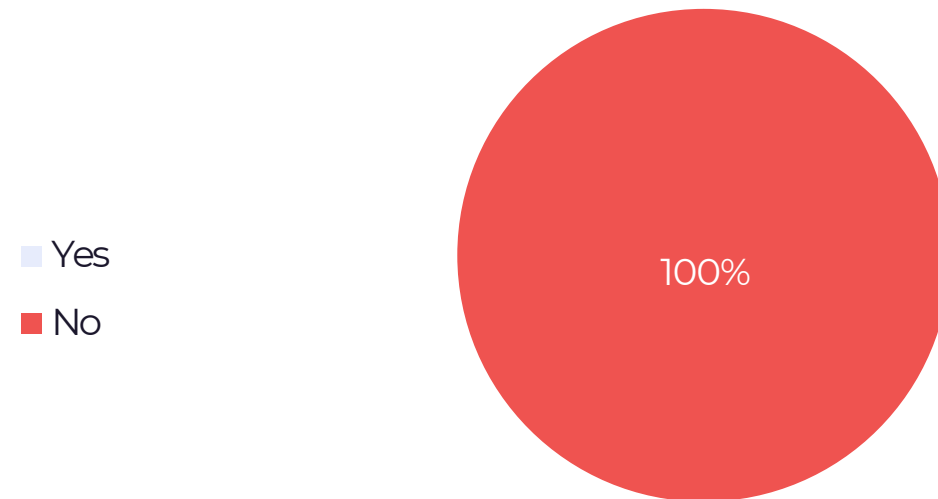
Consumer Responses from Online Screener

Are you currently taking oral or injectable corticosteroids for any medical condition?



Twenty percent of respondents were disqualified due to their use of corticosteroids.

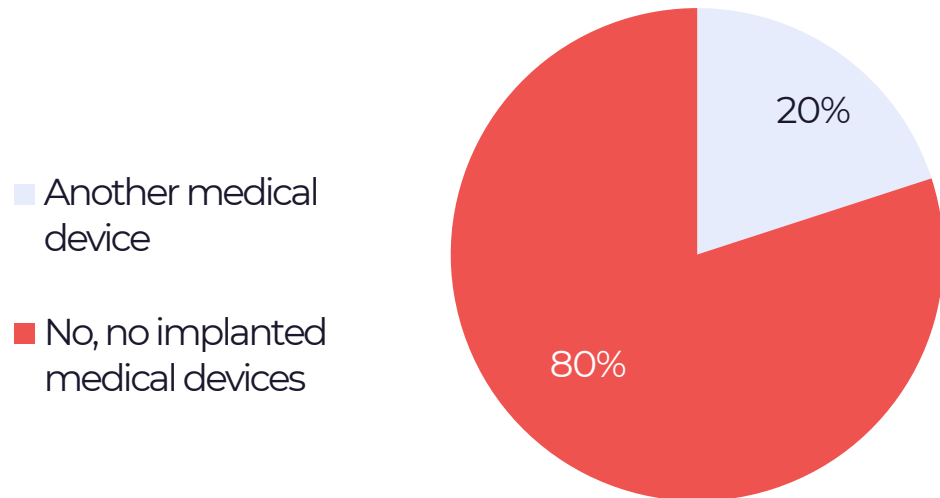
Do you have brain metastasis? (Cancer that has spread to your brain)



All respondents reported that their cancer had metastasized to their brain.

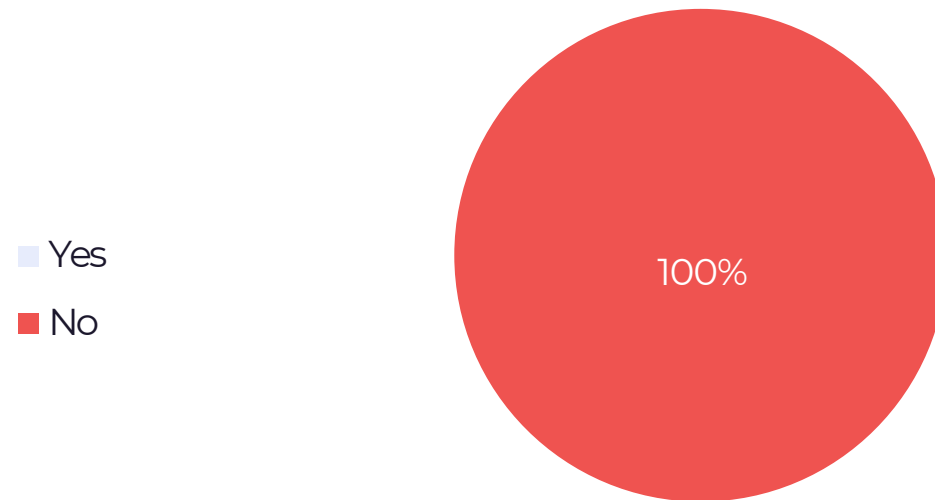
Consumer Responses from Online Screener

Do you have an implanted medical device?



One respondent had an implanted device, which could be cause for disqualification.

Are you currently suffering from any adverse effects from a drug treatment you have taken in the past?



No respondents reported that they were suffering any side effects from a prior drug treatment.

Key Insights from Our Non-Small Cell Lung Cancer Market Feasibility Test



83bar can identify potential metastatic NSCLC trial candidates using social media advertising.

Five potential trial candidates were identified in just four days running into a holiday weekend. Targeting was intentionally limited to within 50 miles of a current site to give a better idea of feasibility.



Call center screening will likely be required to help screen for criteria that are beyond patient knowledge.

Many respondents were not familiar with aspects of their disease or prior treatments. Experienced, medically knowledgeable 83bar patient education specialists can help clarify.



The majority of survey respondents (95%) had never participated in OR been spoken to by their doctor about clinical trials.

83bar can find highly motivated clinical trial candidates whose willingness to participate in trials is being missed by their current healthcare teams.



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.



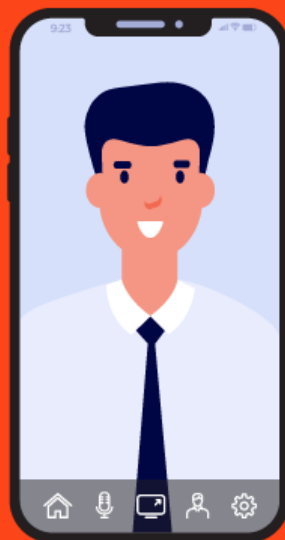
Your intro call

More information

Market Reports

Do you need a Market Feasibility Test?

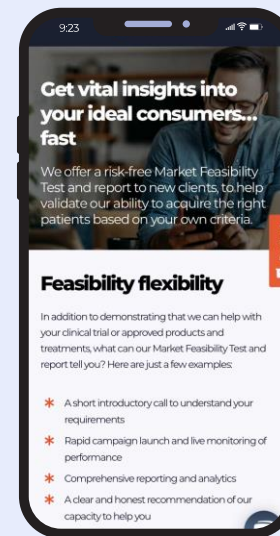
Getting started is easy! Simply set up an intro call so you can explain your requirements. From there, we'll get started on designing your personalized Market Feasibility Test.



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

[Learn More](#)



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For more information visit
www.83bar.com