

A photograph of an elderly woman with short grey hair and glasses, wearing a white long-sleeved shirt and dark pants. She is leaning forward, resting her hands on a silver metal walker. Her right hand is pressed against her lower back, suggesting discomfort or pain. The background shows a window with a grid of glass blocks and a wooden door with a silver handle and lock.

Parkinson's-related Constipation

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](#)

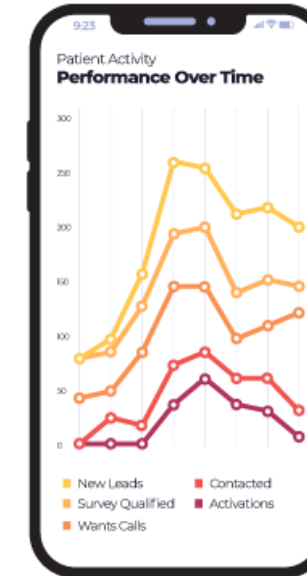
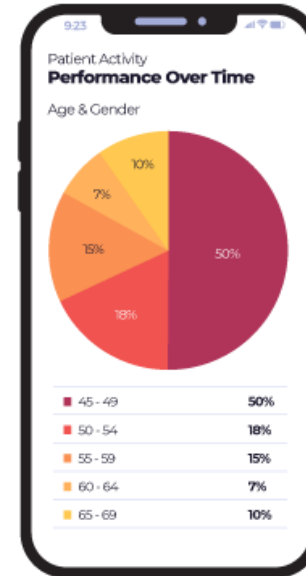
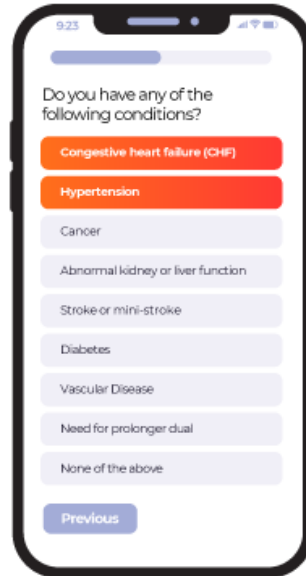
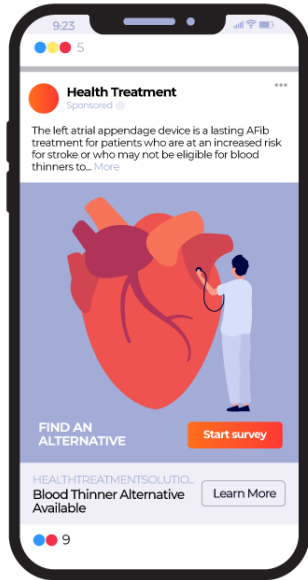
[Show me results](#)



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 locate patients with **Parkinson's-related Constipation** and gauge their interest and eligibility in participating in a clinical study.

Definition of a Qualified Patient

- Targeted men and women, aged 30 to 65 and older
- Living in 26 states with a study location

Campaign Results

Total Survey Submissions	Qualified Survey Submissions
68	10
Campaign Duration (days)	Qualified Patient Rate
3	15%

The client was pleased to receive 10 candidates, given the short test time frame and the strictness of the inclusion and exclusion criteria.



Inclusions

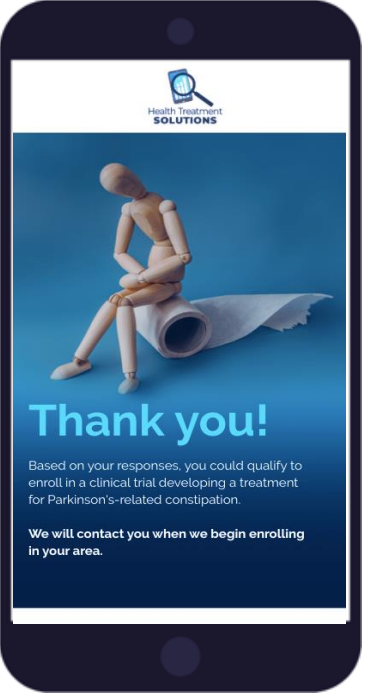
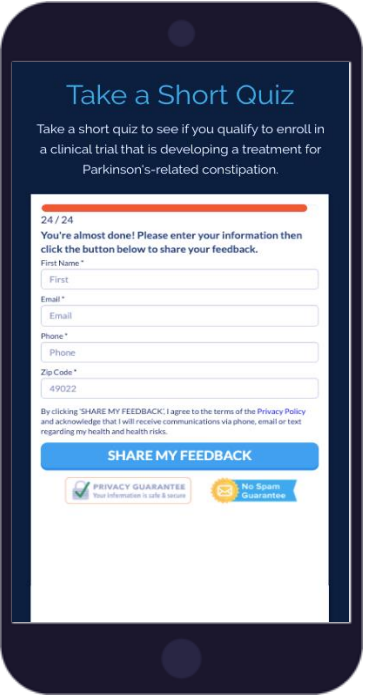
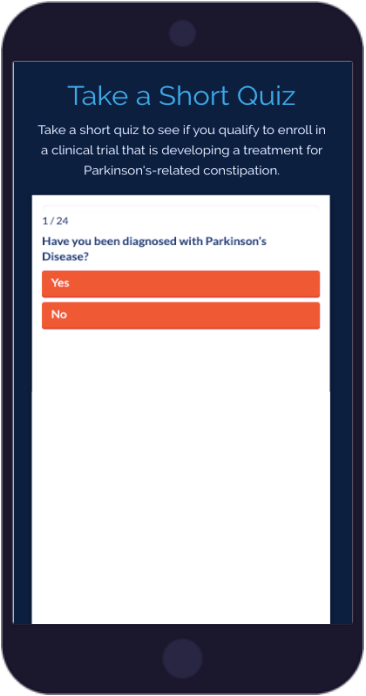
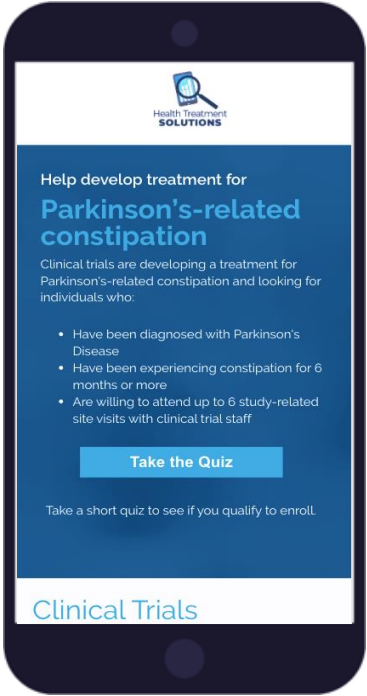
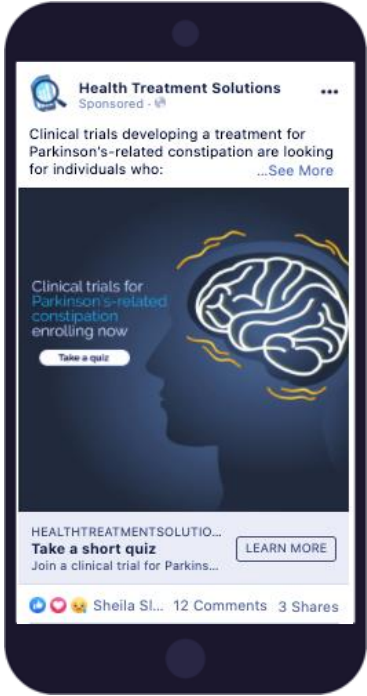
- Adults, ages 30 to 89 years old
- Diagnosed with Parkinson's disease
- Constipation has been present for over six months and is unresponsive to OTC treatments
- Experiences straining, lumpy or hard stools, sensation of incomplete bowel movements, feeling of blockage, or requires manual maneuvers to facilitate at least 25% or more of the time
- Has three or fewer complete bowel movements per week
- Loose stools are rarely present without the use of laxatives
- Would like to be contacted about clinical trials for Parkinson's-related constipation enrolling in their area

Exclusions

- Constipation is related to a secondary diagnosis beyond Parkinson's disease
- On treatment with intra-jejunal infusion
- Is not willing to discontinue using pain relievers, laxatives, opiates, PPIs, and/or antacids—under the supervision of the study physician—for the duration of the study (12 weeks)
- Is not willing to take oral medication for the duration of the study (12 weeks)
- Is not willing to collect two at-home stool samples for the duration of the study (12 weeks)
- Is not willing to follow a consistent meal plan for the duration of the study (12 weeks)

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 eight social media ads that point to one unique landing page
- Eight graphics were used with two copy variants
- One market research survey was designed to connect with patients who have Parkinson's-related constipation
- The ad images featured imagery designed to quickly resonate with the patient population

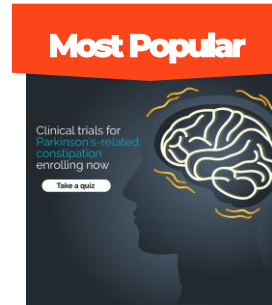


Why do we use so many ad variations per test?

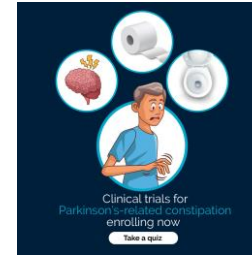
Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

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



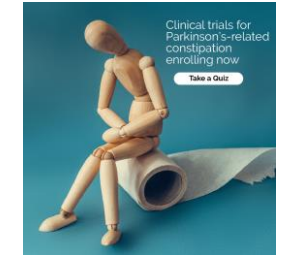
Variation 1a



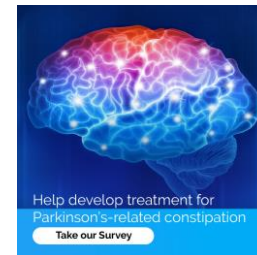
Variation 2a



Variation 3a



Variation 4a



Variation 1b



Variation 2b



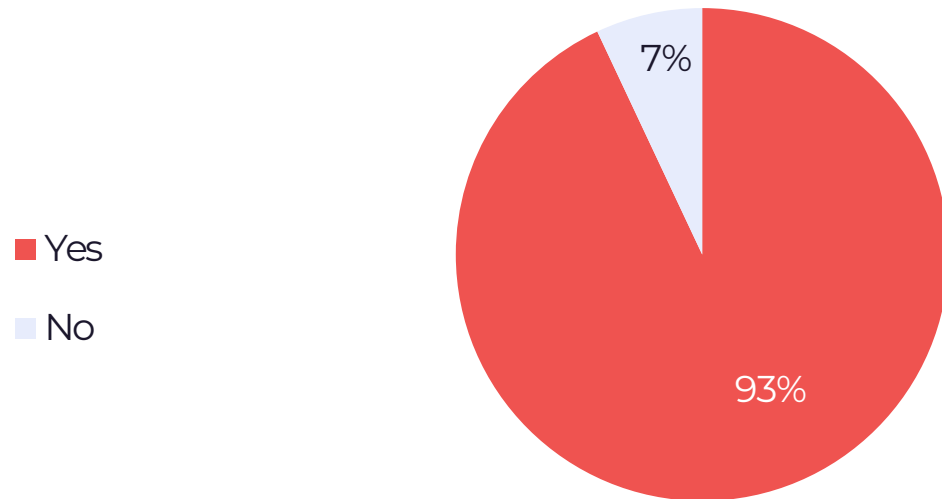
Variation 3b



Variation 4b

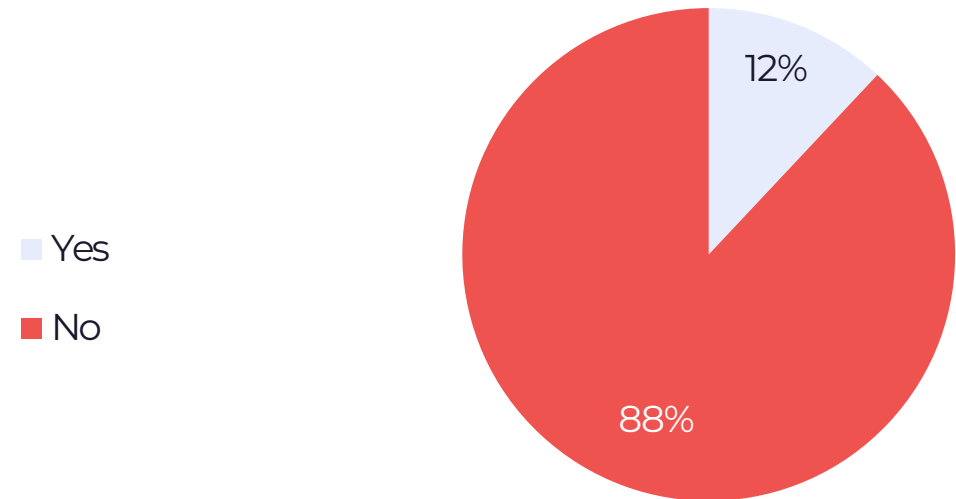
Consumer Responses from Online Screener

Have you been diagnosed with Parkinson's disease?



Only five out of 68 total respondents had not been diagnosed with Parkinson's disease.

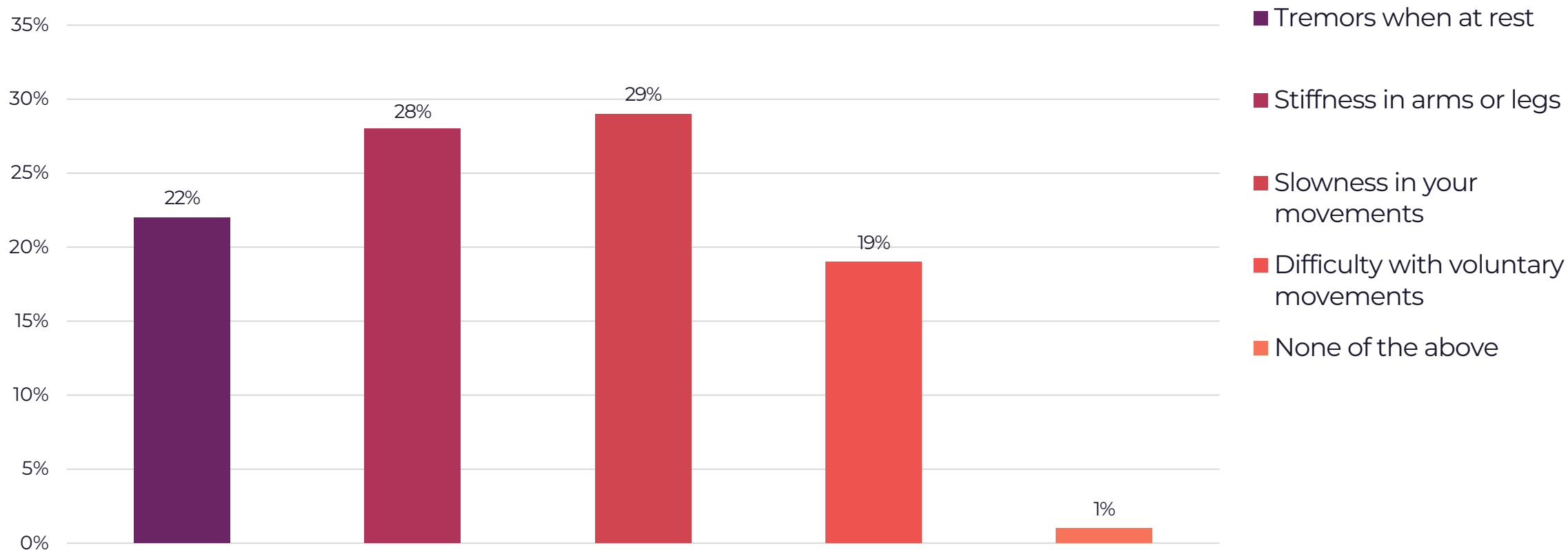
Have you been diagnosed with Irritable Bowel Syndrome?



Only eight out of 68 total respondents had not been diagnosed with IBS.

Consumer Responses from Online Screener

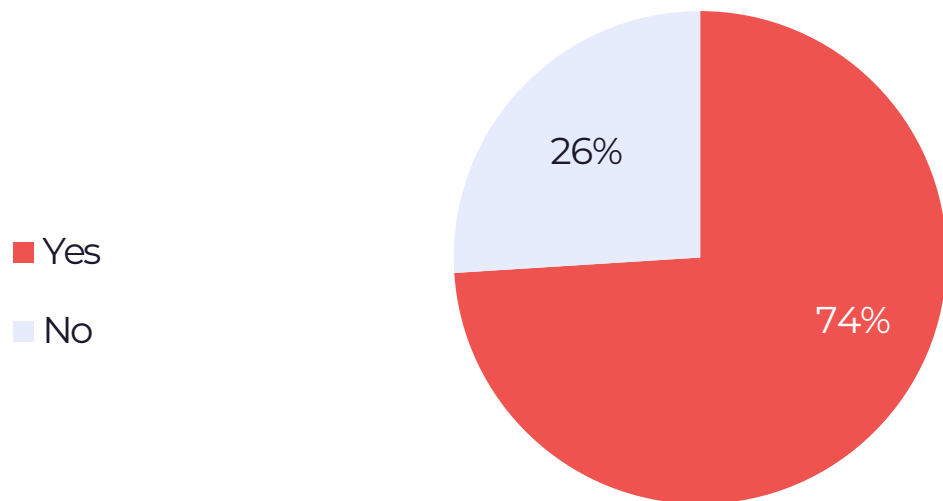
Do you have any of the following symptoms?



The top two symptoms reported by respondents were slowness in movements and stiffness in arms or legs. Note: 83bar recommended the use of the 83bar Clinical Contact Center to further screen patients and help them understand their symptoms.

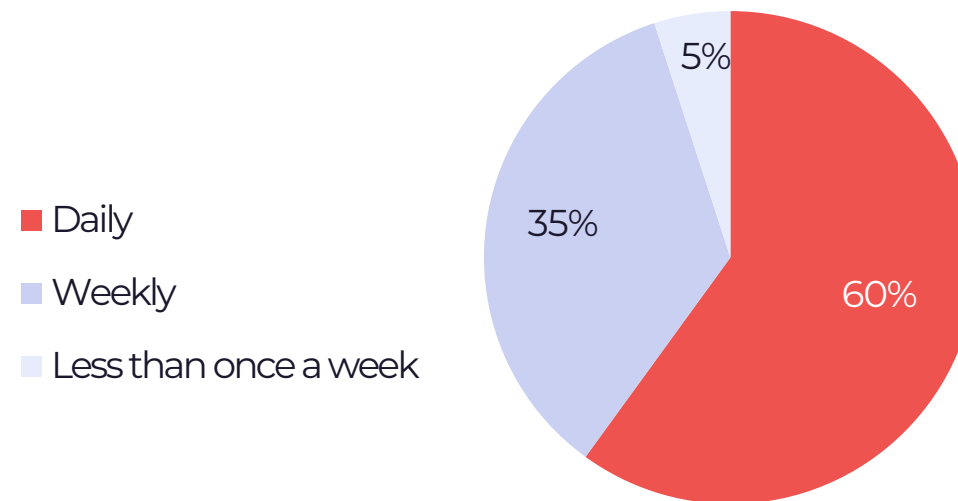
Consumer Responses from Online Screener

Do you have frequent episodes of constipation?



While the majority indicated that they experience frequent episodes of constipation, 83bar learned that “frequent” is a relative term. For example, two leads indicated that they do not have frequent episodes of constipation, but when asked about specific time periods, it was clear that they frequently have episodes of constipation.

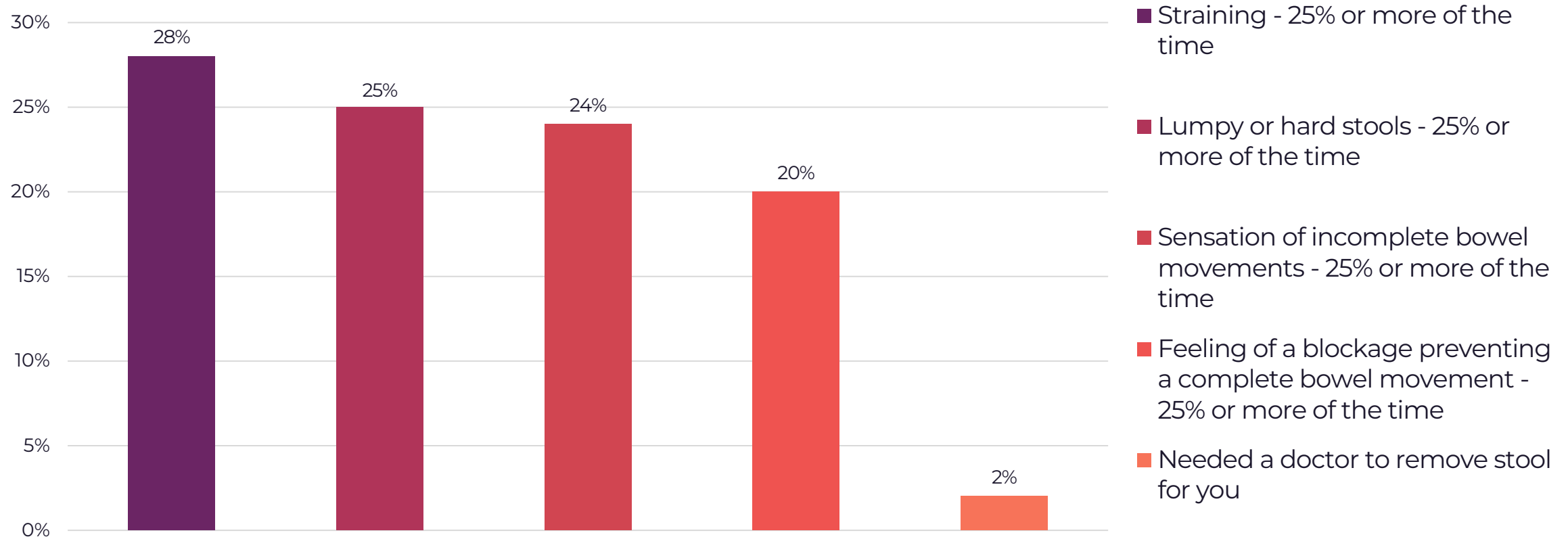
How frequently are you constipated?



Ninety-five percent of respondents indicated that they experience constipation either daily or weekly.

Consumer Responses from Online Screener

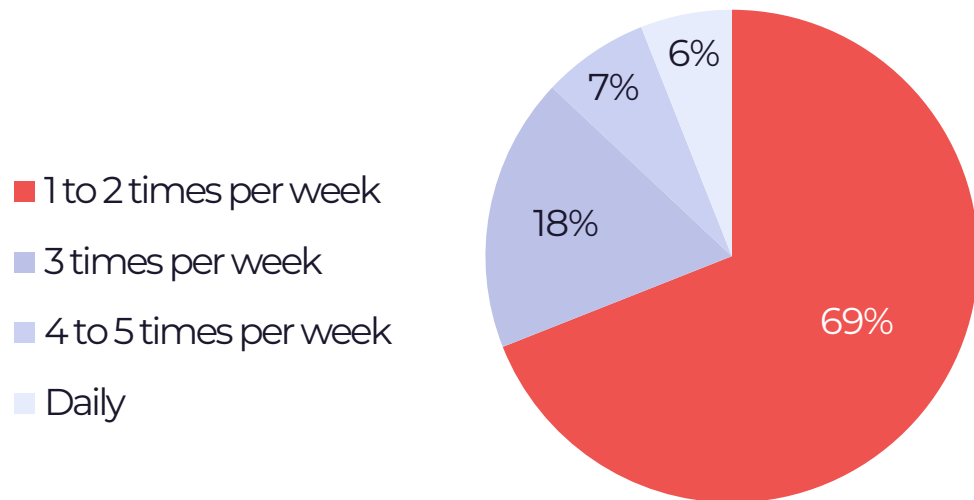
Which of the following apply to your bowel movements?



The most frequent response to this question was straining, at 28%.

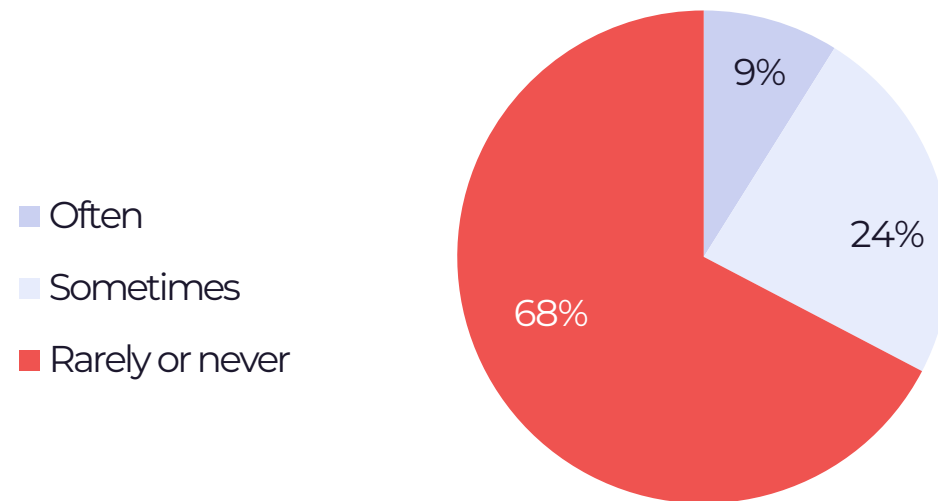
Consumer Responses from Online Screener

How often do you have a complete bowel movement without the use of laxatives?



Eighty-seven percent of respondents indicated that they have complete bowel movements one to three times per week without use of laxatives.

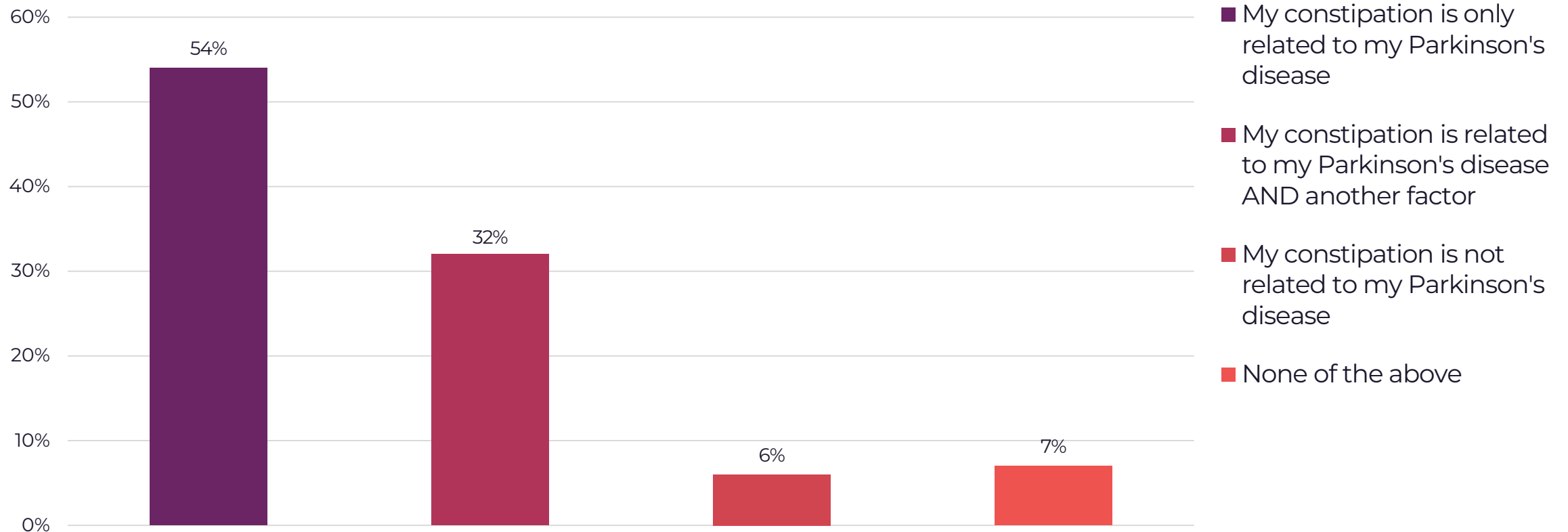
How often do you have loose stools (diarrhea) without the use of laxatives?



Just 33% of respondents reported having diarrhea without the use of laxatives.

Consumer Responses from Online Screener

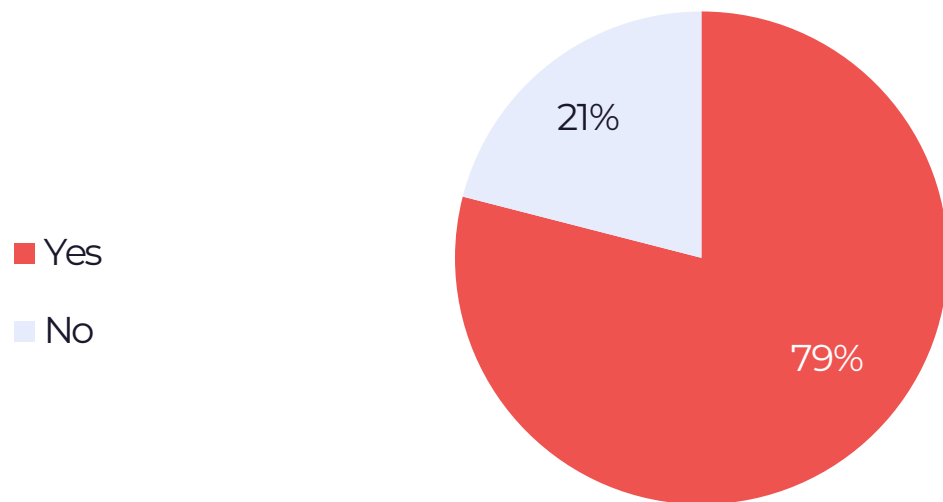
Which of the following applies to you?



More than half of the respondents indicated that their constipation is related only to their Parkinson's disease.

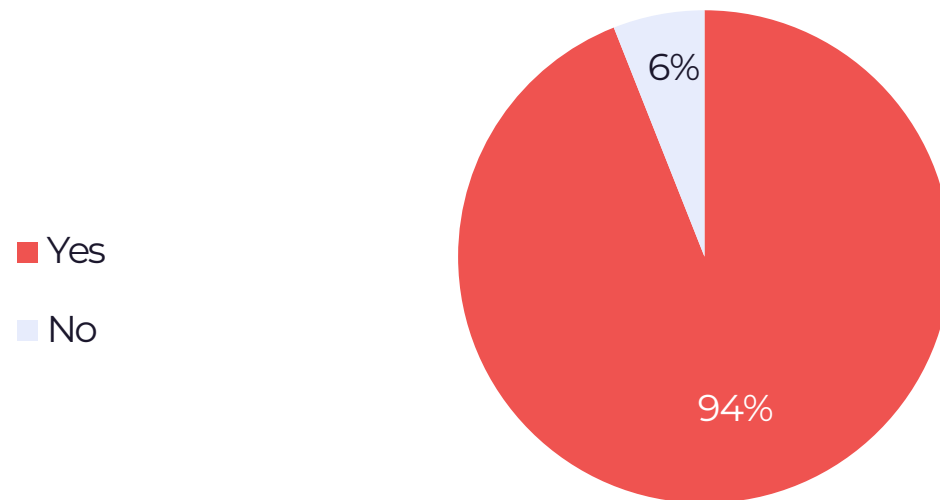
Consumer Responses from Online Screener

Are you currently treating your Parkinson's disease with other drugs?



Seventy-nine percent of respondents reported that they are treating their Parkinson's disease with something in addition to pain killers, laxatives, opiates, Clonazepam, PPIs or antacids.

Would you like to be contacted when clinical trials for Parkinson's disease-related constipation begin enrolling in your area?



Almost all respondents were interested in being contacted about clinical trials for Parkinson's-related constipation.

Key Insights from Our Parkinson's-related Constipation Market Feasibility Test



83bar can identify and activate motivated patients with Parkinson's-related constipation to participate in a trial.

Sixty-eight leads took an extensive online questionnaire and provided their contact information. Of those 68 leads, 10 leads are survey qualified, willing, and able to attend at least six in-office visits and would like to be contacted when trials for Parkinson's-related constipation begin enrolling in their area.



Survey language should be fine tuned.

The criteria for this trial is very specific and the disease-state is somewhat complex. To ensure that we are maximizing the sample-size and reducing the margin of error, the survey language should be very specific and include more precise measurements of time.



Our Clinical Contact Center can be utilized to further qualify for criteria that might be too detailed for survey inclusion.

While several of the qualifications will need to be addressed at the clinic level, our patient education specialists will be able to confirm and talk through many of the qualifications that leads might be unsure about.



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.



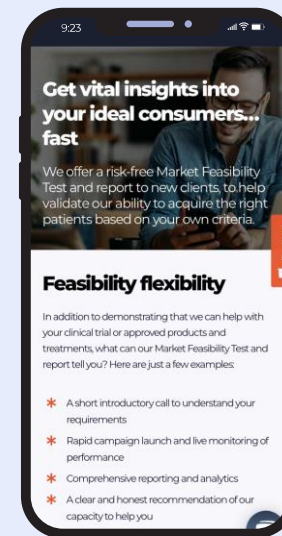
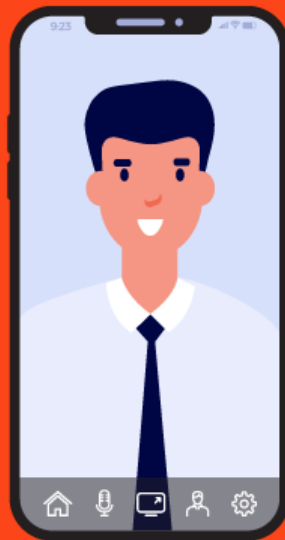
Use results to inform your study or commercial launch activities to save time and cost.



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

Access 60+ other Market Feasibility Reports covering 40+ diseases and conditions

[Schedule Intro Call](#)

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For more information visit
www.83bar.com