

A detailed 3D anatomical illustration of the female reproductive system, including the uterus, fallopian tubes, and ovaries. The left ovary is highlighted with a circular, multi-colored glow (red, orange, yellow, green) and is shown with multiple small, fluid-filled follicles, characteristic of Polycystic Ovarian Syndrome (PCOS).

# Polycystic Ovarian Syndrome

## 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](#)

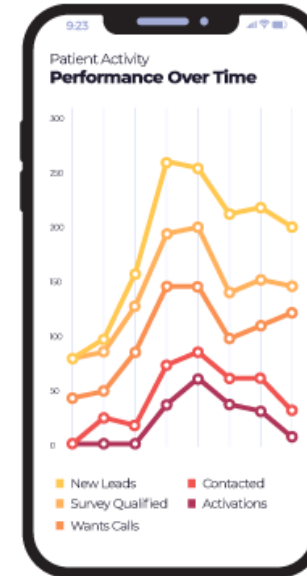
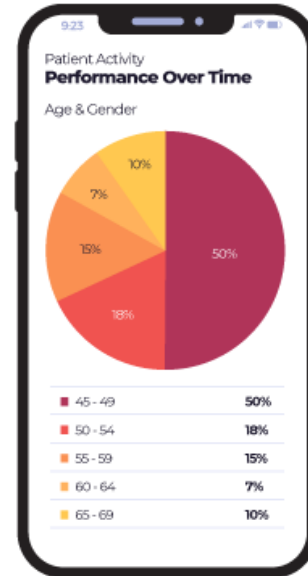
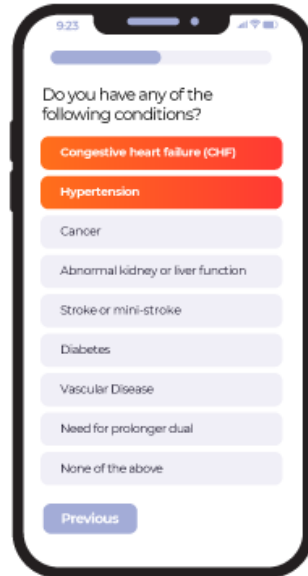
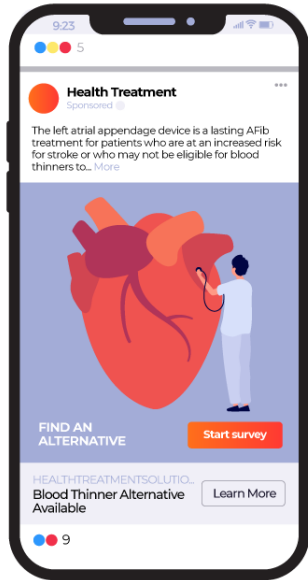
[Show me results](#)



# 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 adults with physician-diagnosed **Polycystic Ovarian Syndrome (PCOS)** who may be interested in and eligible for treatment or trials.

## Inclusion/exclusion criteria

- Targeted adult women aged 18-50
- Physician diagnosed with polycystic ovarian syndrome (PCOS)

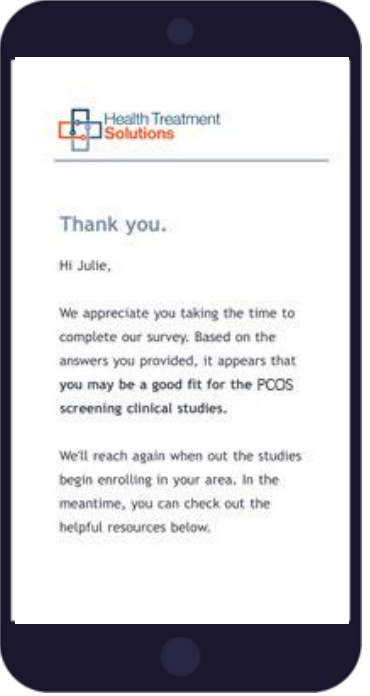
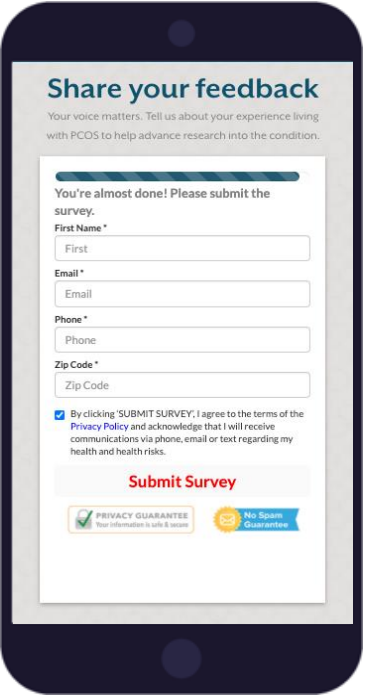
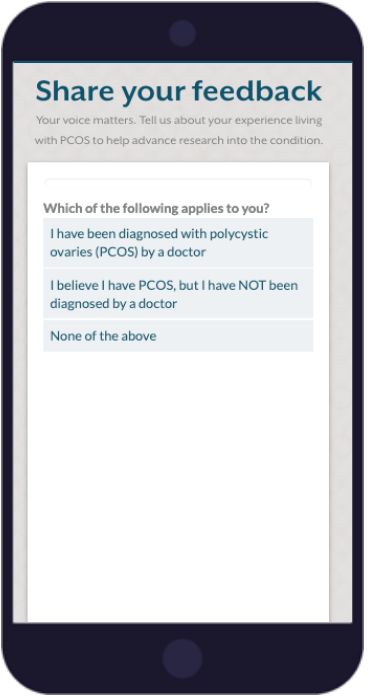
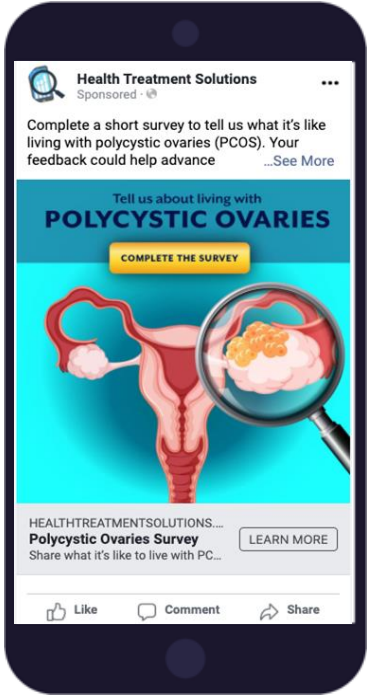
## Campaign Results

Total Survey Submissions	Qualified Survey Submissions
<b>784</b>	<b>652</b>
Campaign Duration (days)	Qualified Lead Rate
<b>4</b>	<b>83%</b>

The **client was pleased** with 83bar's ability to locate and **qualify 652 candidates** in just four 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 six Facebook ads (three static images and two copy alternatives) that point to one unique landing page with an embedded survey
- The 27-question research survey was designed to assess disease and treatment history and openness to clinical trials and new treatments
- The ad images featured simple, high-contrast medical illustrations, per 83bar best practices

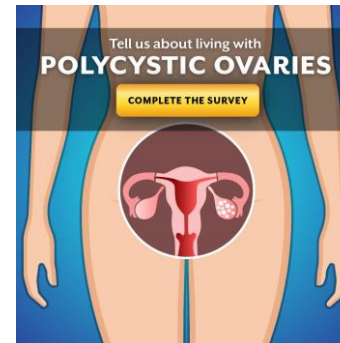


## Why do we use so many ad variations per test?

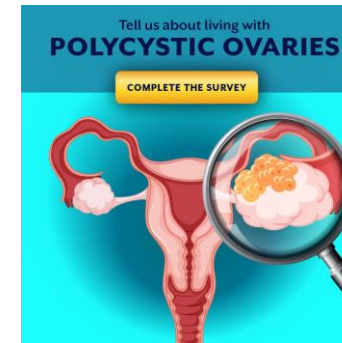
Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

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.

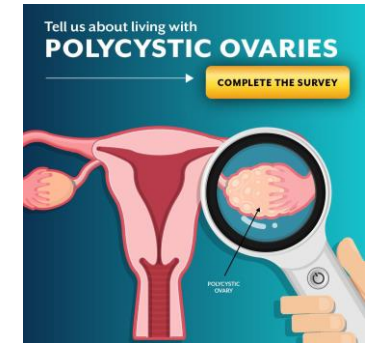
## Image Assets Tested



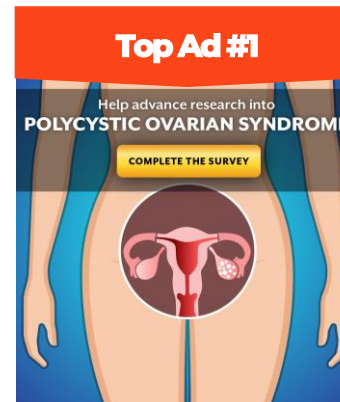
Variation 1a



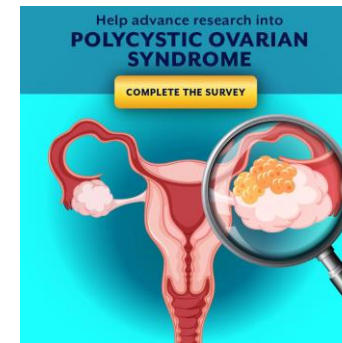
Variation 2a



Variation 3a



Variation 1b



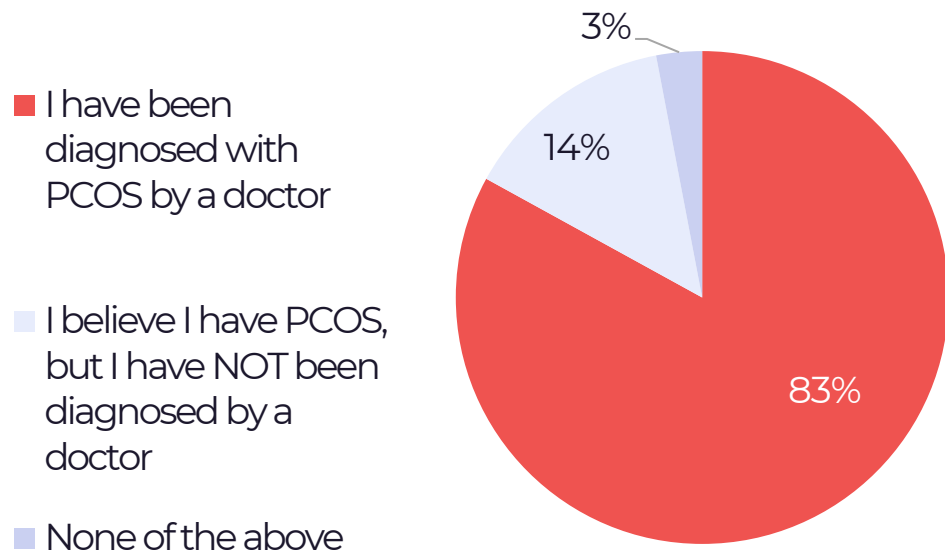
Variation 2b



Variation 3b

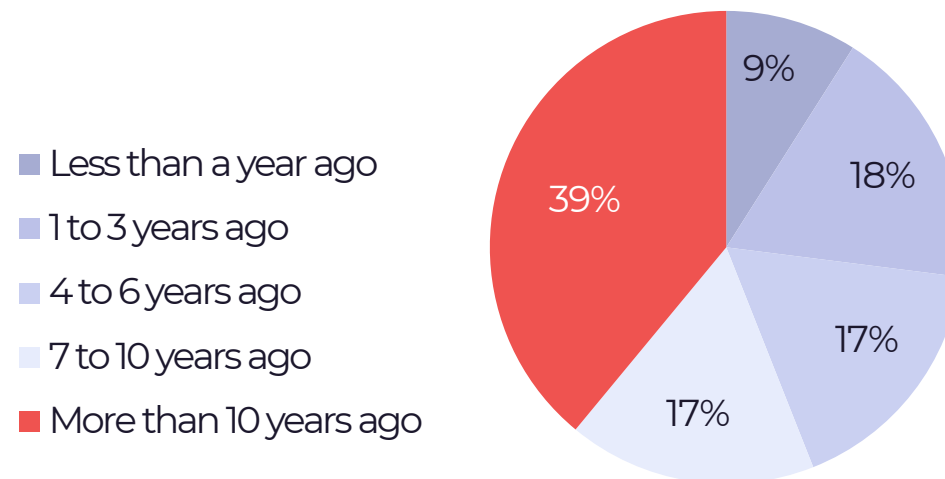
# Consumer Responses from Online Screener

## Which of the following applies to you?



Eighty-three percent of respondents had physician-diagnosed PCOS, and all further data was taken from physician-diagnosed PCOS respondents only.

## How long ago were you diagnosed with PCOS?

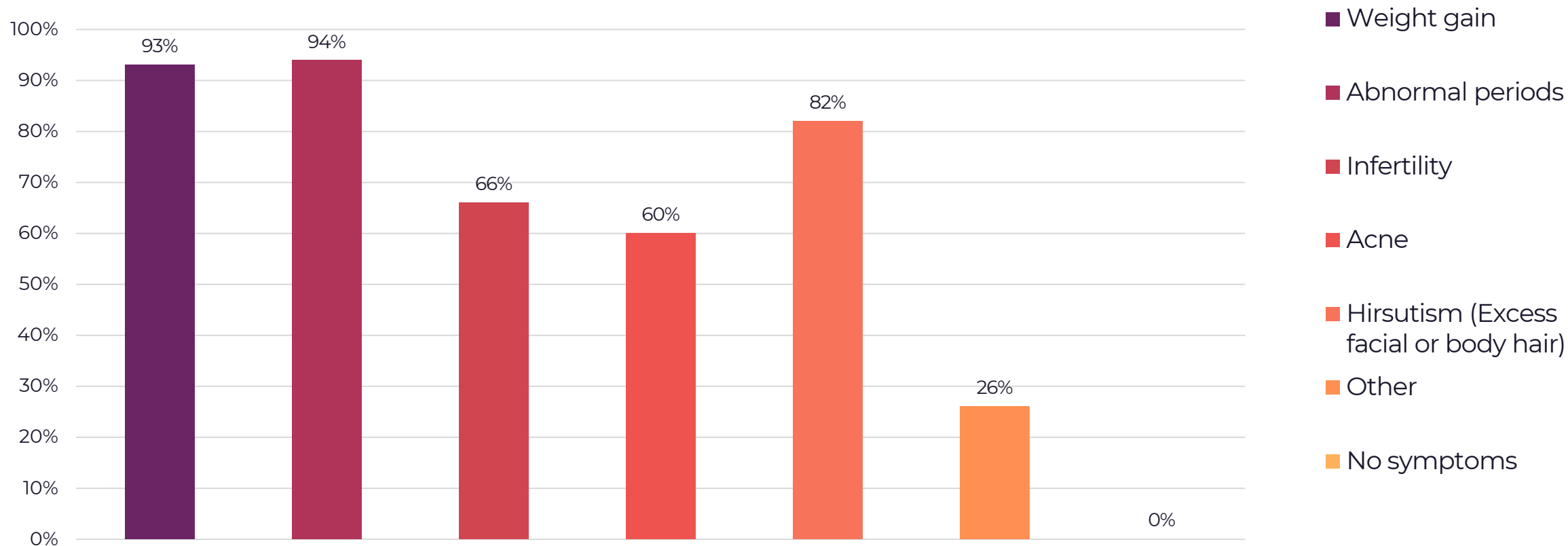


Seventy-three percent of women with physician-diagnosed PCOS had been living with the disease for four years or longer, 56% for seven years or longer.



# Consumer Responses from Online Screener

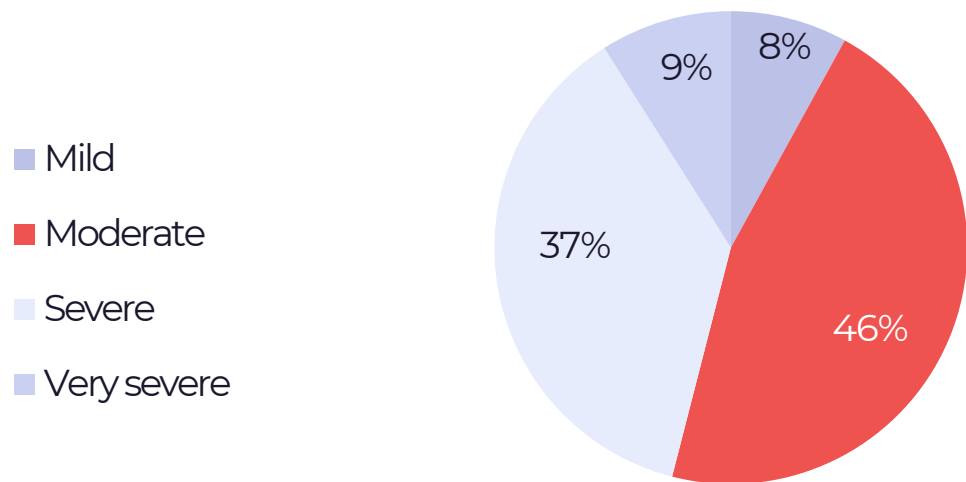
Which of the following PCOS symptoms have you experienced?



More than 99% of women with physician-diagnosed PCOS were symptomatic.

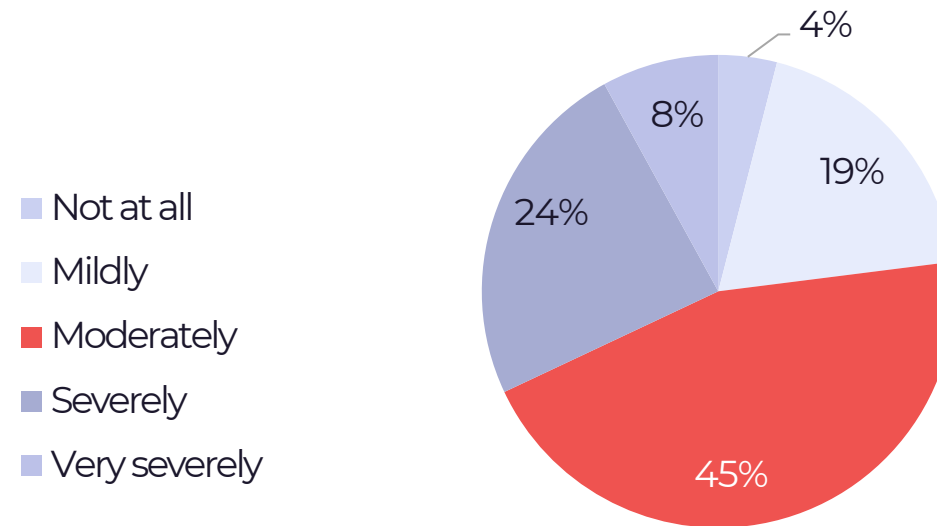
# Consumer Responses from Online Screener

## How severe are your PCOS symptoms?



Only 8% of women rated their PCOS symptoms as mild.

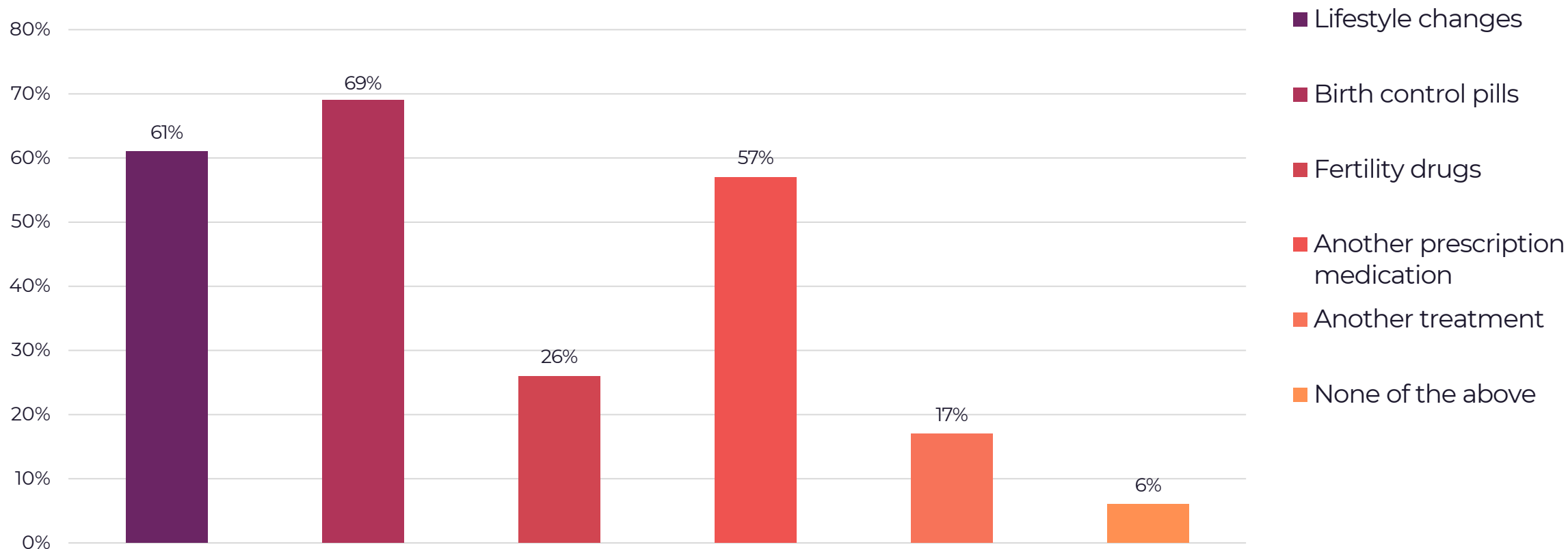
## How much do your PCOS symptoms affect your quality of life?



Seventy-seven percent of women with physician-diagnosed PCOS said their PCOS has had a moderate, severe, or very severe impact on their quality of life.

# Consumer Responses from Online Screener

## What have you used to treat or manage your PCOS symptoms?

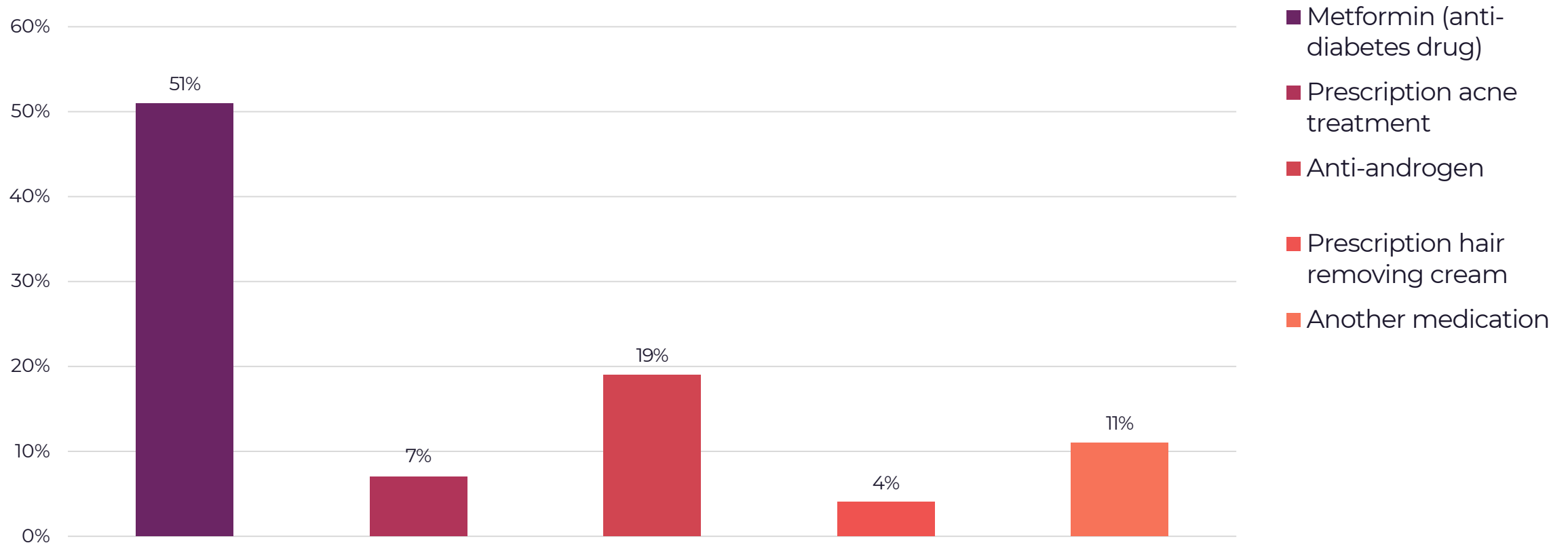


Most respondents had tried multiple treatments for PCOS, with more than half having tried birth control pills, another prescription medication, and lifestyle changes.



# Consumer Responses from Online Screener

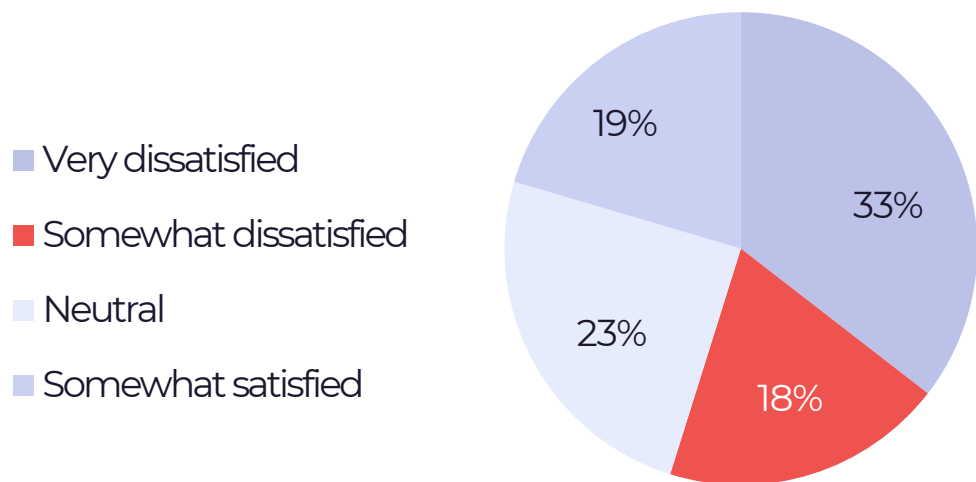
## What other type of prescription medication have you used to treat your PCOS?



More than half responded that they had used the prescription anti-diabetes drug Metformin to treat their PCOS.

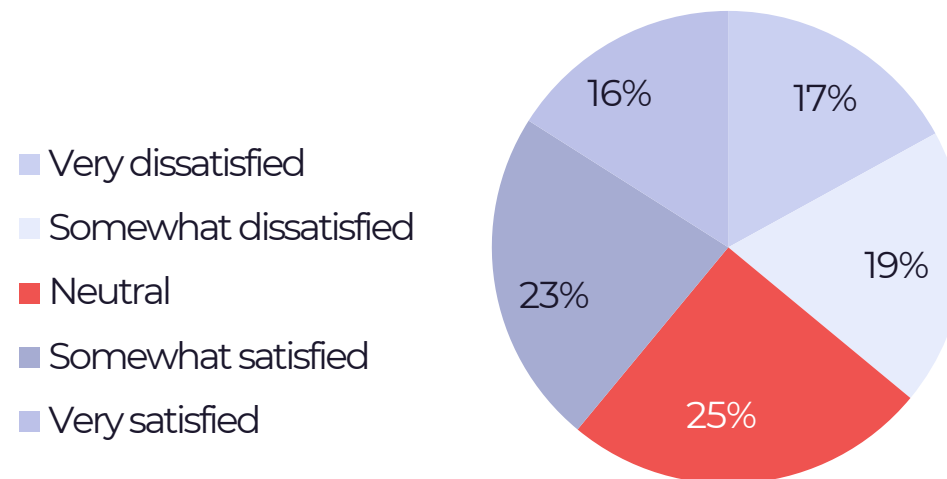
# Consumer Responses from Online Screener

## How satisfied are you with your PCOS medications to date?



No patients were very satisfied with their PCOS medications to date, with more than half saying they were somewhat or very dissatisfied.

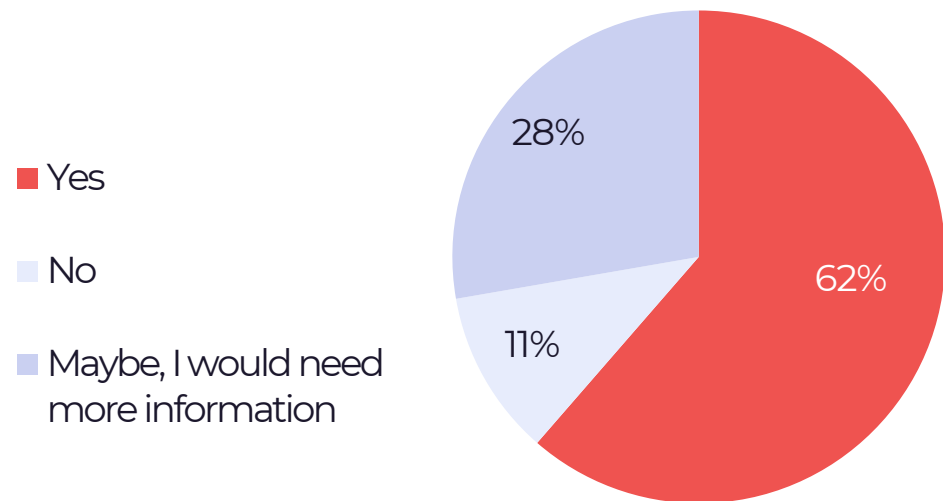
## How satisfied are you with the healthcare professionals who treat your PCOS, so far?



As is typical, patients were slightly less dissatisfied with their treating physicians, with 36% saying they were somewhat or very dissatisfied.

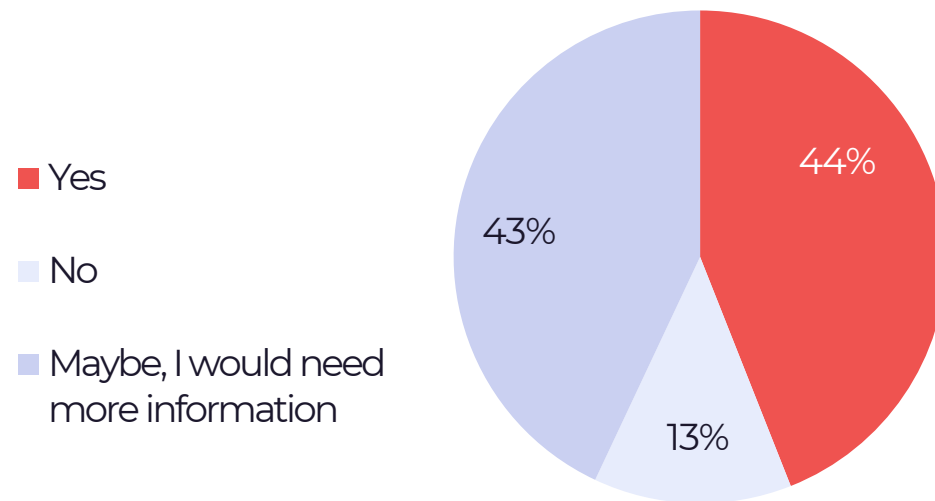
# Consumer Responses from Online Screener

**Would you consider consulting a new doctor who specializes in PCOS treatment?**



Only 11% of patients were unwilling to consult a new doctor about their PCOS.

**Would you be interested in participating in a clinical trial of PCOS?**



Only 13% of patients were not open to participating in a PCOS clinical trial, and 88% of those who were willing said they would agree to participate in trials lasting for one to two years.



# Key Insights from Our Polycystic Ovarian Syndrome Market Feasibility Test



## There is significant unmet need in the PCOS market.

In just four days, we were able to engage more than 650 people with physician-diagnosed PCOS who were motivated enough to complete a 27-question survey. 62% of these people opted in for information about treatment options and trials and submitted their contact details.



## PCOS patients are willing and motivated to try new treatments, treating physicians, and to participate in clinical trials.

Eight-nine percent of patients were open to consulting a new doctor about their PCOS, 87% were open to participating in a PCOS clinical trial, and 62% of patients opted in to receive information about treatment options and trials.



## 83bar can identify and activate potential candidates for PCOS treatment and clinical trials.

We recommended a targeted search and social media campaign combined with a call center activation program to drive candidates into expert physicians or trial 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.



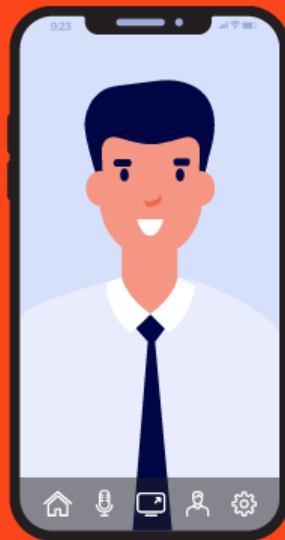
## Your intro call

## More information

## Market Reports

# Do you need a Market Feasibility Test?

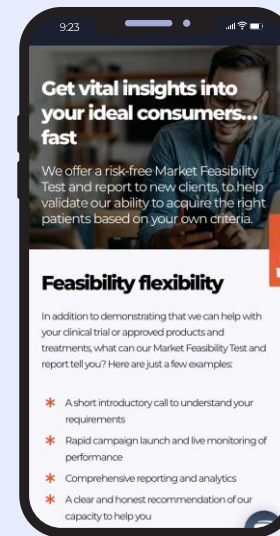
Getting started is easy! Simply set up an intro call so you can explain your requirements. From there, we'll get started on designing your personalized Market Feasibility Test.



### 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

[Learn More](#)



### Download Other Reports

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

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