

# Robotic Knee Brace

## 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.

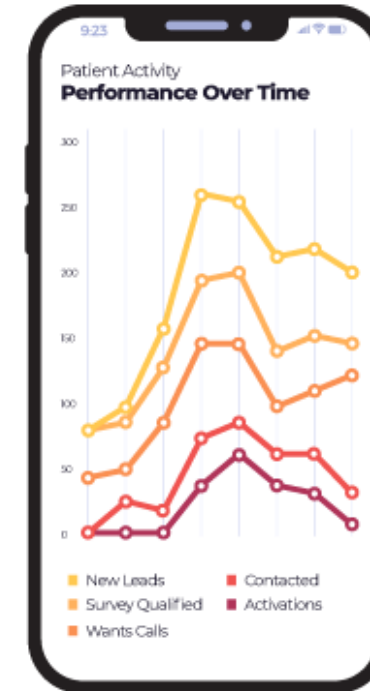
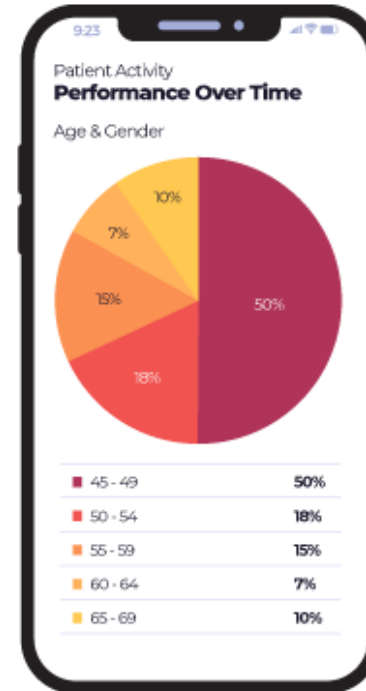
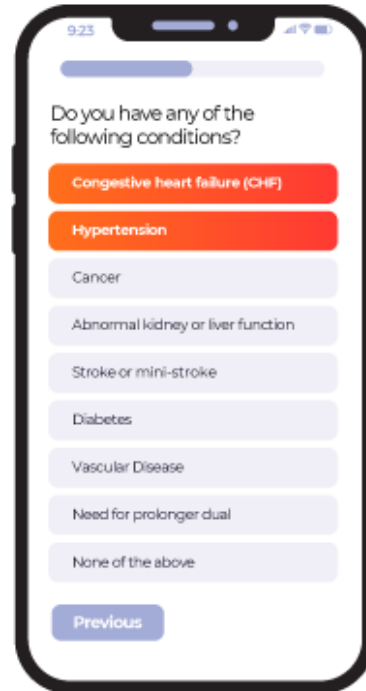
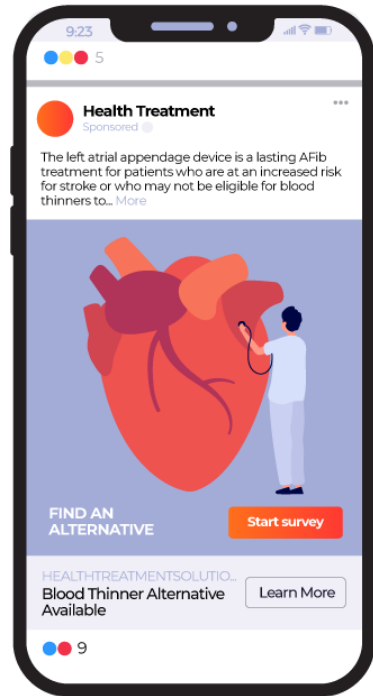
[Tell me more](#)

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# 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 if 83bar can locate people via social media advertising who might be interested in a **Robotic Knee Brace** and to determine the ROI.

## Indication

The client's smart knee orthosis is designed to provide relief from knee pain and intuitively support everyday mobility. It reduces burden on the knee and adjusts to users as needed, enabling an active and healthy lifestyle.

## Key information and potential obstacles

- Can only be used on one leg
- Backpack must be worn as it carries the robot
- \$7k out-of-pocket cost

## Ideal patient profile

- Men and women with moderate to severe knee pain/mobility issues

## Campaign Results

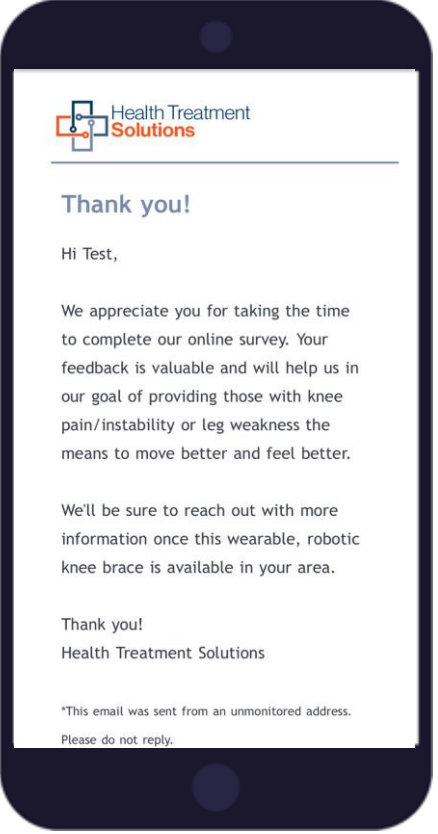
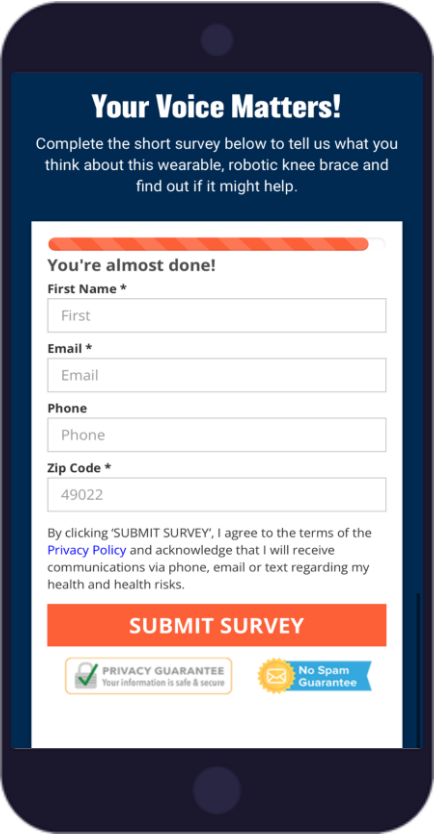
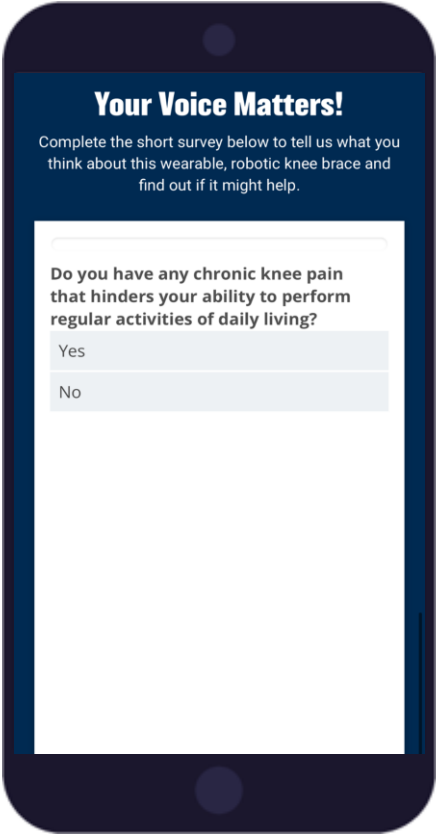
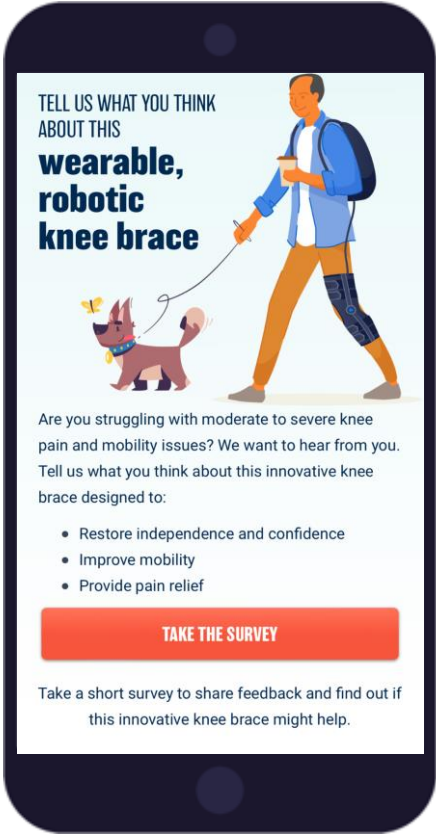
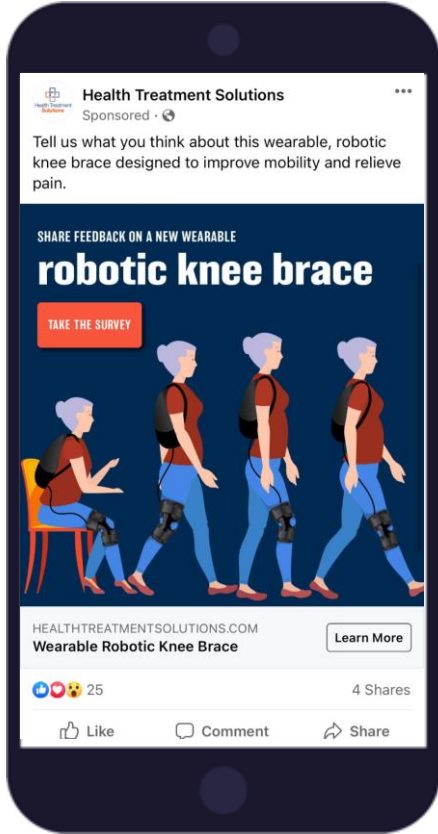
Total Survey Submissions	Qualified Survey Submissions
<b>92</b>	<b>72</b>
Campaign Duration (days)	Qualified Lead Rate
<b>5</b>	<b>78.2%</b>

These results **met the goals of the client** for qualified leads and qualified lead rate. The results were positive especially given the test's short duration (five days) and the number of questions (21) in the online screener.



# 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)

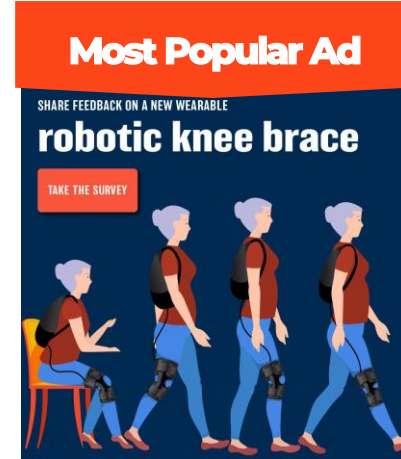
# Creative Messaging Test Design Process

- 83bar created three ad images to immediately capture the attention of people who might be interested in a robotic knee brace.
- Developed two ad copy variants
  - A - Emphasizing the knee brace
  - B - Emphasizing knee pain relief

## Image Assets Tested



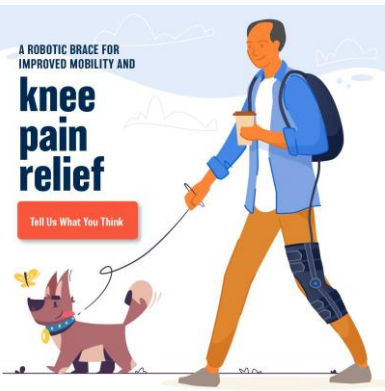
Variation 1a



Variation 2a



Variation 3a



Variation 1b



Variation 2b



Variation 3b



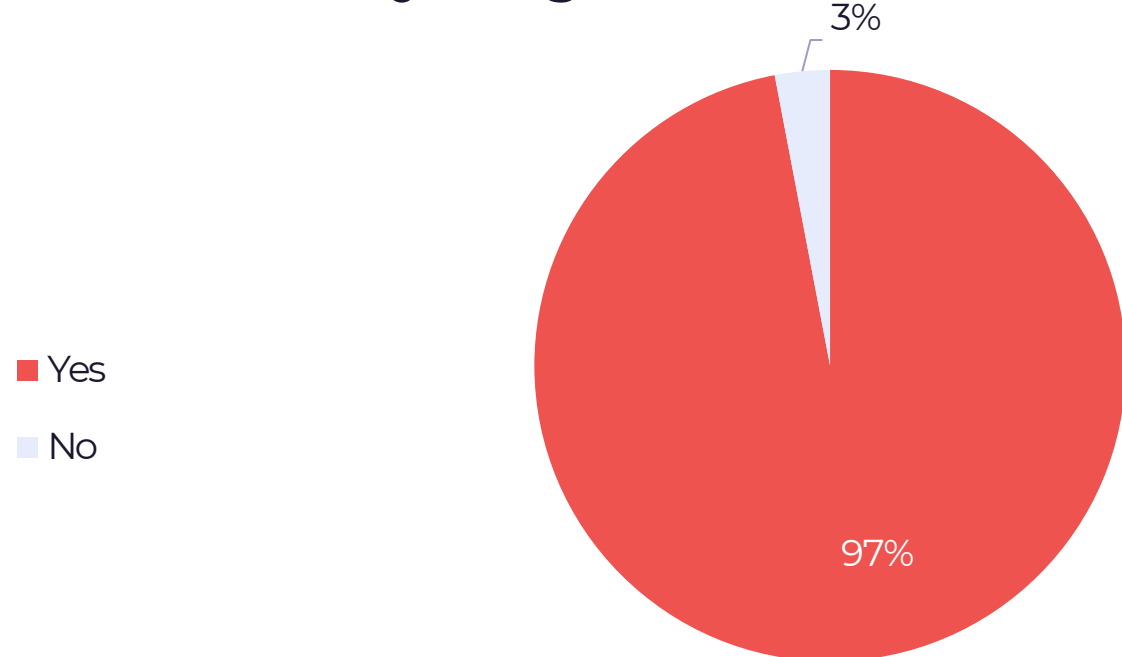
### Why do we use so many ad variations per test?

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.

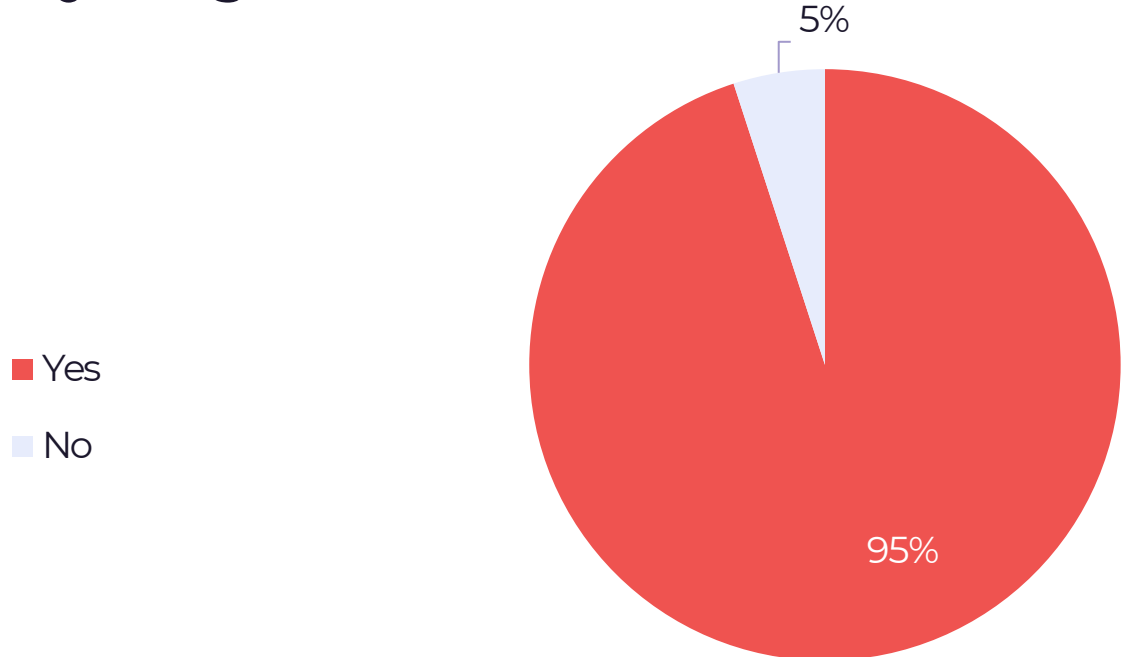
# Consumer Responses from Online Screener

**Do you have any chronic knee pain that hinders your ability to perform regular activities of daily living?**



Ninety-seven percent of respondents self-reported chronic, debilitating knee pain.

**Do you have knee instability or leg weakness that hinders your ability to perform activities of daily living?**

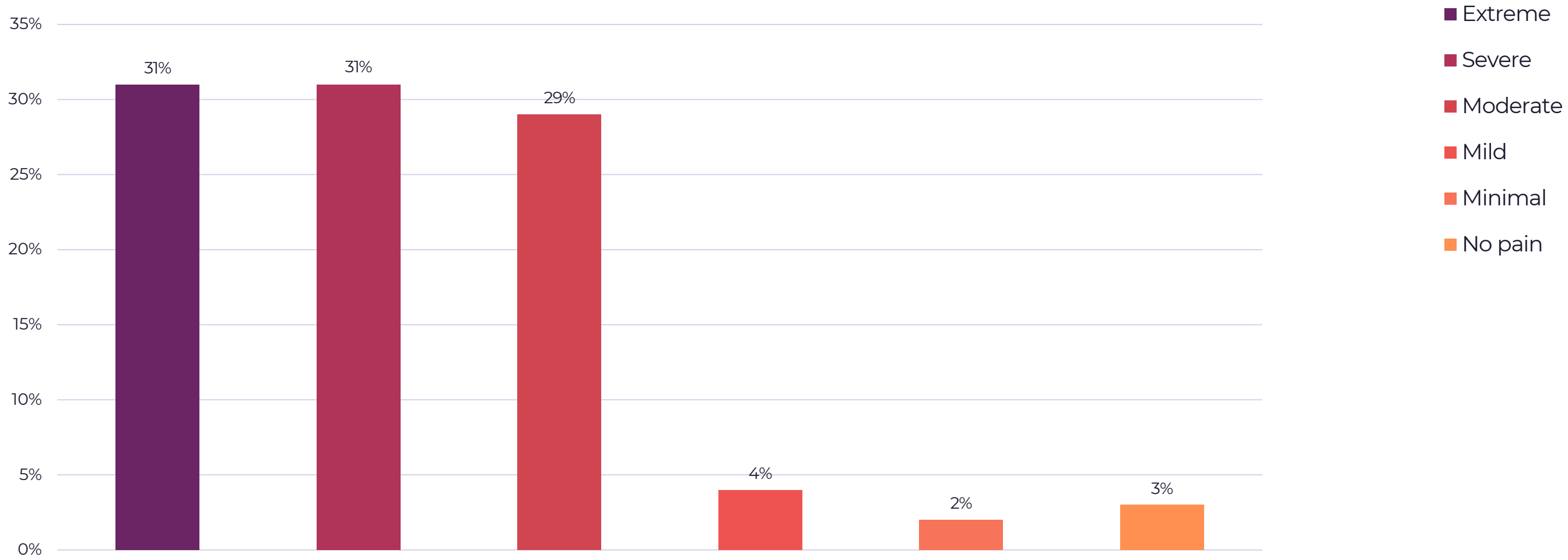


Ninety-five percent of respondents also reported they have instability/weakness.



# Consumer Responses from Online Screener

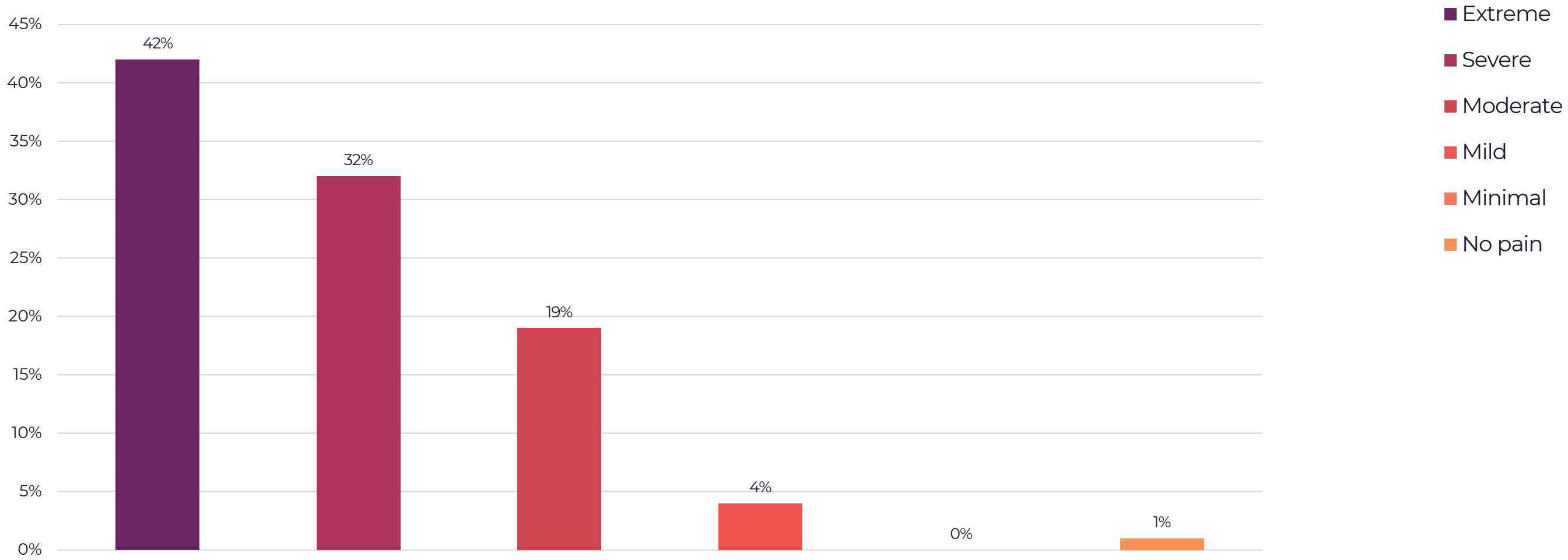
Please rate the **LOWEST** pain-score you have experienced in the last 7 days.



Most respondents have consistently experienced severe to moderate pain.

# Consumer Responses from Online Screener

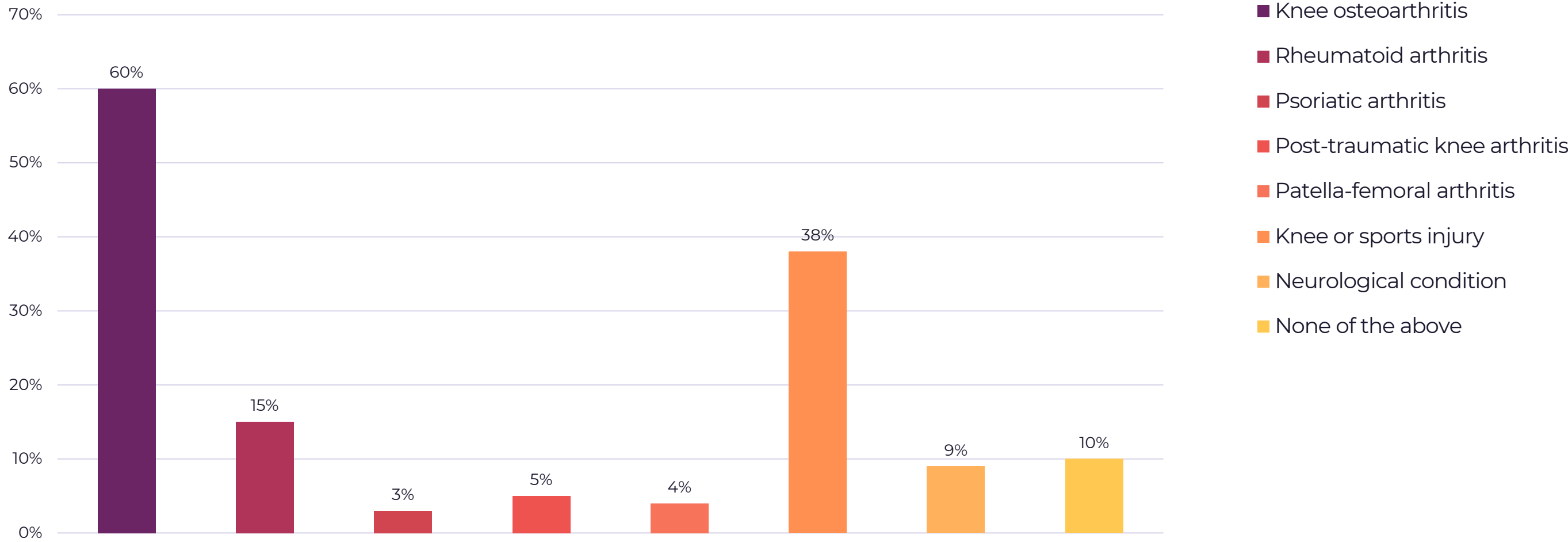
Please rate the **WORST** pain-score you have experienced in the last 7 days.



Again, most respondents experienced severe to moderate pain.

# Consumer Responses from Online Screener

Is your instability, pain, or quad weakness caused by any of the following?

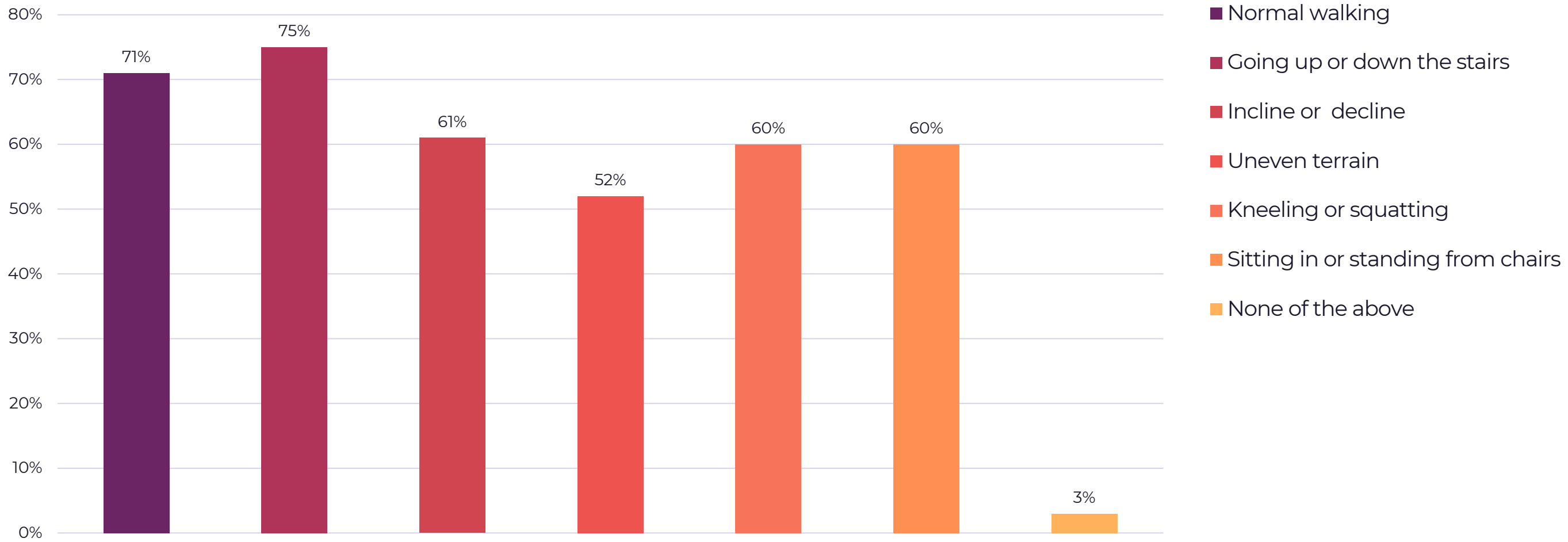


Knee osteoarthritis and injury were by far the most common causes for knee pain reported by respondents.



# Consumer Responses from Online Screener

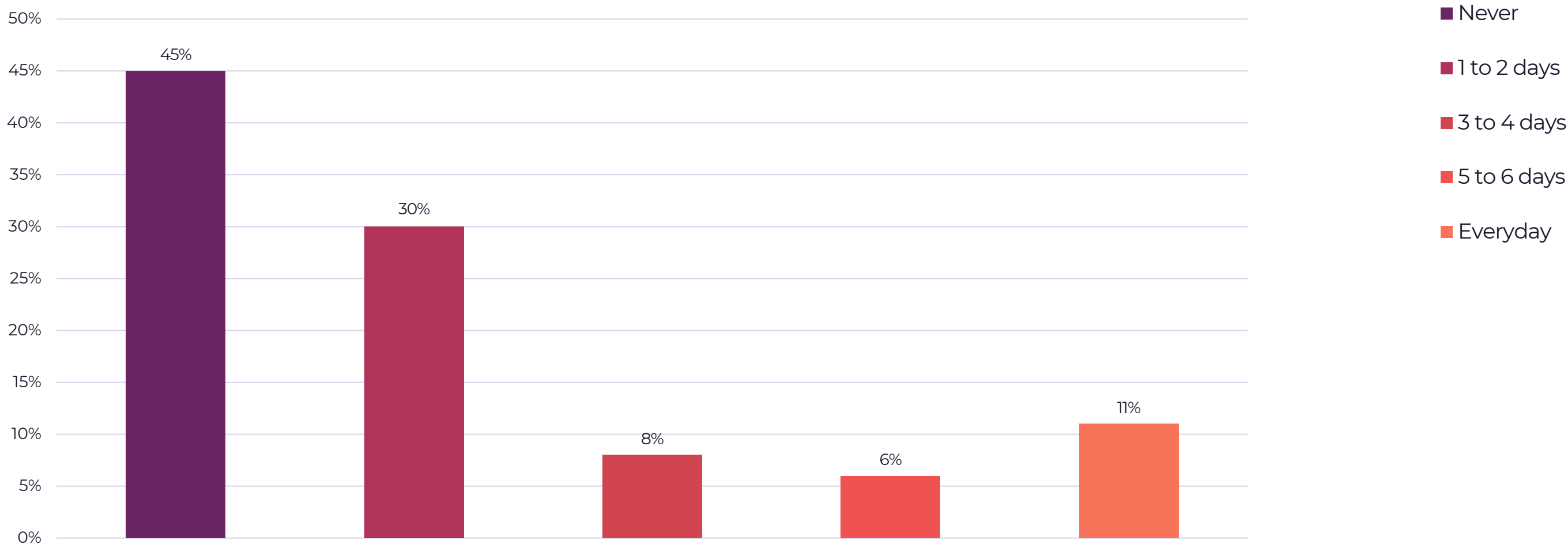
Do any of the following trigger you knee pain/instability?



Ninety-seven percent of respondents said that normal activities trigger their knee pain/instability.

# Consumer Responses from Online Screener

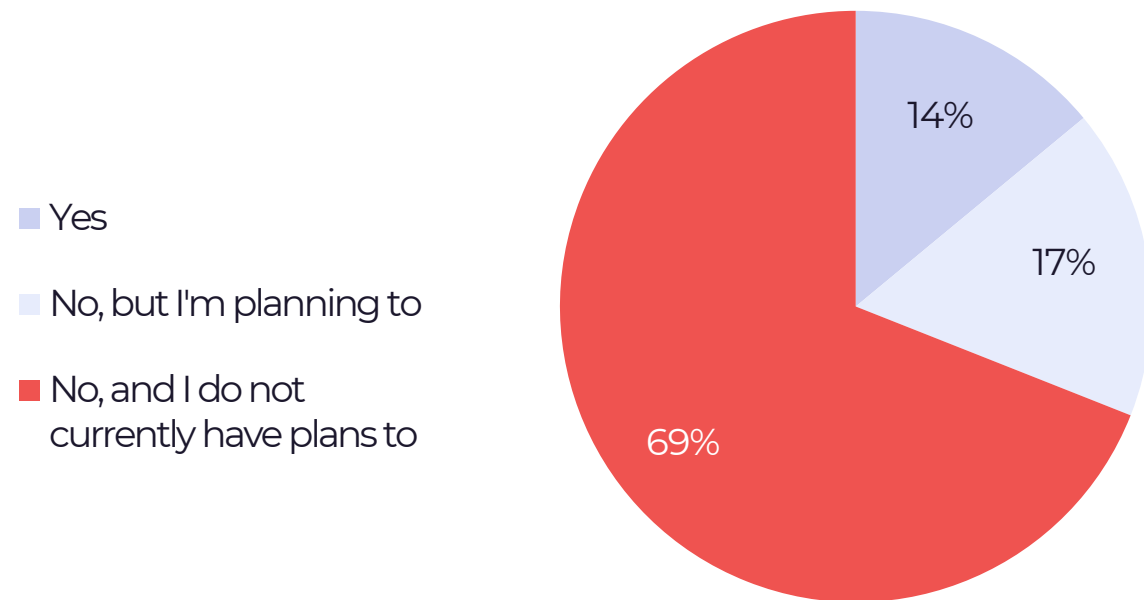
How often do you participate in strenuous physical activities per week?



Seventy-five percent of respondents said they participate in strenuous activities zero to two times per week.

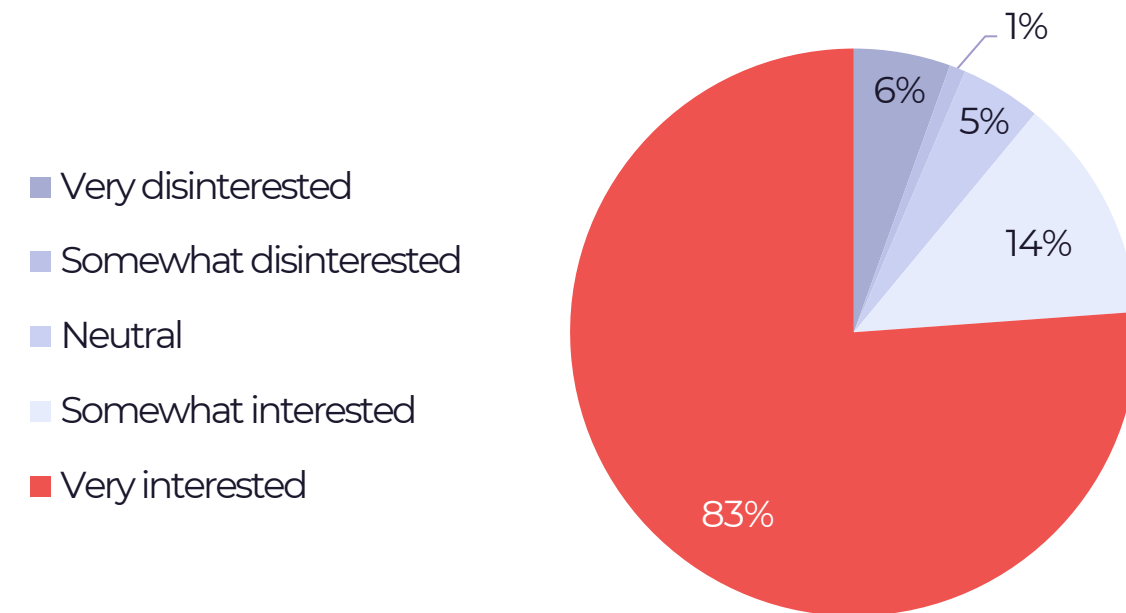
# Consumer Responses from Online Screener

## Have you had a total knee replacement?



Thirty-one percent of respondents have either had a total knee replacement or have plans to do so.

## How interested would you be in taking the wearable, robotic knee brace for a "test drive" if it were available in your area?



Ninety-seven percent of respondents indicated they would be interested in going for a "test drive" of the robotic knee brace.



# Key Insights from Our Robotic Knee Brace Market Feasibility Test



## 83bar was able to find people interested in a robotic knee brace

83bar's ad and landing page strategy was able to attract the intended audience. 83% of respondents indicated they were very interested in going for a "test drive" and all qualified respondents said they want to be contacted.



## Almost all respondents indicated that they have tried various interventions to relieve their knee pain

83bar found that 98% of respondents have tried at least one form of treatment for their knee pain/mobility issues. 31% have already had or have plans to have a total knee replacement. These respondents are likely to be highly motivated to find a solution that will help them relieve their pain and improve their quality of life.



## Out-of-pocket costs would likely be the primary barrier for most respondents

Twenty-three percent of respondents reported they were covered by Medicaid, another government-assisted program, or were uninsured. The out-of-pocket cost for these respondents would likely be too much for them.



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.



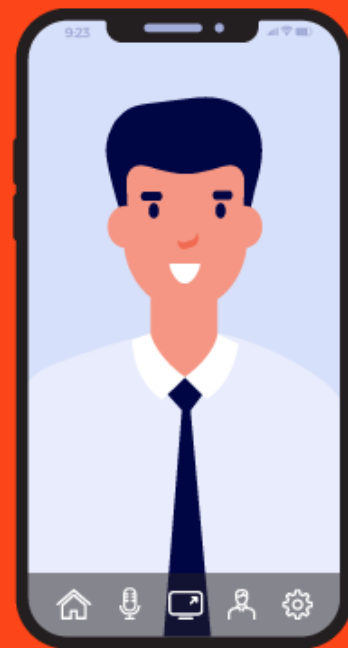
Use results to inform your study or commercial launch activities to save time and cost.



## Your intro call

## More information

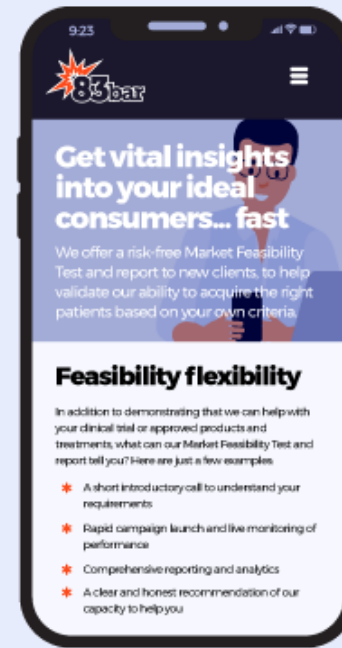
## Market Reports



### 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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# 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.





For more information visit  
[www.83bar.com](http://www.83bar.com)