

A 3D rendering of a human brain in shades of blue and purple, with a central red glow. The brain is overlaid with numerous pink and purple EEG-style waveforms that vary in frequency and amplitude, representing neural activity.

Uncontrolled Epilepsy

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](#)

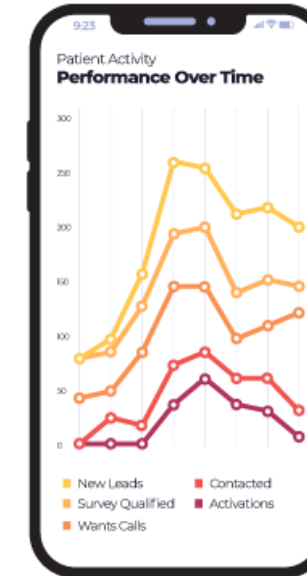
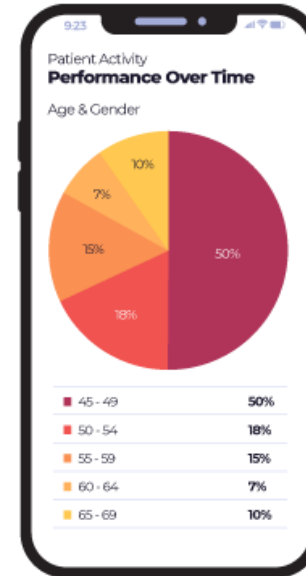
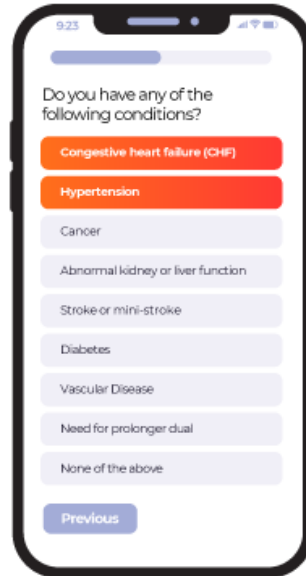
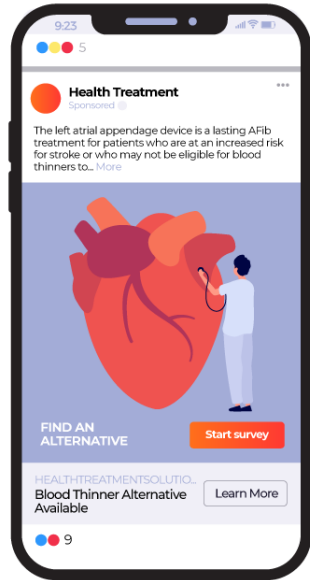
[Show me results](#)



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



Purpose of Test

The purpose of this test was to determine the feasibility of the 83bar approach to locate patients with **Uncontrolled Epilepsy** and gauge their interest and eligibility in trying responsive neurostimulation (RNS).

Definition of a Qualified Lead

- Targeted men and women, aged 18 and up
- Diagnosed with epilepsy
- Have tried at least two antiseizure medications but still suffer from seizures
- Have focal epilepsy
- Interested in advanced treatment and willing to be contacted

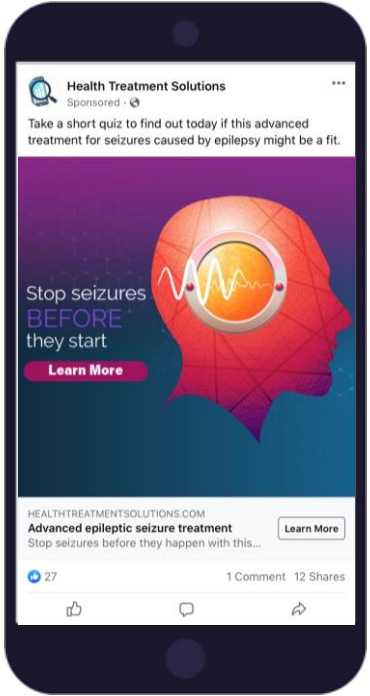
Campaign Results

Total Survey Submissions	Qualified Survey Submissions
66	33
Campaign Duration (days)	Qualified Lead Rate
4	50%

The client was pleased that contact information was collected for 66 total leads (33 qualified) in just four days.

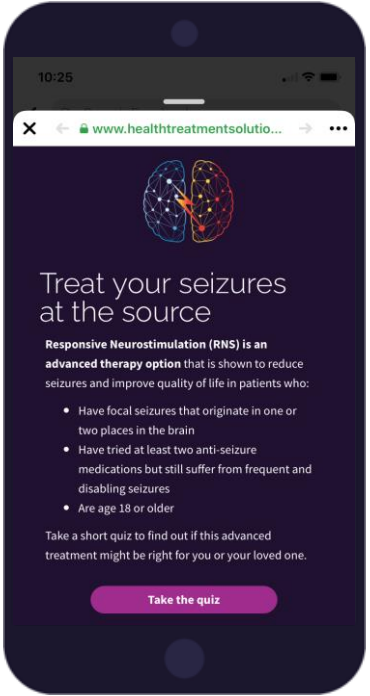
The Consumer Journey

Optimized to ensure high consumer engagement



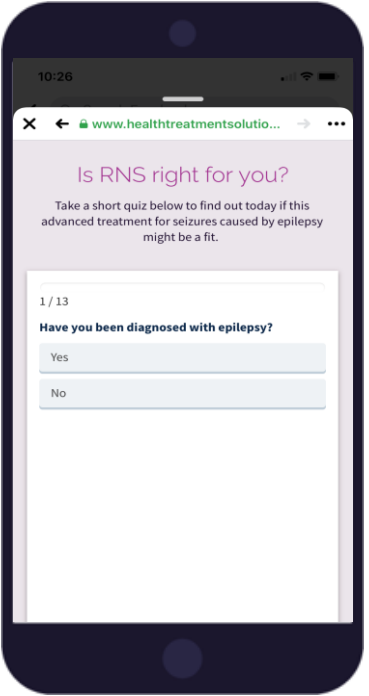
Attract
(Social Media Ad)

Consumers are attracted with targeted social media ads

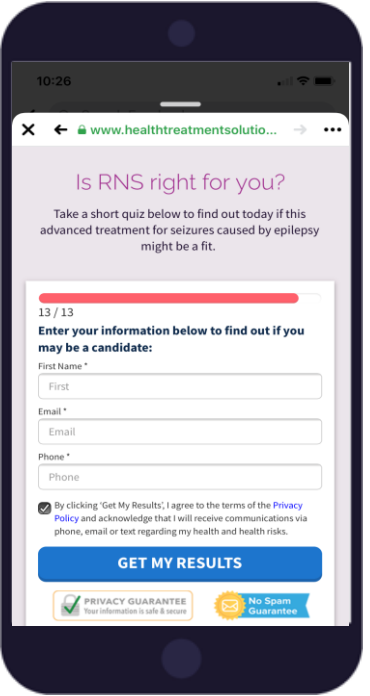


Engage
(Landing Page)

Landing pages provide critical information and education on treatment options

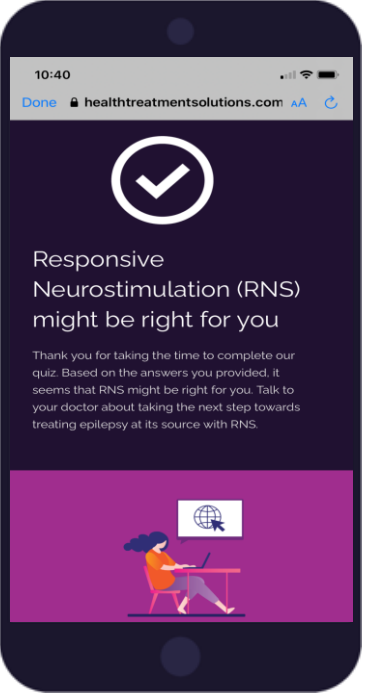


Qualify
(Screener)



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 developed nine Facebook ads that point to one unique landing page with an embedded survey
- Three graphics were used with three copy variants
- One market research survey was designed to connect with patients who have epilepsy and could be candidates for an advanced treatment

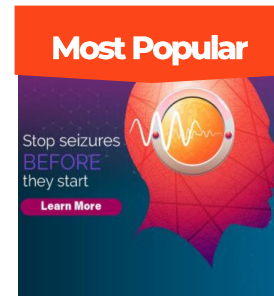


Why do we use so many ad variations per test?

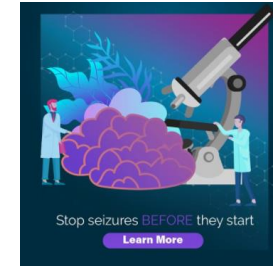
Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

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.

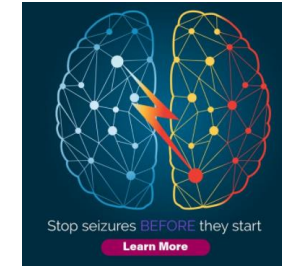
Image Assets Tested



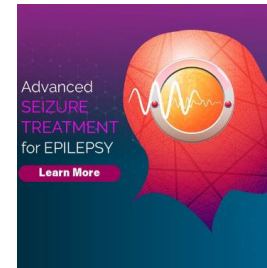
Variation 1a



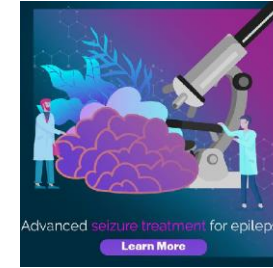
Variation 2a



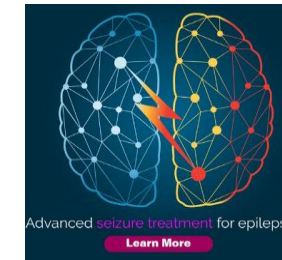
Variation 3a



Variation 1b



Variation 2b



Variation 3b



Variation 1c



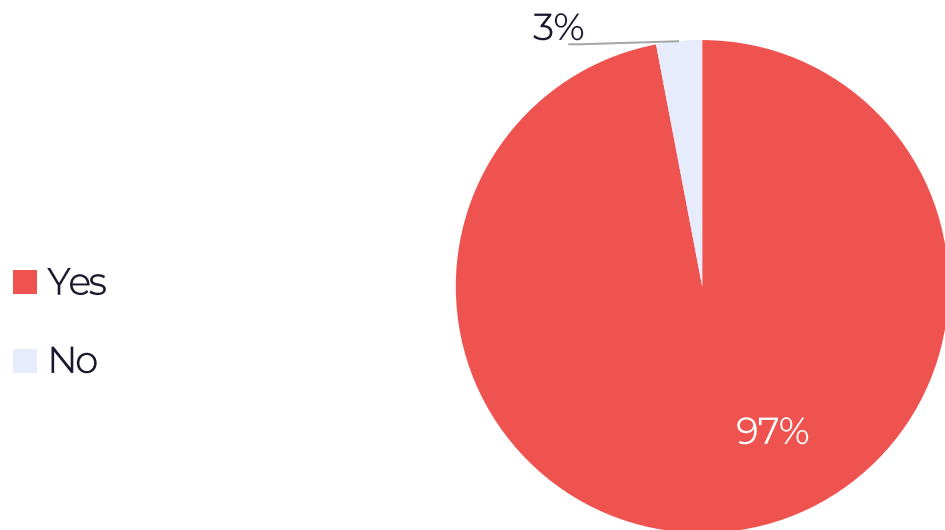
Variation 2c



Variation 3c

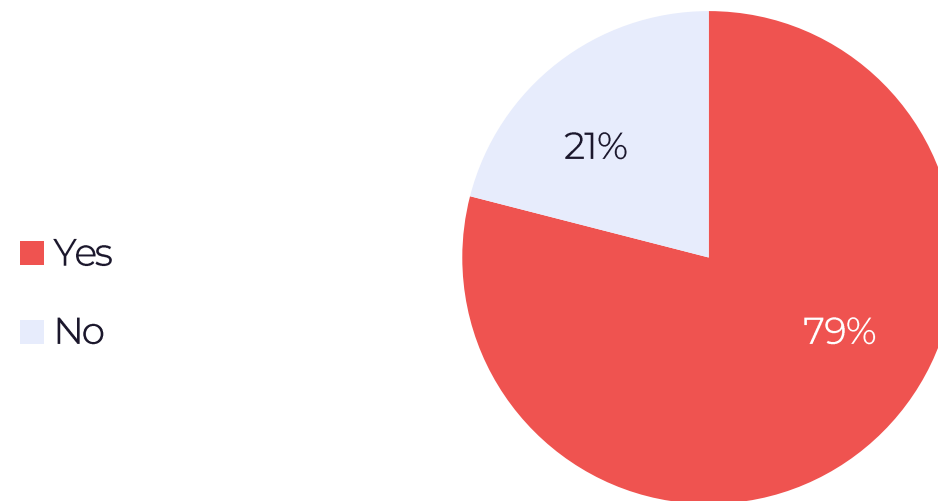
Consumer Responses from Online Screener

Have you been diagnosed with epilepsy?



Ninety-seven percent of respondents were diagnosed with epilepsy.

Have you tried at least two antiseizure medications but still have seizures?

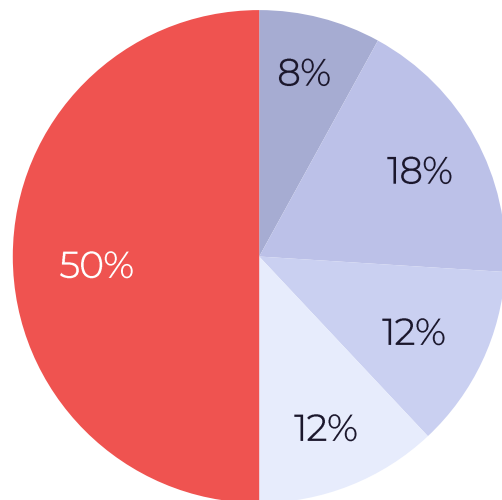


A large majority of respondents still experienced seizures even though they had tried at least two antiseizure medications.

Consumer Responses from Online Screener

How long ago were you diagnosed with epilepsy?

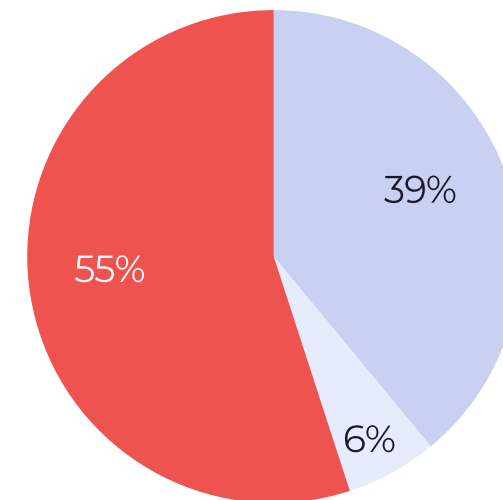
- Less than a year ago
- 1 to 5 years ago
- 6 to 10 years ago
- 11 to 15 years ago
- Over 15 years ago



Nearly two-thirds of respondents had been diagnosed with epilepsy more than 10 years before.

Do you have focal epilepsy (epilepsy that starts from one or two locations in the brain)?

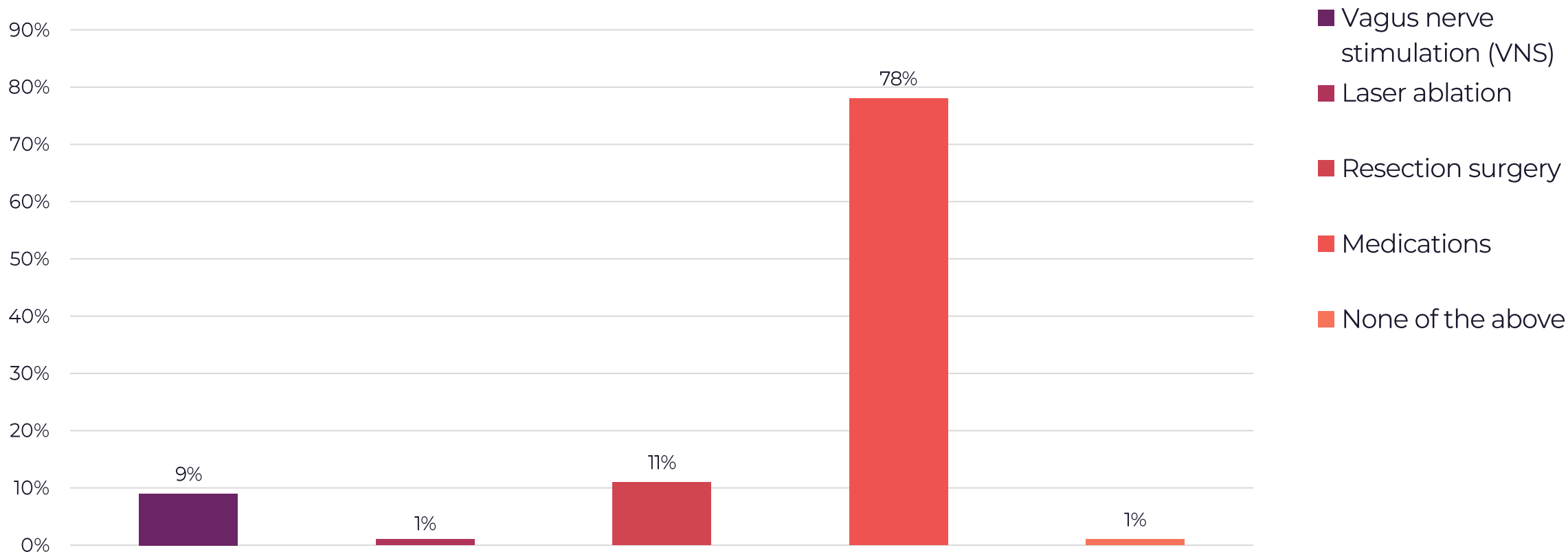
- Yes
- No
- I don't know



The concept of focal epilepsy, although defined in the question, was unfamiliar to the majority of respondents.

Consumer Responses from Online Screener

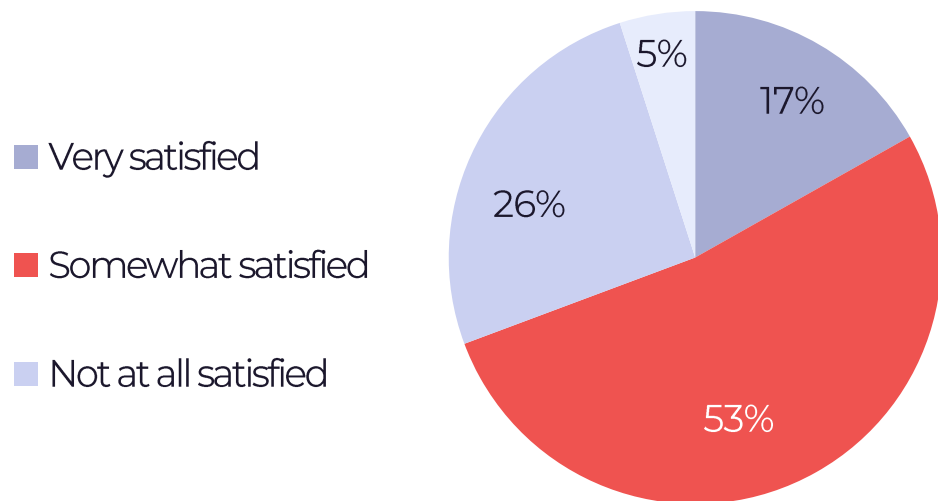
Have you tried any of the following treatments?



Use of medications was the most common treatment for respondents.

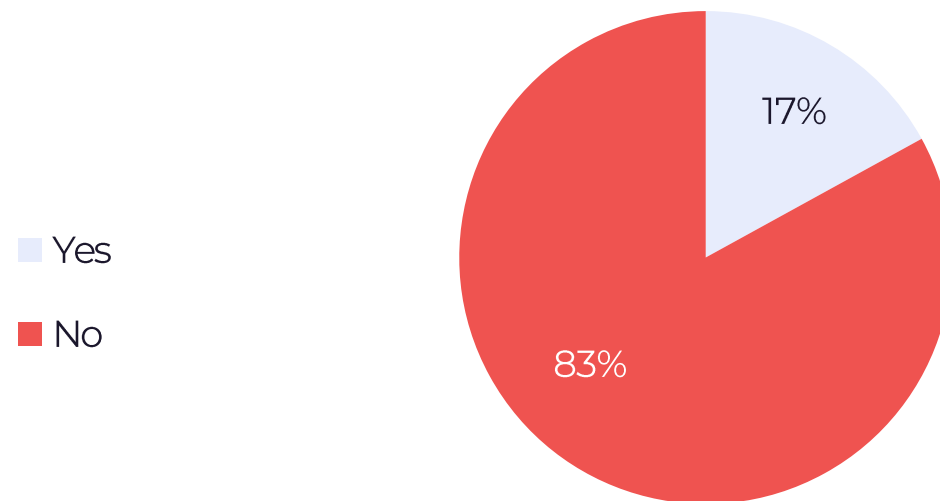
Consumer Responses from Online Screener

How satisfied are you with the treatment(s) that you've tried?



Only 17% of respondents were very satisfied with their treatment(s).

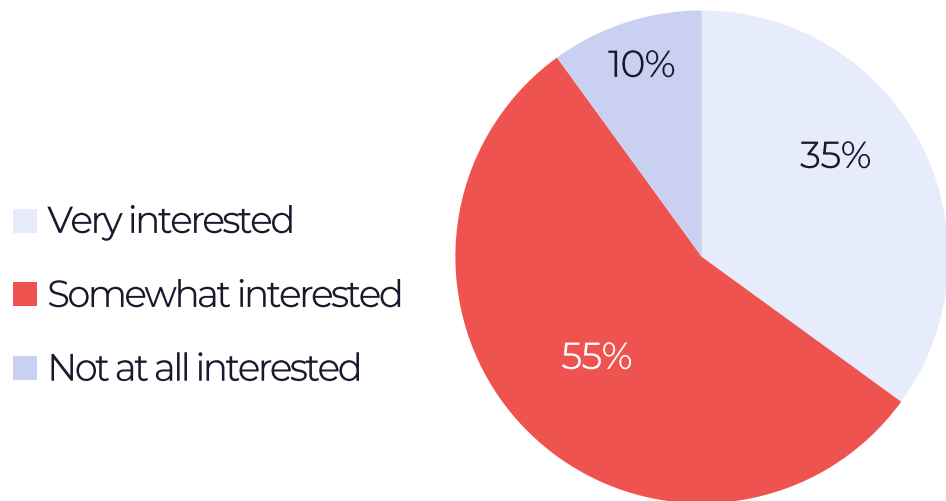
Have you previously heard of neurostimulation (RNS system)?



The vast majority of respondents had not heard of neurostimulation.

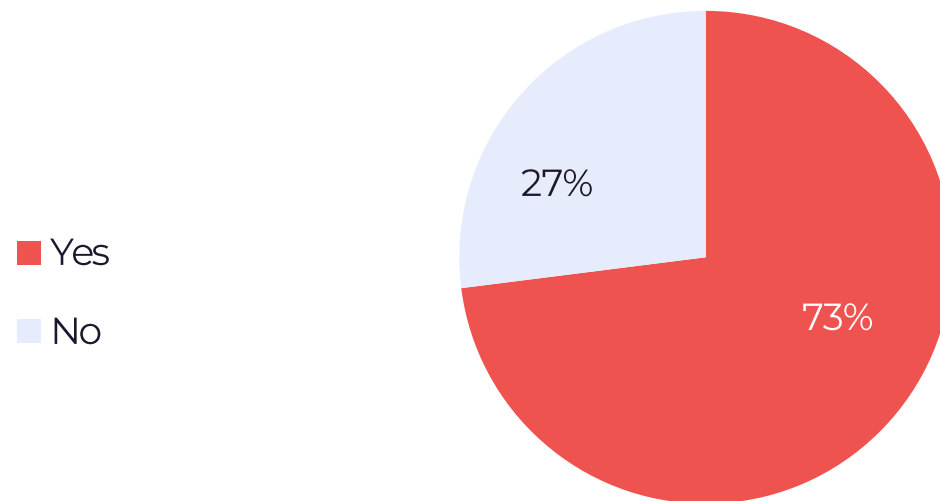
Consumer Responses from Online Screener

How interested are you in an epilepsy treatment of an implanted device that may help stop seizures before they begin?



Ninety percent of respondents were interested in learning about an implanted device.

Are you willing to be contacted by a nurse to discuss advanced epilepsy treatment?



Almost three-quarters of respondents were willing to be contacted by a nurse to discuss advanced epilepsy treatment.

Key Insights from Our Uncontrolled Epilepsy Market Feasibility Test



83bar can identify and activate motivated patients with epilepsy who have tried at least two medications.

Ninety-seven percent have been diagnosed with epilepsy and 79 have tried at least two antiseizure medications, showing ability to reach intended patient population. Eighty-nine percent were interested in an advanced treatment and over 70% are willing to be contacted to discuss options, indicating interest in learning more and taking the next step.



Leads were only somewhat satisfied or not at all satisfied with the treatment they've tried.

Only 17% of respondents indicated they were very satisfied with the treatment they've tried. The majority are not happy with medications and indicated they are motivated to seek new options.



Most leads are unaware of the RNS System.

Only 17% have heard of responsive neurostimulation before. Generating brand awareness and patient education on RNS treatment would be beneficial to produce a lift in implants.



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.



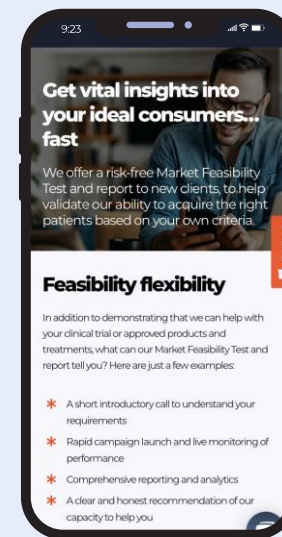
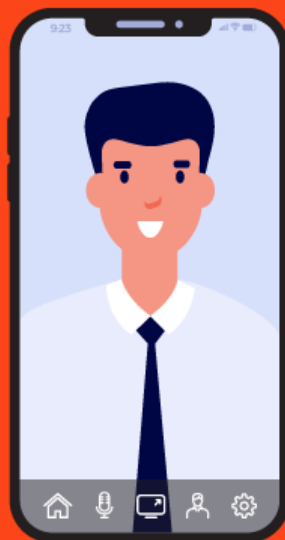
Use results to inform your study or commercial launch activities to save time and cost.



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

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For more information visit
www.83bar.com