

Market Report

Autosomal Dominant Polycystic Kidney Disease

Objective

- Conduct market research to better understand Autosomal dominant polycystic kidney disease patients
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and survey

Key Metrics

- Number of Unique Completed Surveys
- Cost Per Lead (CPL)
- Survey Data

Definition of a Qualified Lead

- Adults ages 18 and above who are at risk of rapidly progressing ADPKD and thus candidates for ADPKD treatment
- No medical history of liver problems, low or high sodium levels, and/or chronic dehydration
- No Inability to sense thirst and/or urinate
- Willingness to participate in the Risk Evaluation and Mitigation Strategy (REMS) program



Campaign Assets

- 1 ad concept
- 8 total ad variants
- 1 unique landing page with embedded health risk assessment (HRA) survey
- 1 market research HRA survey designed to connect with adults who are candidates for ADPKD treatment

Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a demand generation campaign to target adults who are in the prime years to be diagnosed with ADPKD and could be candidates for ADPKD treatment.

Set Up Ad Targeting & Launch

- Target adults ages 18 and above in the United States

Measure Results

- Determine CPL for this type of campaign and determine medical history, demographic information, and treatment. (CPQL and total patient acquisition cost could be higher)

Results

- Developed understanding of how to effectively find and convert potential patients for ADPKD treatment
- Identified patient's symptomology and current treatment

Acquisition Metrics

- September 13 - 16, 2019
- US National geo-target
- 229 total survey submissions, 142 qualified leads
- Sub \$10 CPL (avg. cost per lead)
- Lead defined as responder that clicks ad, completes HRA survey, completes and submits the form fill (name, email, phone number, opt in)

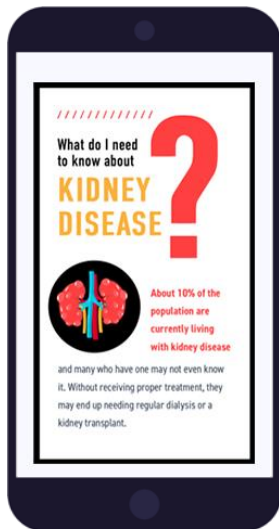
Optimized to ensure high consumer engagement

Social Media



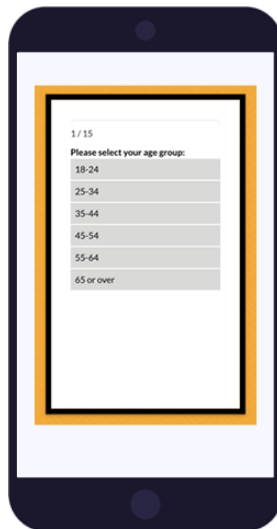
Attract

Landing Page



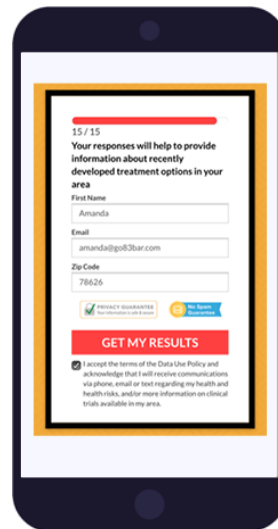
Engage

Symptoms



Qualify

Submit



Collect

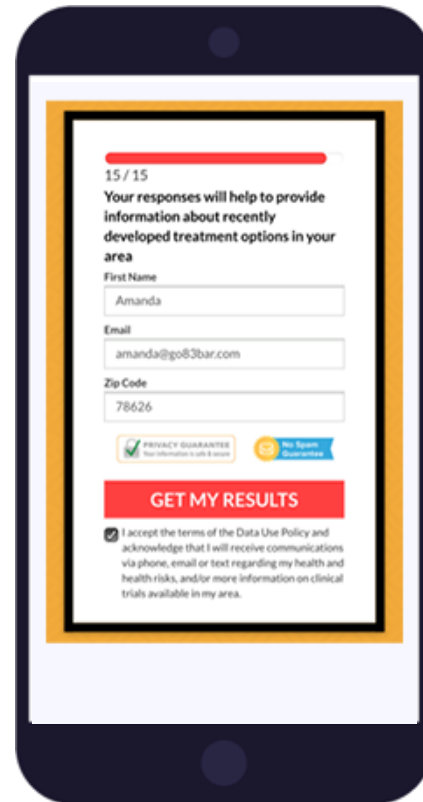
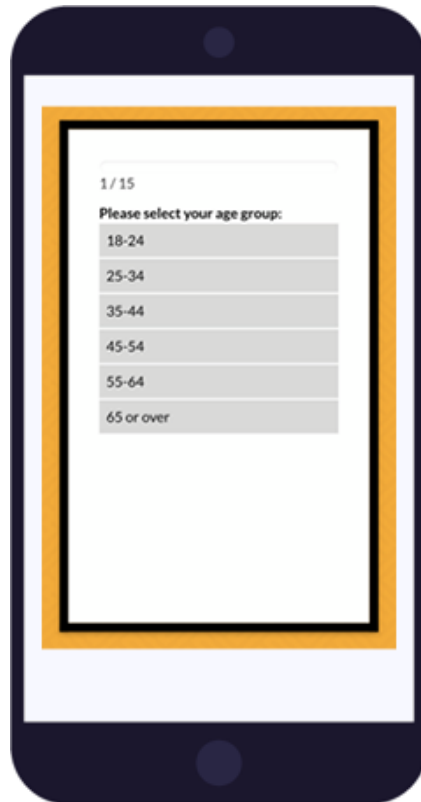
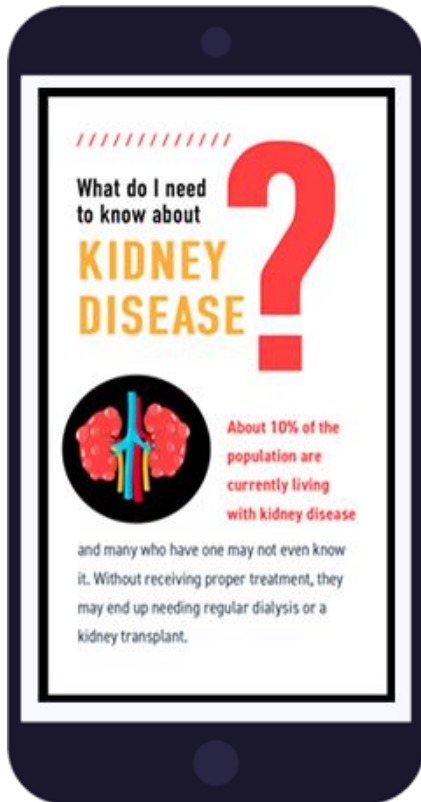
Our Goals



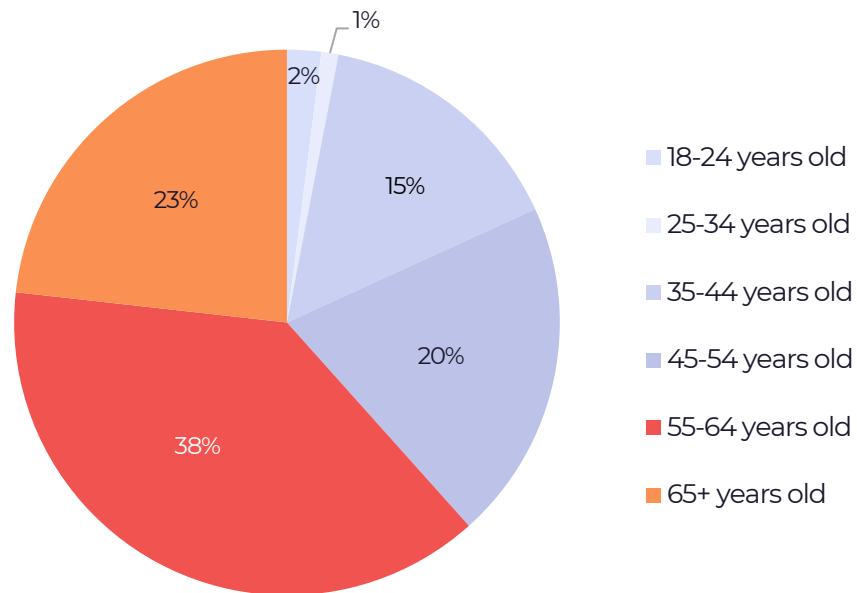
Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience



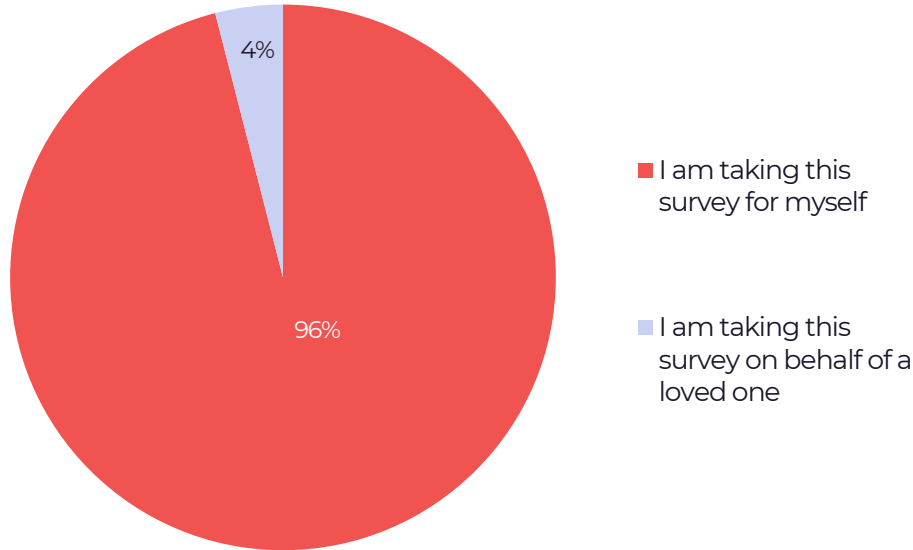
Please select your age group



Key Findings

- Captures responses from all leads
- Nearly 38% of **qualified leads were ages 55-64**
- 81% of qualified leads are ages 45 and above

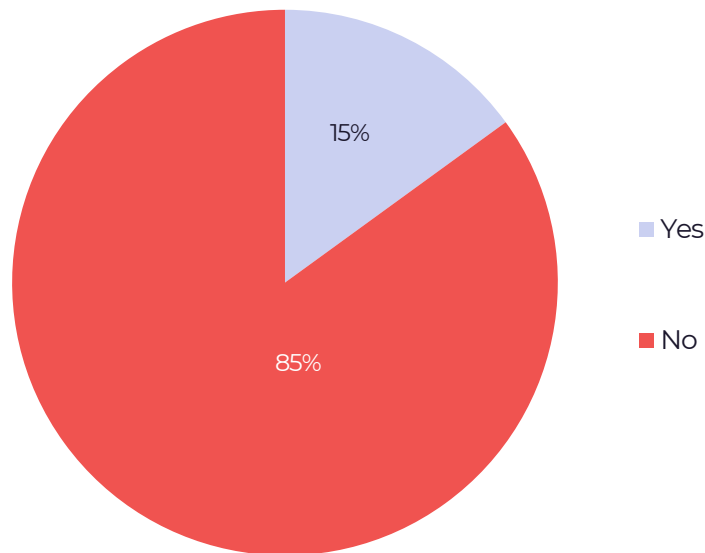
Please select which best describes you:



Key Findings

- Captures responses from all leads
- **96% of qualified leads** took this HRA for themselves

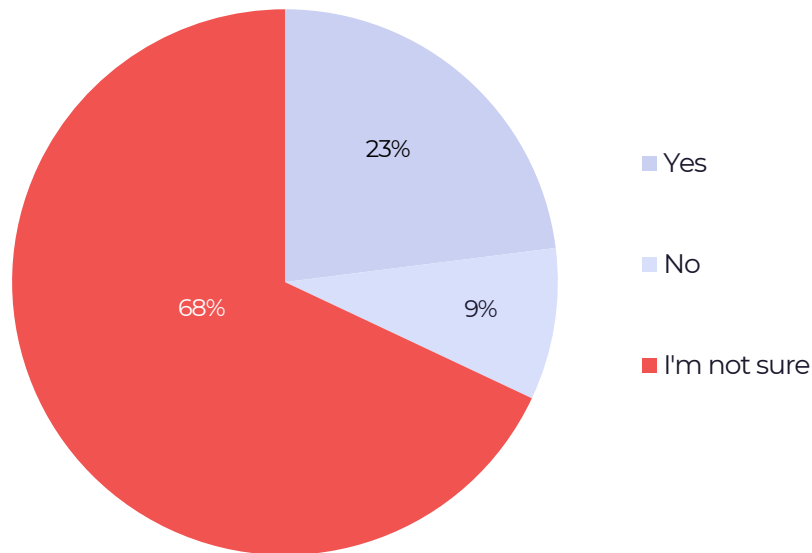
Have you ever been diagnosed with Polycystic Kidney Disease (also known as PKD)?



Key Findings

- Captures responses from all leads
- 15% of qualified leads have been diagnosed with PKD
- 85% of qualified leads have not been diagnosed. This is an opportunity to help educate and diagnose these leads.

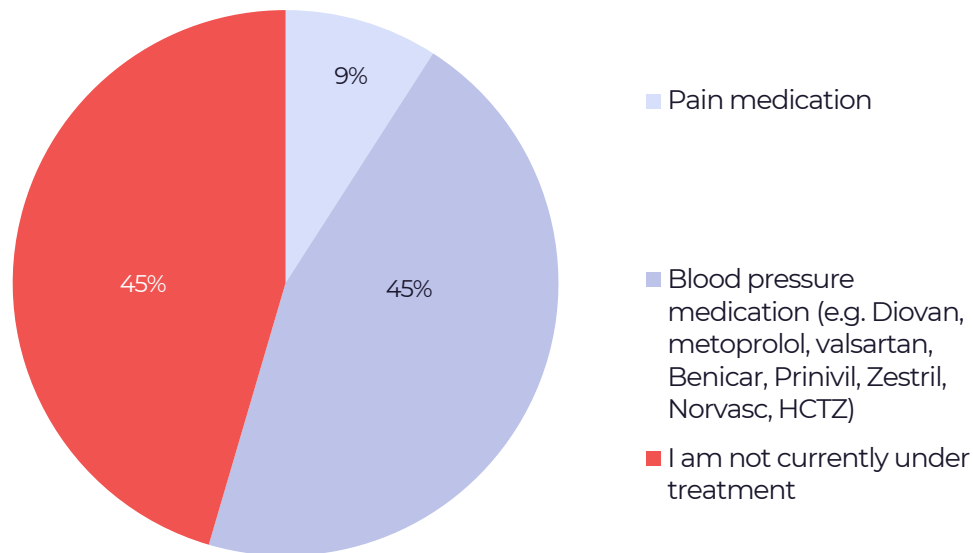
Was the type of PKD you were diagnosed with called Autosomal Dominant Polycystic Kidney Disease (also known as ADPKD)?



Key Findings

- Captures responses from leads who responded "Yes" to a diagnosis of PKD
- 23% of qualified leads who have a PKD diagnosis were diagnosed with ADPKD
- 68% of qualified leads are not sure if they have ADPKD. Based on hundreds of campaigns, a portion of patients who are not sure of a diagnosis will be assigned a diagnosis of ADPKD

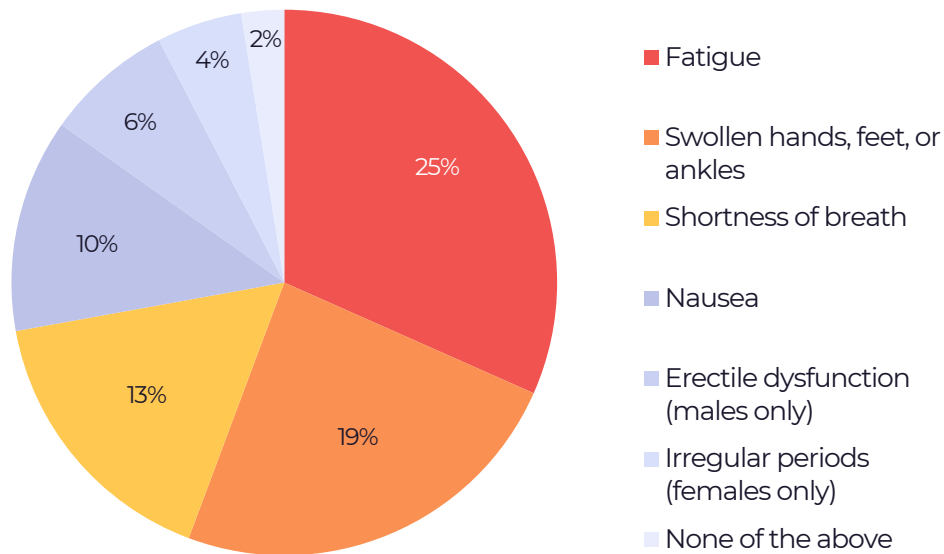
Are you currently undergoing any of these treatments for ADPKD?



Key Findings

- Captures responses from all leads
- 45% of qualified leads are taking blood pressure medication
- 45% of qualified leads are not taking any form of medication or treatment
- No qualified leads were taking antibiotics or other prescription medication (additionally, no disqualified leads took either of these)

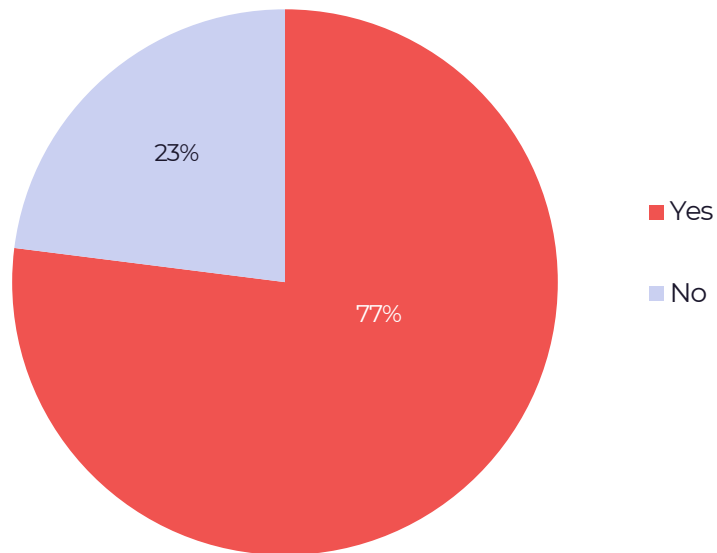
Have you experienced any of the following?



Key Findings

- Captures responses from all leads
- The **top 3 symptoms experienced** were:
 - Fatigue (25%)
 - Frequent urination (21%)
 - Swollen hands, feet, and/or ankles (19%)
- **2% of qualified leads did not experience any of the listed symptoms**

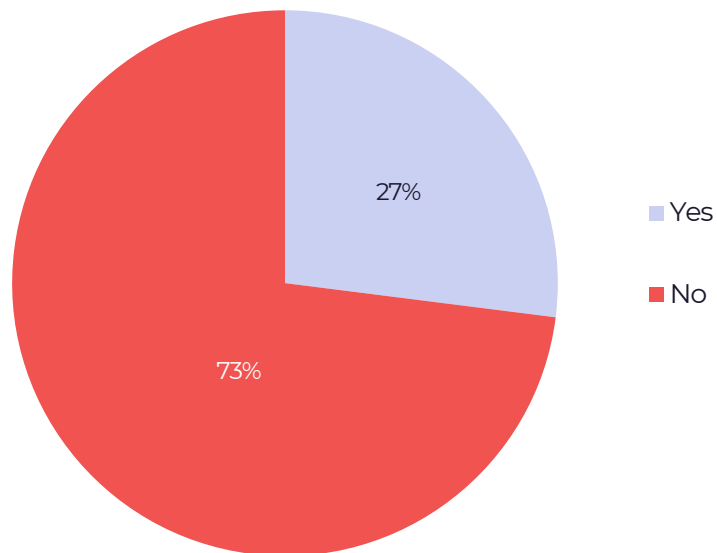
Have you ever been diagnosed with hypertension?



Key Findings

- Captures responses from all leads
- **77% of qualified leads** are diagnosed with hypertension

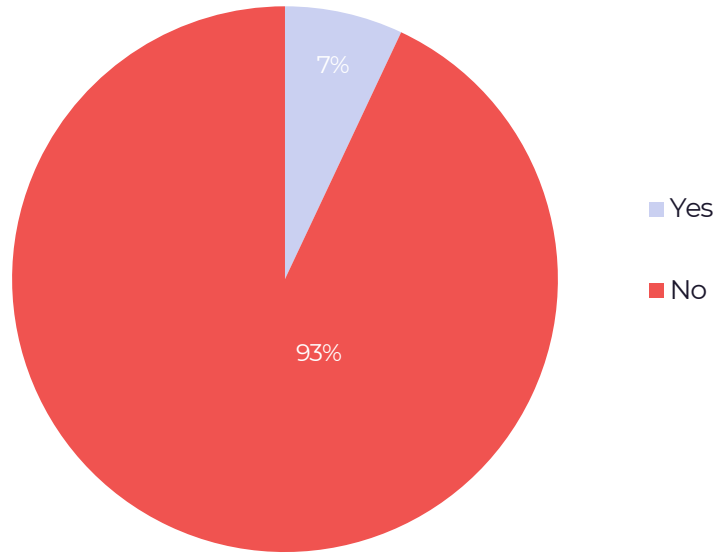
Have you ever experienced blood in your urine?



Key Findings

- Captures responses from all leads
- **73% of leads** did not experience blood in their urine

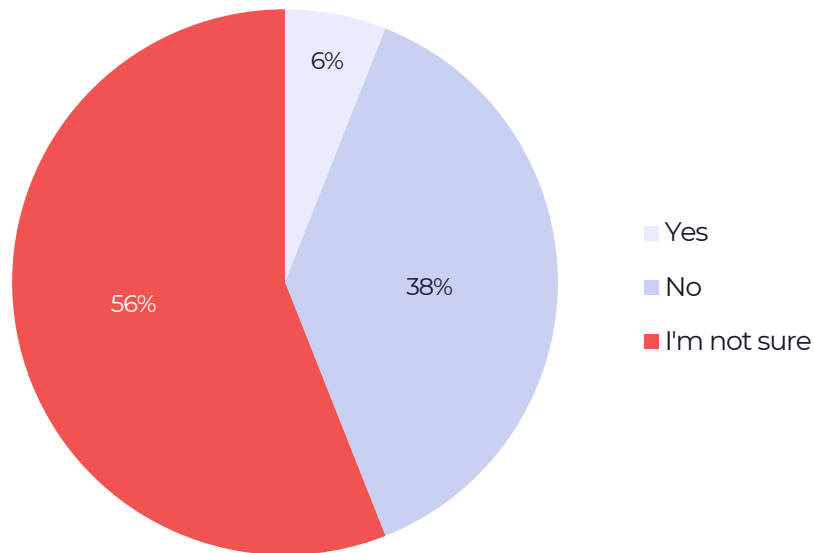
Have you ever been diagnosed with enlarged kidneys?



Key Findings

- Captures responses from all leads
- **93% of leads** have not been diagnosed with an enlarged kidney

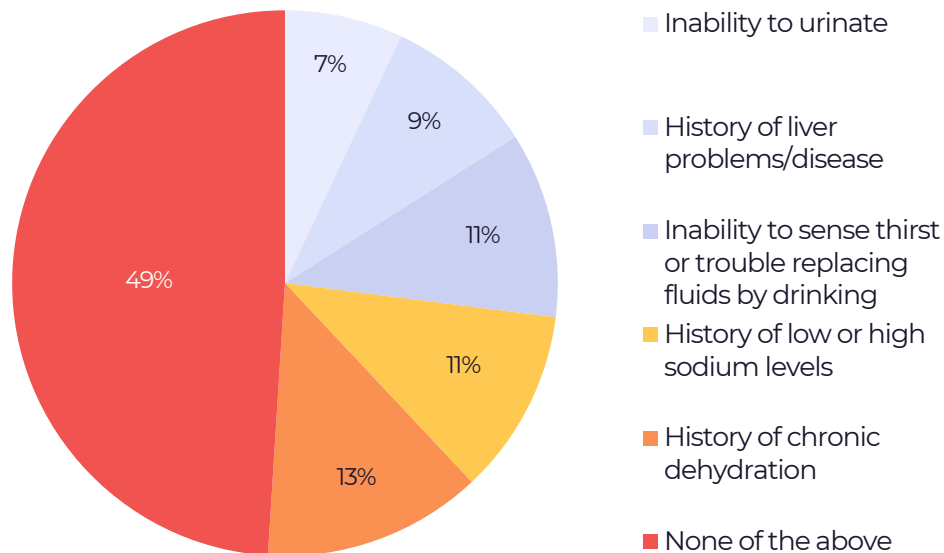
Did either of your parents have an ADPKD diagnosis?



Key Findings

- Captures responses from all leads
- **56% of qualified leads** indicate their parents did not have a diagnosis of ADPKD
- **38% of qualified leads** are unsure, which can be interpreted that the parents of these leads would likely be a positive diagnosis

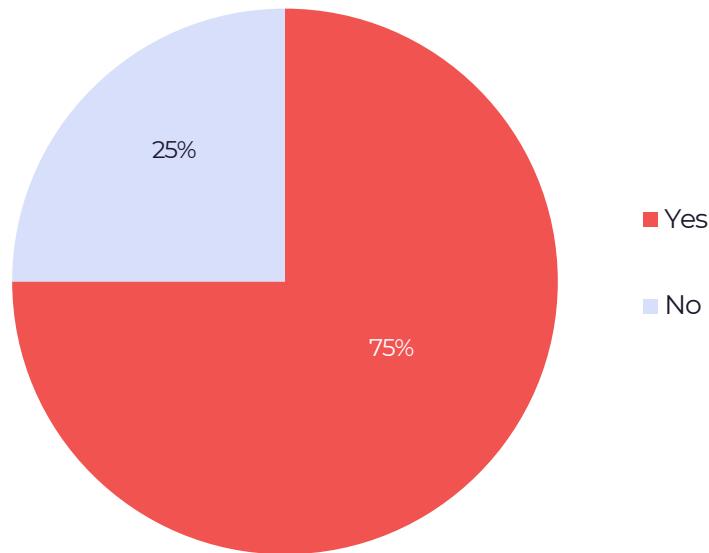
Does any of the following apply to you?



Key Findings

- Captures responses from all leads
- Leads who selected any other answer besides 'none of the above' were disqualified
- **49% of leads** did not experience any of the listed symptoms

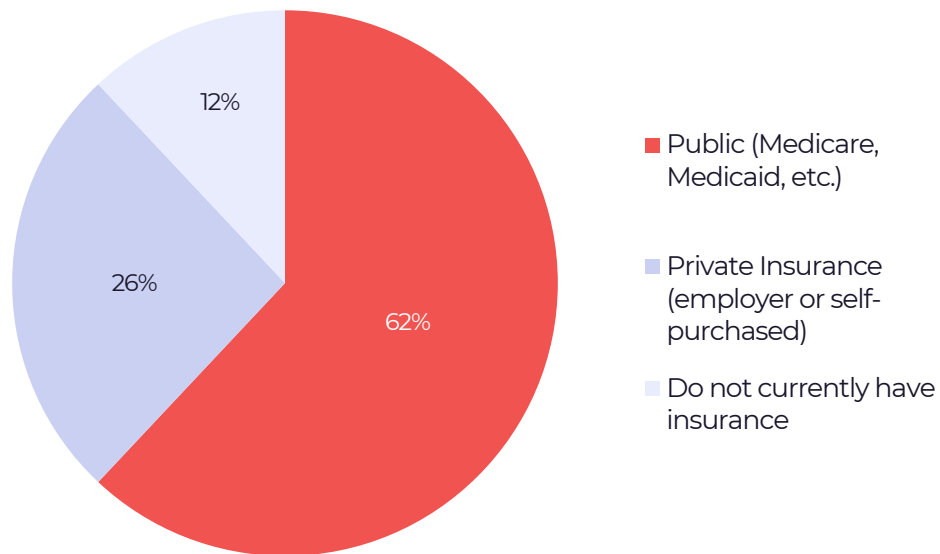
The FDA requires some treatments to administer a program called Risk Evaluation and Mitigation Strategy (REMS). Are you willing to participate in such a program as part of a future treatment?



Key Findings

- Captures responses from all leads
- **75% of leads** (qualified and disqualified) are willing to participate in the REMS program
- **25% of leads** who responded “no” were disqualified. Further education through our RN Call Center about the REMS program could decrease the number of patients who are disqualified.

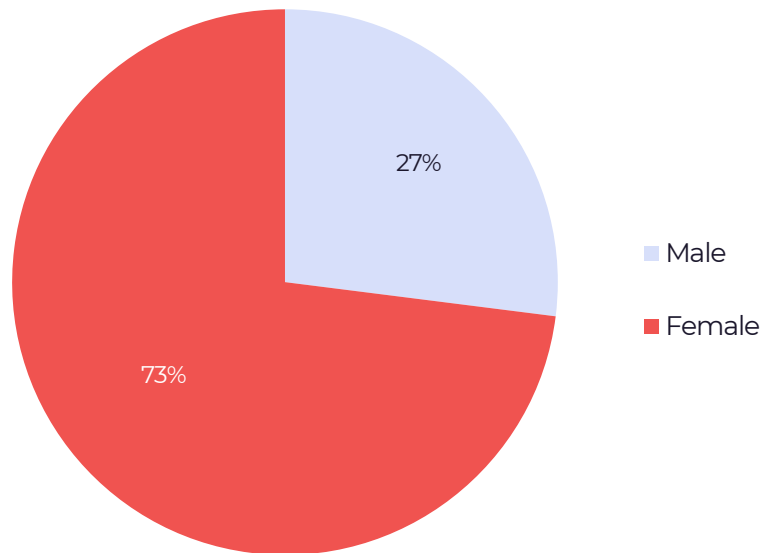
What type of insurance do you have?



Key Findings

- Captures responses from all leads
- **62% of qualified leads** are on Public insurance such as Medicare or Medicaid
- **26% of qualified leads** have private insurance

Please select your gender:



Key Findings

- Captures responses from all leads
- 73% of qualified leads are female and 27% are male



Profile

- Female / Age 55-64
- Never been diagnosed with PKD or ADPKD
- Likely taking blood pressure medication or not taking any medication / undergoing treatment at all

Most Common Symptoms

She constantly experiences symptoms of ADPKD such as feeling fatigued all day, frequently urinating, and having swollen hands, feet, and/or ankles.

She had already been diagnosed with hypertension in the past and is currently taking blood pressure medication to control it.

Thankfully, she has never experienced blood in her urine, nor has she ever been diagnosed with an enlarged kidney. Genetically, she may have a lower risk of developing ADPKD as her parents have not been diagnosed with it either.

She is qualified for future treatment options as she has had no medical history of liver problems, low or high sodium levels, and/or chronic dehydration, and she has no problems sensing thirst and/or urinating. She is also willing to undergo the REMS program as part of the treatment process.

Our patient is also government-insured

Key findings

73%

of qualified leads are female

96%

took this survey for themselves

85%

have never been diagnosed with PKD

75%

willing to enroll in the REMS Program

- 23% of qualified leads have been diagnosed with ADPKD
- 77% of qualified leads have been diagnosed with hypertension
- 45% of qualified leads are taking blood pressure medication
- Another 45% are not taking any form of medication or treatment
- The top 3 symptoms experienced were fatigue (25%), frequent urination (21%), and swollen hands, feet, and/or ankles (19%)
- 73% of leads did not experience blood in their urine
- 93% of leads have not been diagnosed with an enlarged kidney
- 56% of qualified leads indicate their parents did not have a diagnosis of ADPKD
- 62% of qualified leads are on Public insurance such as Medicare or Medicaid

Conclusions

- 83bar can find and qualify individuals that are candidates for ADPKD treatment
- Approximately 68% of qualified leads are unsure if they have ADPKD while 23% are diagnosed with ADPKD
- 0 leads out of 224 are taking prescription medication for ADPKD – many of these patients could be candidates
- 75% of leads are willing to enroll in the REMS program (this can be increased with education)
- 88% of qualified leads have some form of insurance
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts strongly connect with highly targeted audience of PKD and ADPKD patients
 - Implement empathetic RN Call Center to educate patients about ADPKD treatment options and the REMS program, as well as navigate them to physicians for further diagnosis



For more information email
www.83bar.com

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