

Market Report

**2020
COVID-19**



The information contained in this presentation will assist:

- Operators of healthcare services focused on treating COVID-19
- Researchers of COVID-19
- Clinical trials focused on enrolling patients with COVID-19
- Marketing managers with products or services in the COVID-19 market
- Brand managers in the COVID-19 market
- Direct-to-patient marketers in the COVID-19 market

Objective

- Conduct market research to locate patients affected by COVID-19 to better understand their symptoms and concerns
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Survey data

Definition of a Qualified Lead

- Target men and women ages 18 years old and above
- Not tested but symptomatic (with at least one COVID-related symptom) and interested in joining clinical trials
- Tested positive and interested in joining clinical trials

Campaign Assets

- 6 ad concepts
- 1 unique landing page with an embedded survey
- 1 market research survey designed to connect with patients who have COVID-19 and determine their interest in clinical studies
- 1 unique thank-you page with links to educational websites



Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women suffering from COVID-19
- The main concept is to use graphics (instead of stock photos) that convey the messaging and force users to stop and look at the ad since it stands out from other content in their newsfeed

Set Up Ad Targeting & Launch

- Target men and women ages 18 and above living in the United States via paid Facebook newsfeed ads

Measure Results

- Determine symptomology, demographics, and willingness to receive future communication regarding clinical trials and analyze survey responses

Results

- Determined winning messaging concept to attract potential patients
- Captured willingness to share information
- Refined understanding of patients with COVID-19

Acquisition Metrics

- 315 total survey submissions
- 49 tested positive and diagnosed with COVID-19



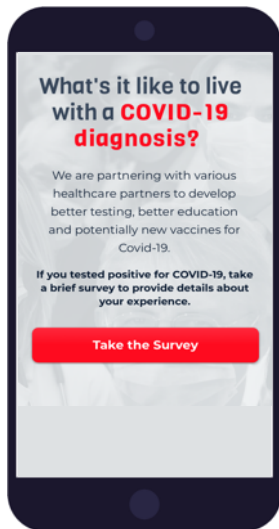
Our process: Attract patients who need treatment

Optimized to ensure high consumer engagement

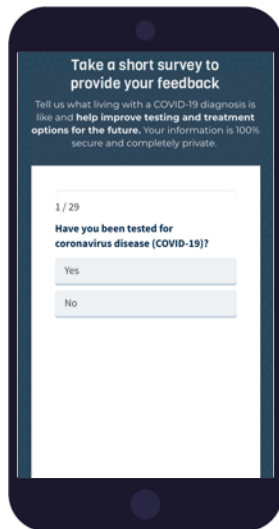
Social Media



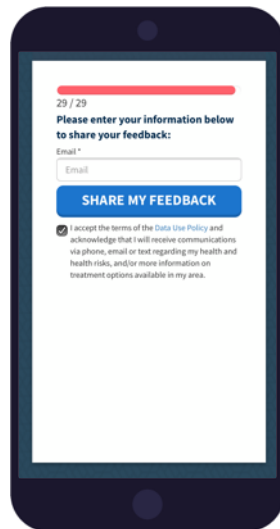
Landing Page



Symptoms



Submit



Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



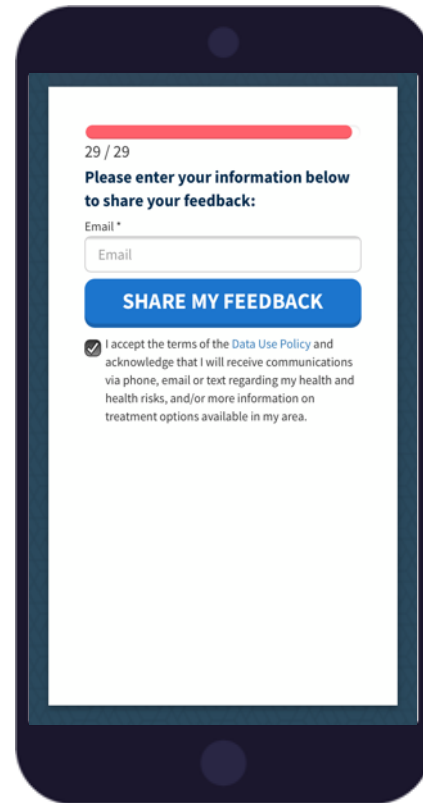
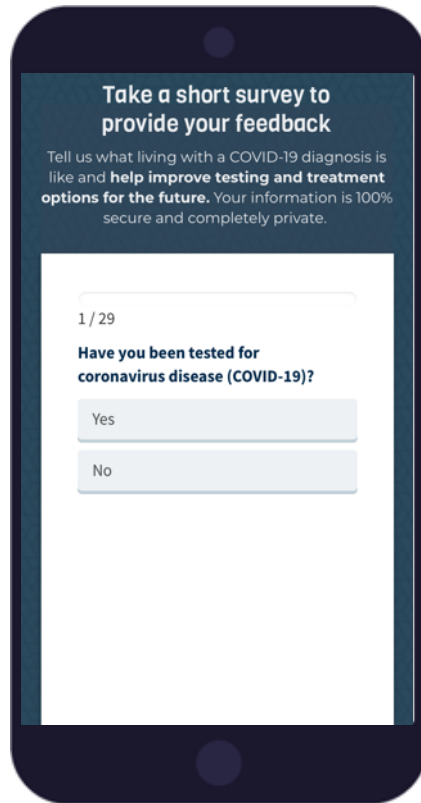
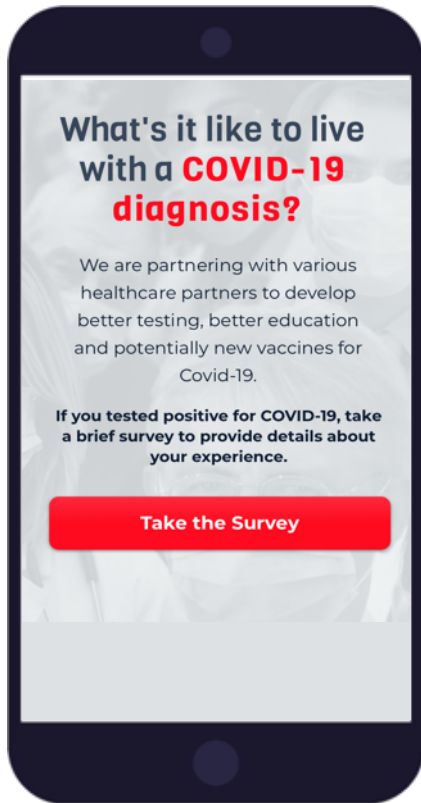
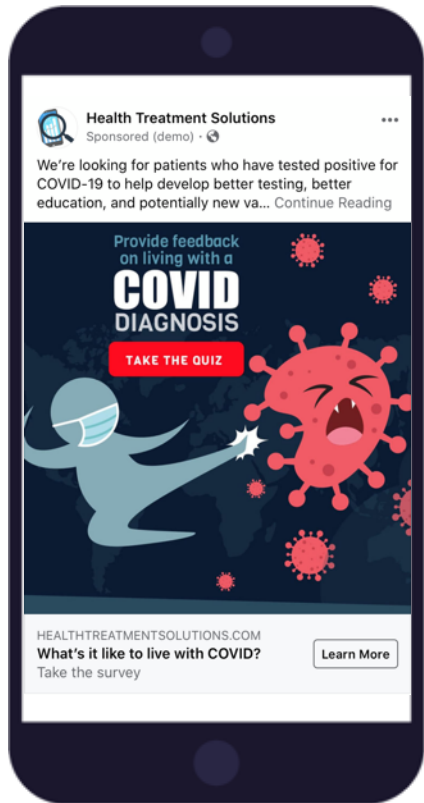
Optimize percentage of respondents who complete survey with engaging experience

Attract

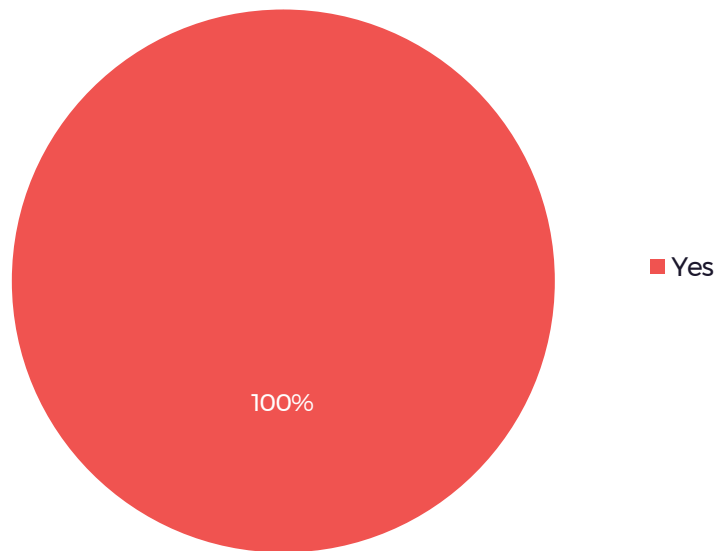
Engage

Qualify

Collect



Have you been tested for coronavirus disease (COVID-19)?

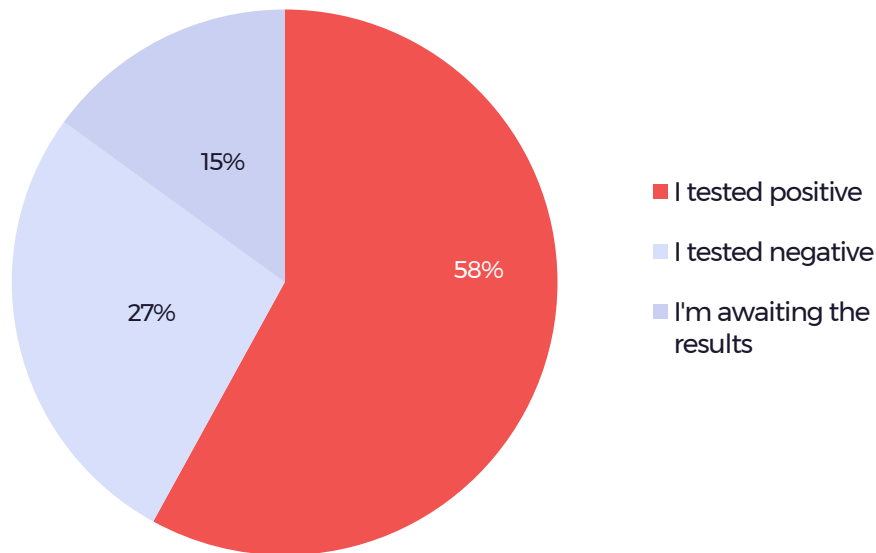


Tested for COVID-19

Key Findings

- Captures responses from all leads
- **85 out of 315 respondents have been tested for COVID-19**

What was the result of the test?

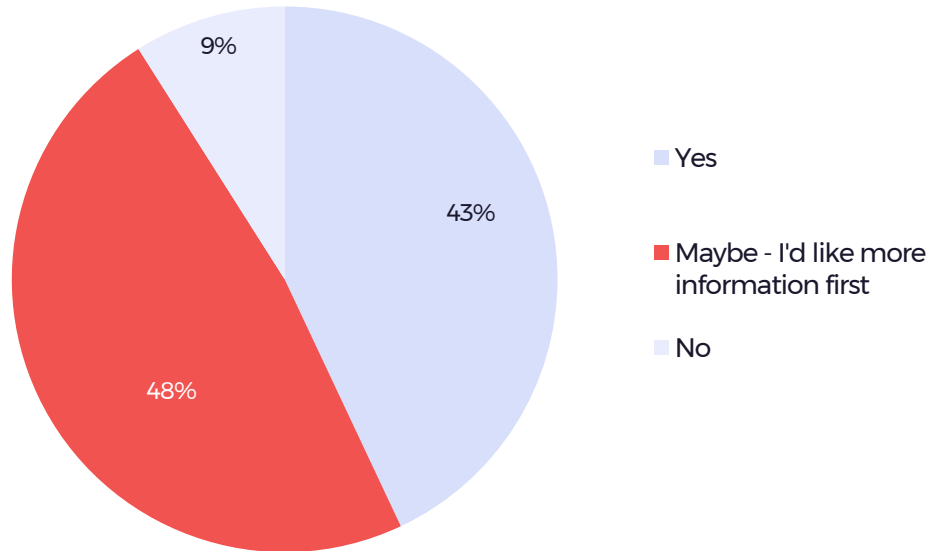


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **58% tested positive** for the virus

Would you be willing to receive a vaccination once one is developed for this virus?

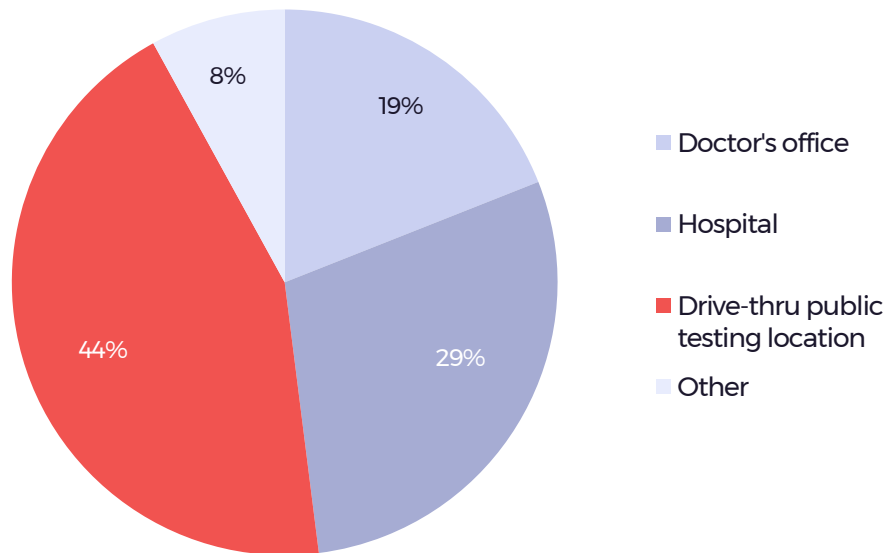


Tested for COVID-19

Key Findings

- This question was only asked to those who responded “I tested negative” to the previous question
- 91% of those who tested negative indicated some willingness to receive a vaccination

Where were you tested?

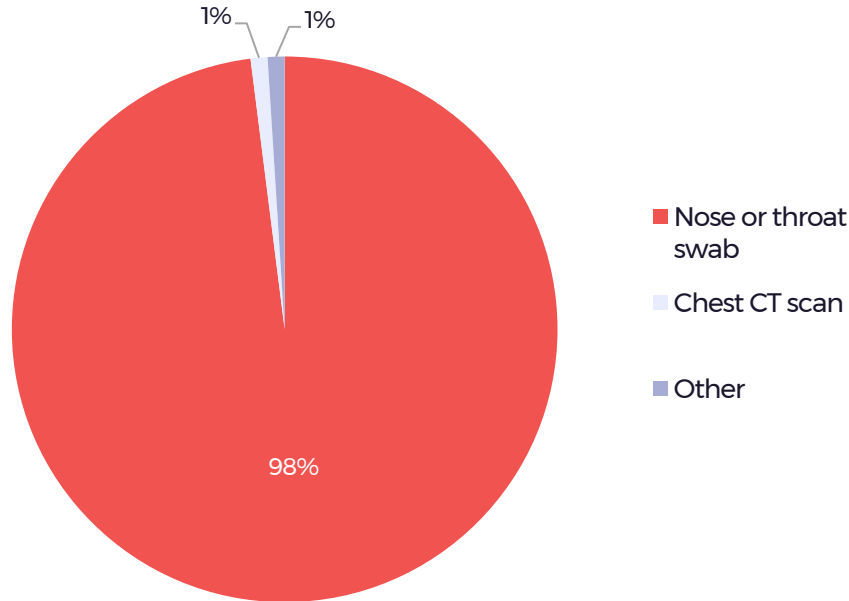


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **73% were tested** at drive-thru public testing locations and hospitals
- Only **19% visited a doctor** for testing

What method of testing was used?

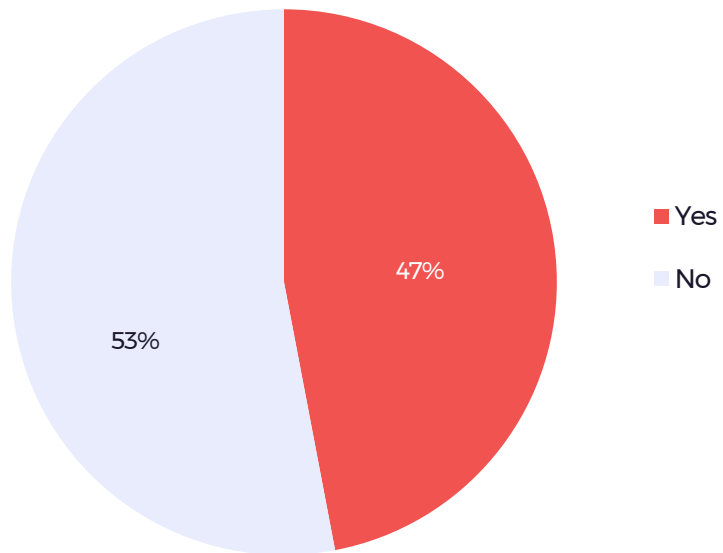


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- The vast majority (98%) were tested using a nose or throat swab

Have you recovered from the virus?

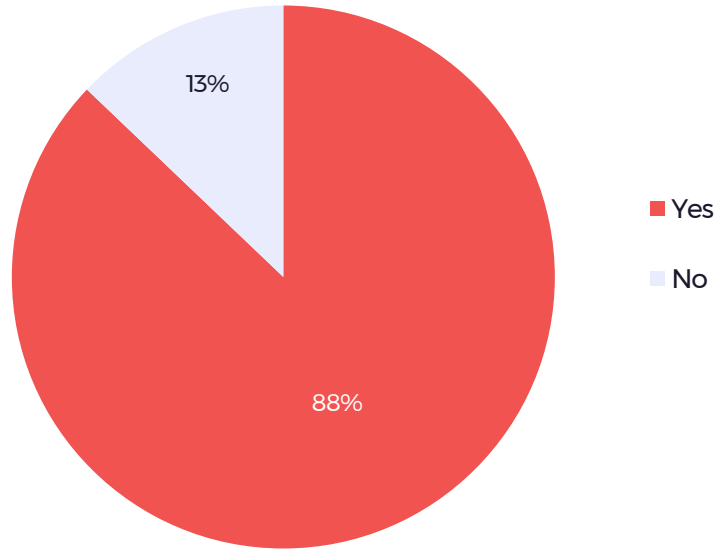


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **53% indicated that they have not yet recovered from the virus**

Did you exhibit any symptoms when you were sick?

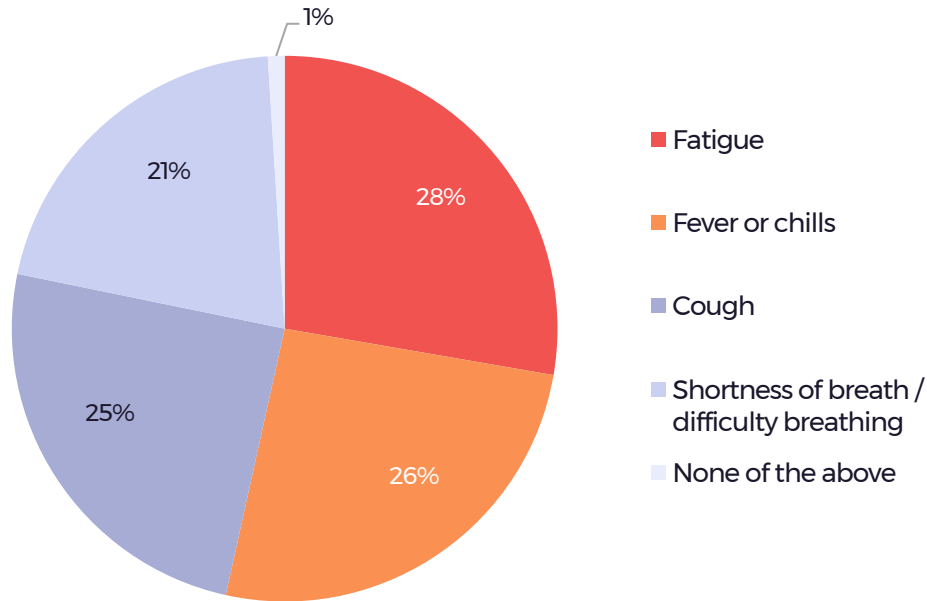


Tested for COVID-19

Key Findings

- This question was only asked to those who were tested but indicated that they recovered from the virus
- 88% said they exhibited symptoms when they were sick

What symptoms did you experience? (question 1 out of 2)

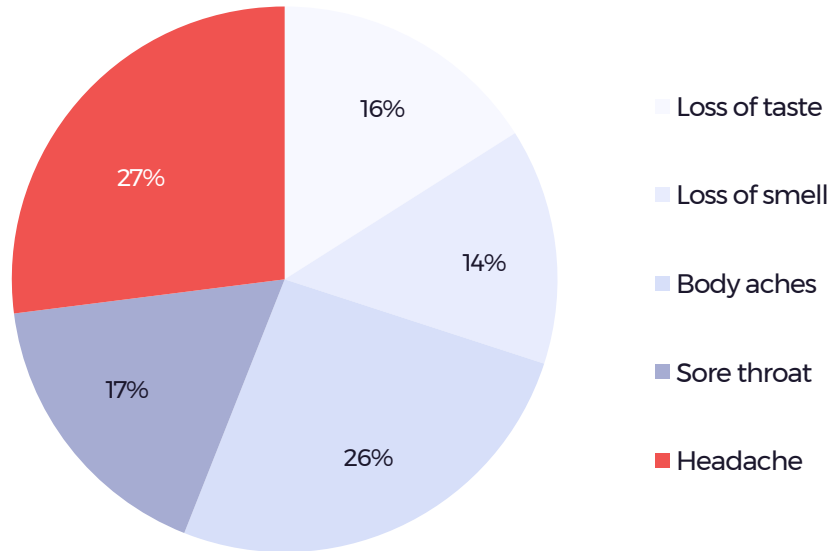


Tested for COVID-19

Key Findings

- This question was only asked to those who experienced symptoms
- 28% experienced fatigue
- 26% had fever or chills
- 25% had cough

What symptoms did you experience? (question 2 out of 2)

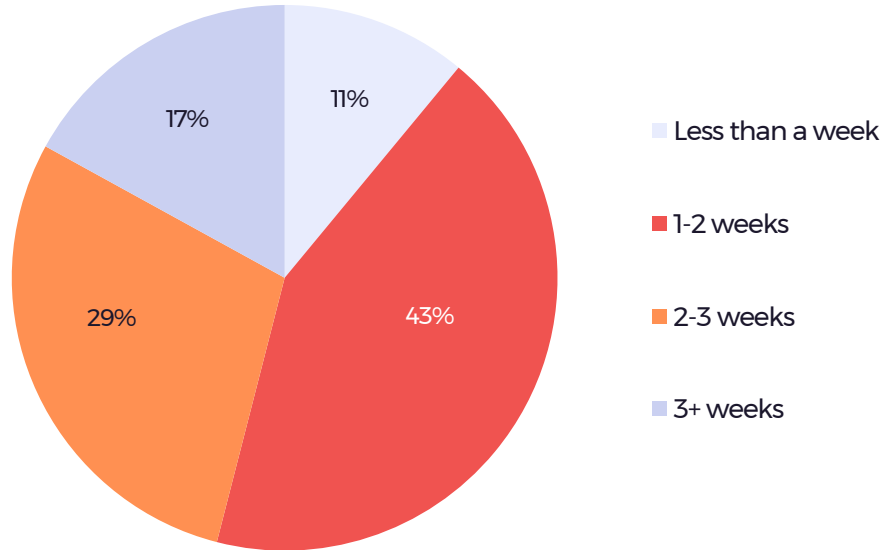


Tested for COVID-19

Key Findings

- This question was only asked to those who experienced symptoms
- 27% had headache
- 26% had body aches

How long did you experience symptoms?

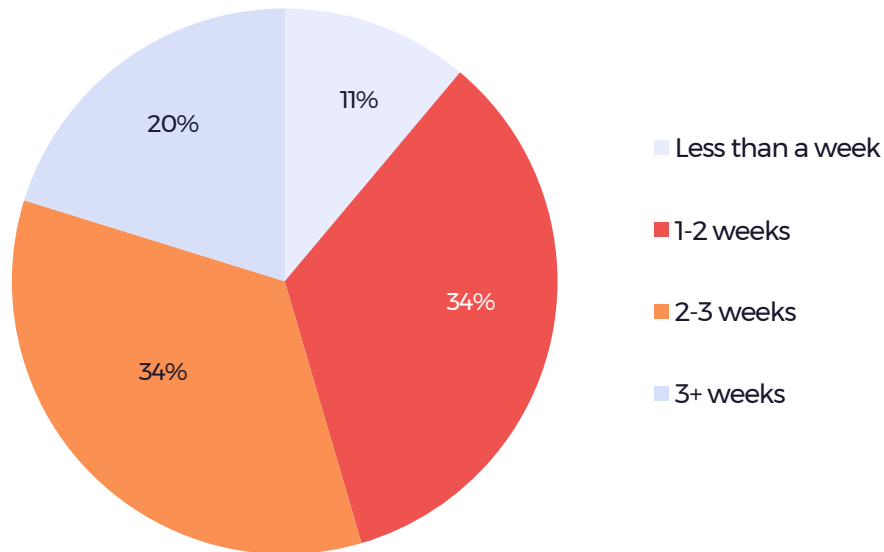


Tested for COVID-19

Key Findings

- This question was only asked to those who experienced symptoms
- **43% experienced symptoms** for 1-2 weeks

How long have you been/were you in isolation after your symptoms subsided?

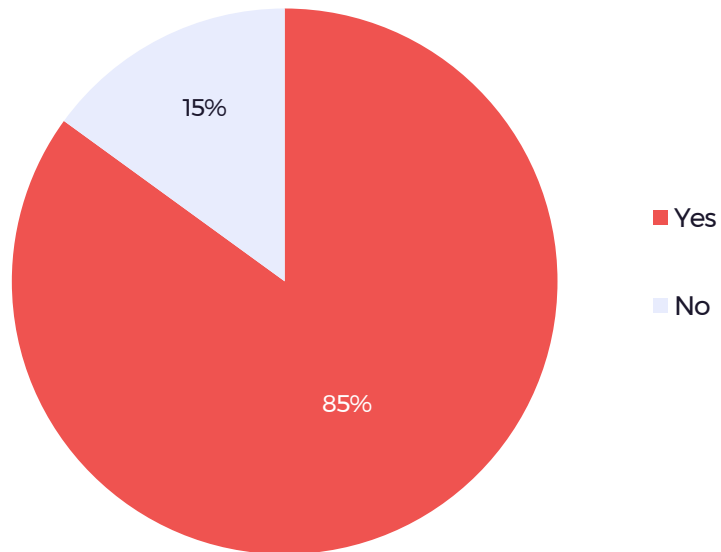


Tested for COVID-19

Key Findings

- This question was only asked to those who experienced symptoms
- **68% isolated themselves** for a span of 1-3 weeks

Are you exhibiting any symptoms?

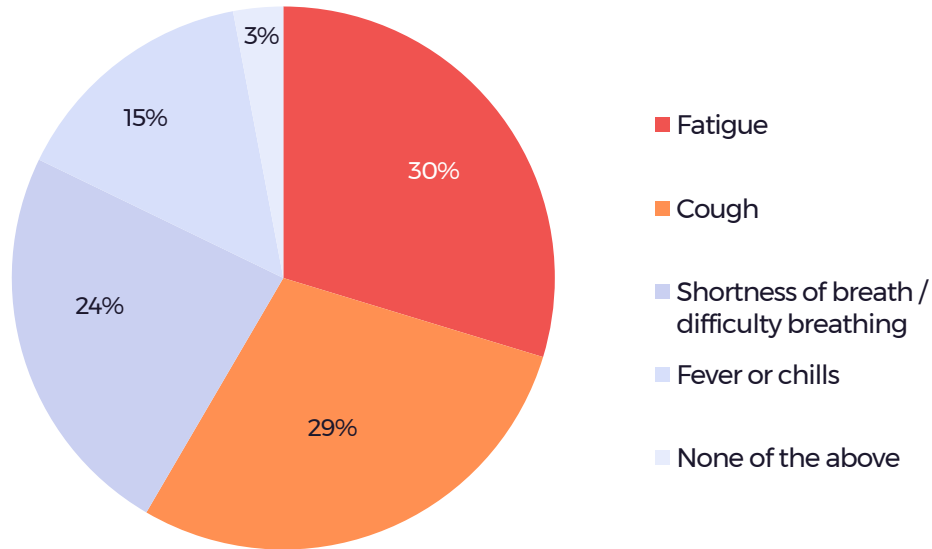


Tested for COVID-19

Key Findings

- This question was only asked to those who were tested but said that they have not yet recovered
- 85% said they are exhibiting symptoms

What symptoms are you experiencing? (question 1 out of 2)

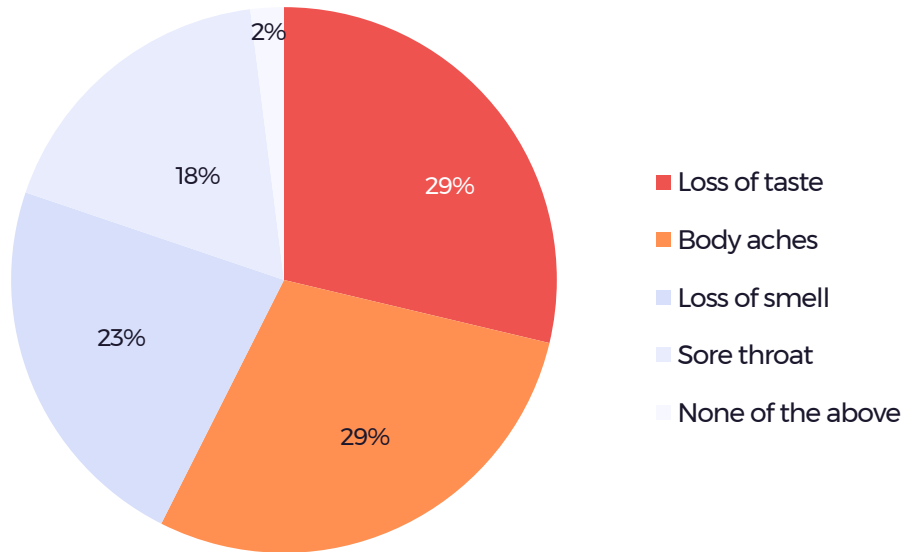


Tested for COVID-19

Key Findings

- This question was only asked to those who are experiencing symptoms
- 30% are experiencing fatigue
- 29% have cough

What symptoms are you experiencing? (question 2 out of 2)

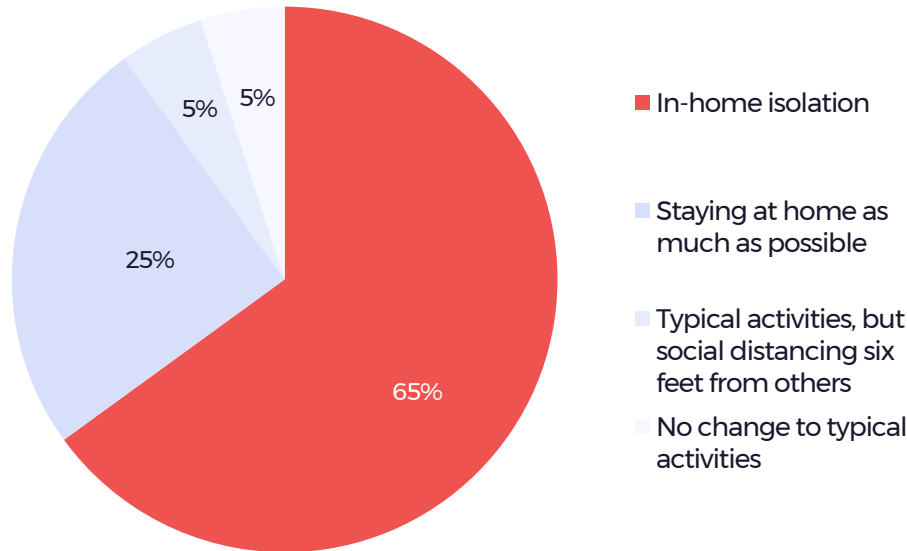


Tested for COVID-19

Key Findings

- This question was only asked to those who are experiencing symptoms
- 29% have body aches
- 29% have loss of taste

In response to COVID-19, how are you limiting your social interactions?

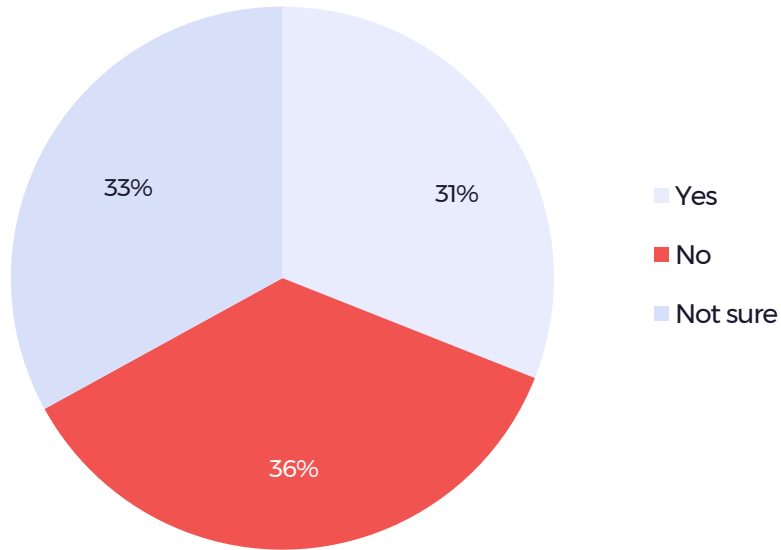


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **90% limit their social interactions** by staying at home

Have you come into close contact (within six feet) or spent ten minutes or more with a person who has been confirmed to have coronavirus before you got sick?

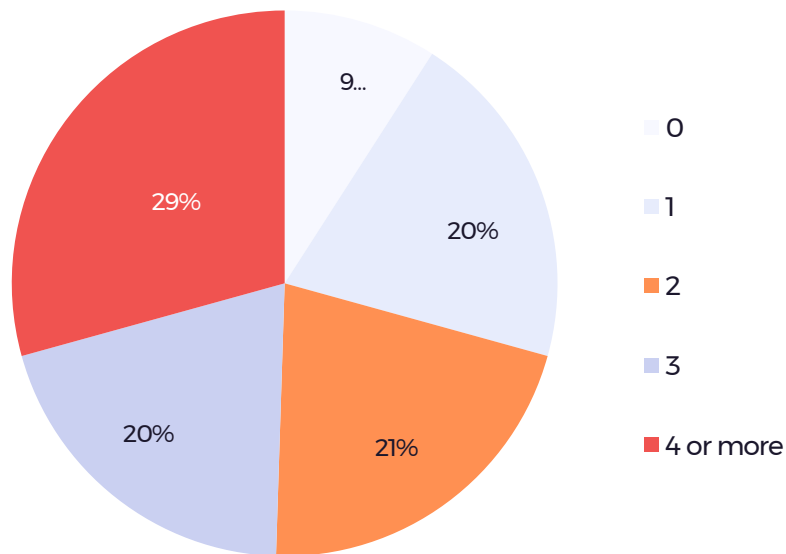


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **36% do not recall being in close contact** with someone who was confirmed to be COVID-positive before they got sick
- **31% said they had close contact** with someone who was confirmed to be COVID-positive before they got sick

How many other people live in your household?

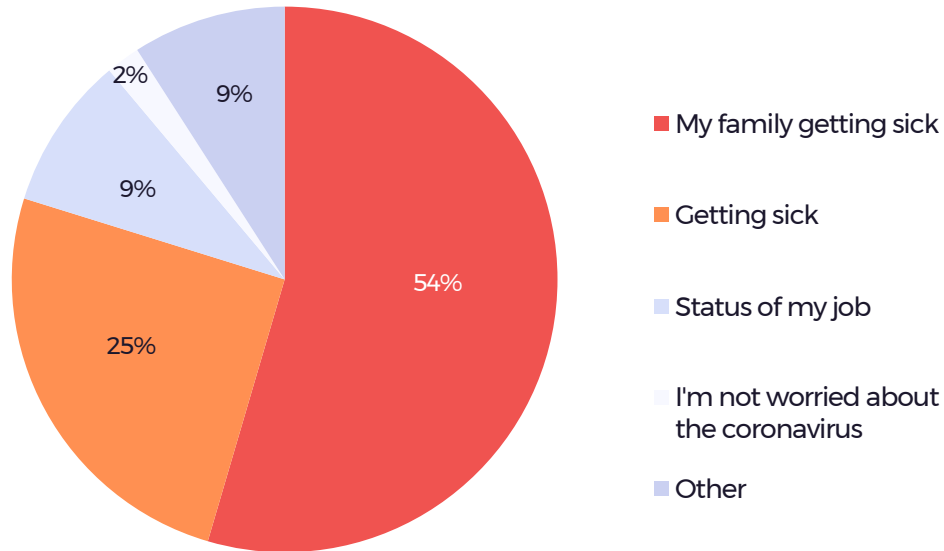


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- 91% live with one or more individuals in the same household

What most worries you about the coronavirus?

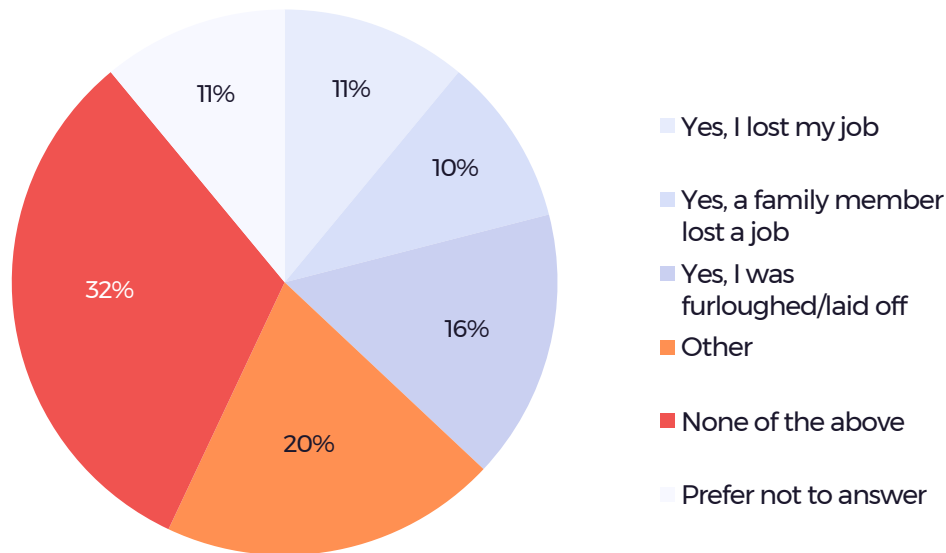


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **54% are worried about their families** getting infected by the virus
- **25% are worried about getting infected** themselves

Have you faced any economic hardships related to the coronavirus?

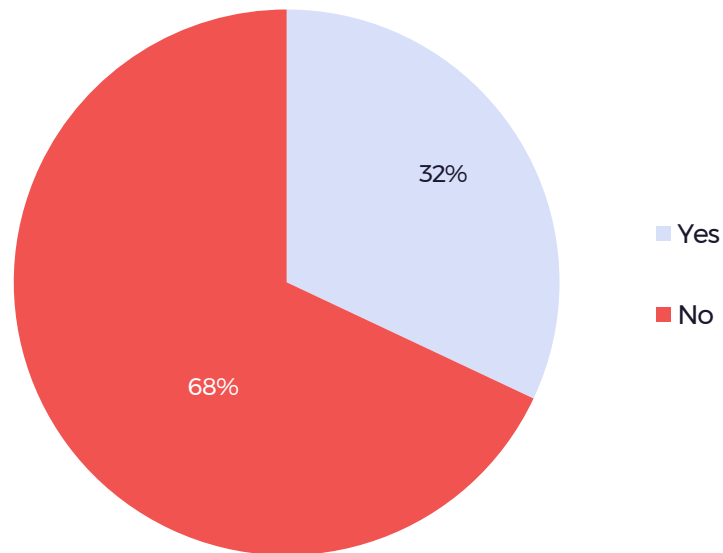


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **37% said they or their family member lost their jobs** as a result of the coronavirus
- **32% answered “none of the above”** which means that they did not experience any economic hardship related to the coronavirus
- **20% experienced “other” economic hardships** that were not related to employment

Are you a healthcare worker who directly works with patients?

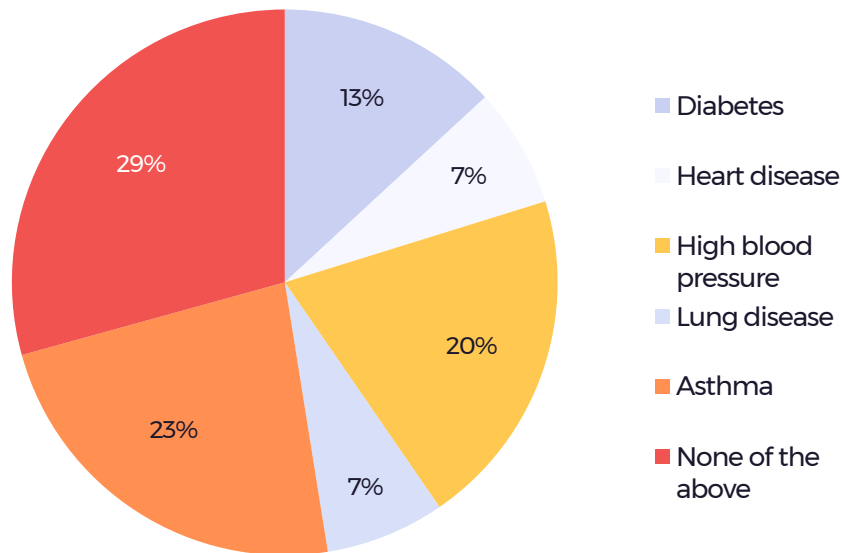


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **32% are healthcare workers** who work with patients directly

Do you have any of the following health conditions?

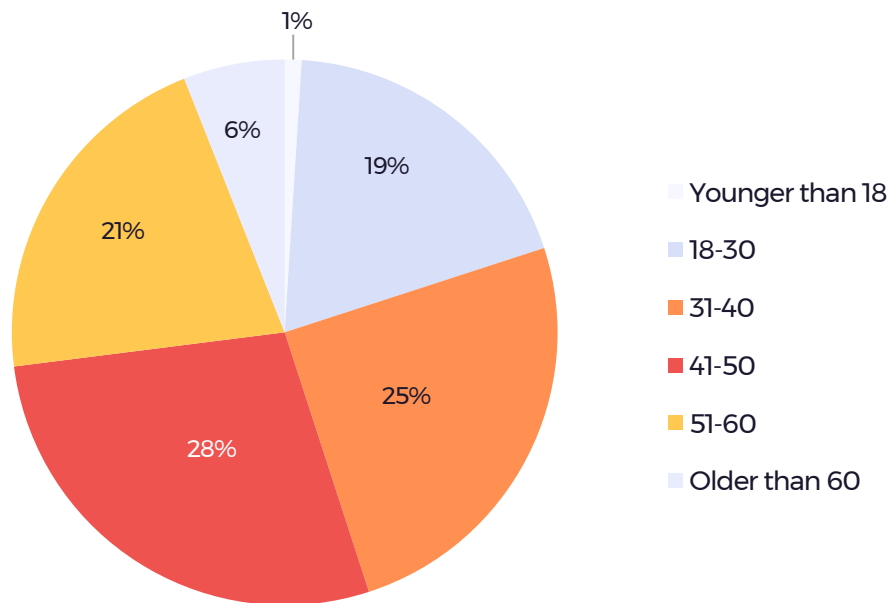


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **43% have pre-existing health conditions** like asthma or high blood pressure
- 29% said they have none of the pre-existing health conditions listed

What is your age?

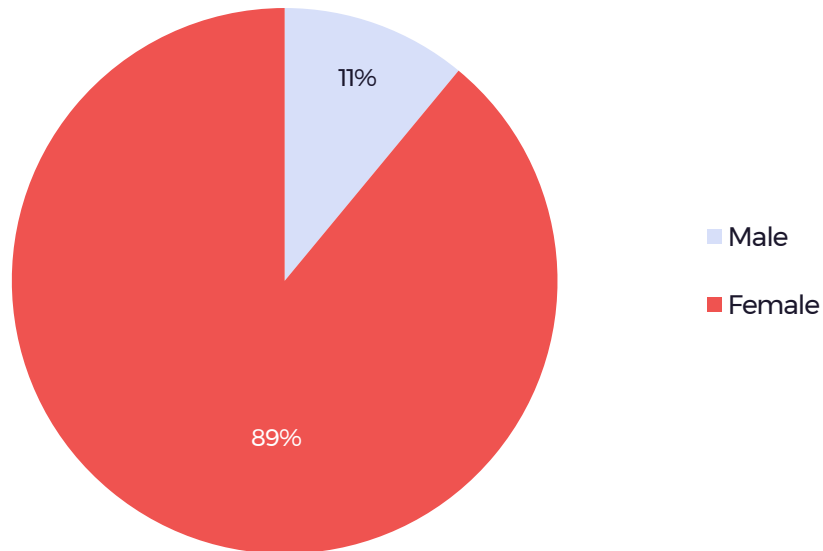


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **53% of those who were tested** belonged within the 31-50 age bracket

What is your gender?

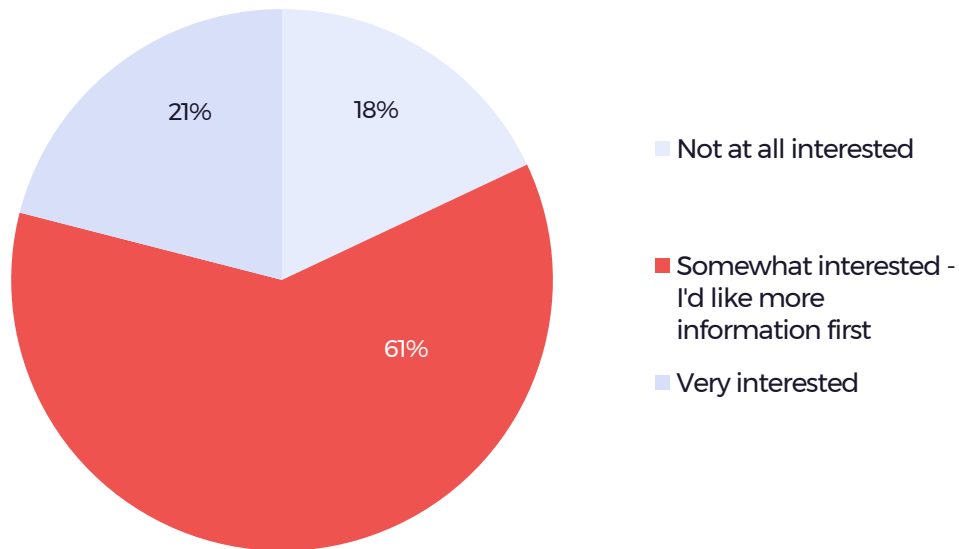


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **89% of those who were tested were female**

How interested are you in joining clinical trials to help to develop better testing, better education and potentially new vaccines for COVID-19?

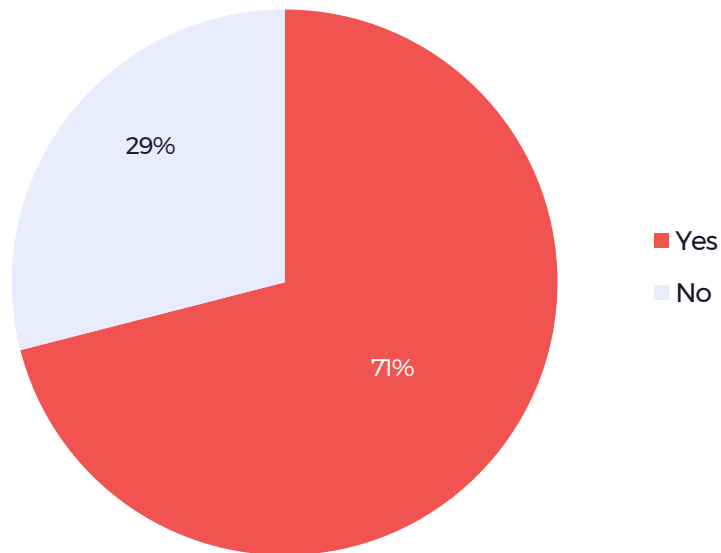


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **82% expressed their interest** in joining future clinical trials for COVID-19

Do you give us permission to contact you should we start recruiting for COVID-19 registries or clinical trials?

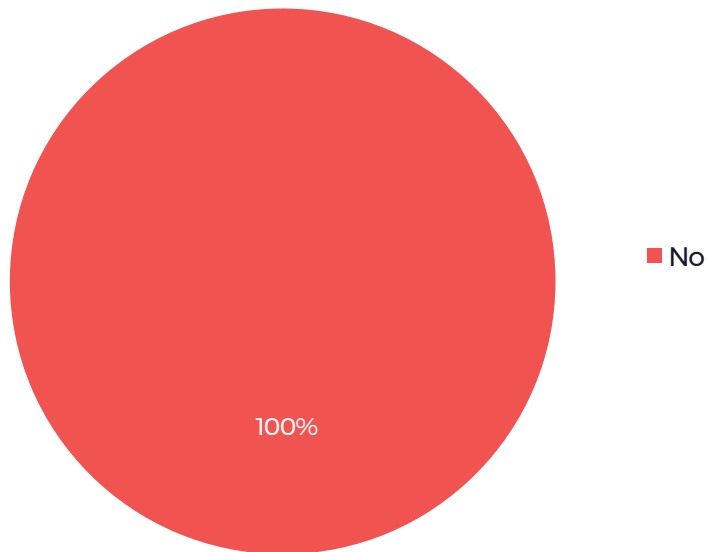


Tested for COVID-19

Key Findings

- Captures responses only from leads who were tested for COVID-19
- **71% gave their permission** to be contacted for future COVID-19 registries or clinical trials

Have you been tested for coronavirus disease (COVID-19)?

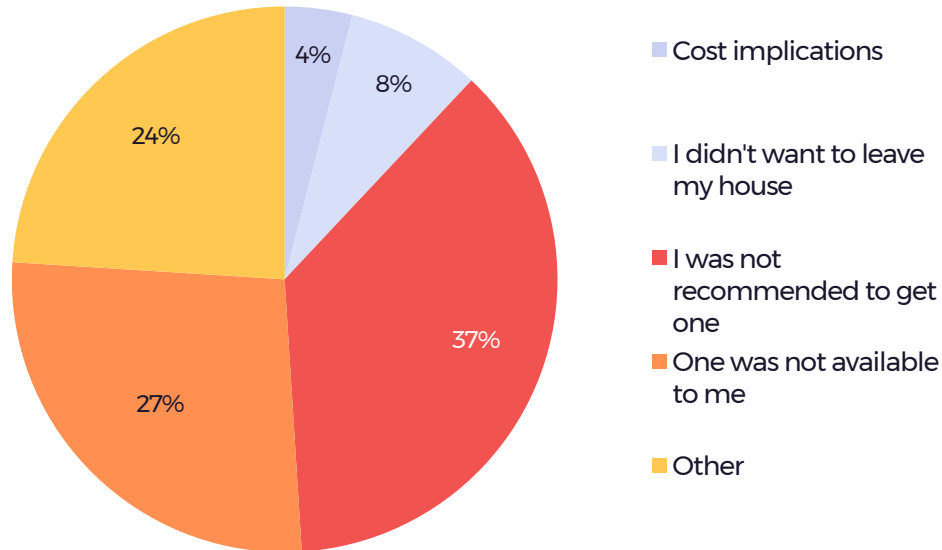


Not Tested for COVID-19

Key Findings

- Captures responses from all leads
- **230 out of 315 respondents** have not been tested for COVID-19

Why didn't you get tested?

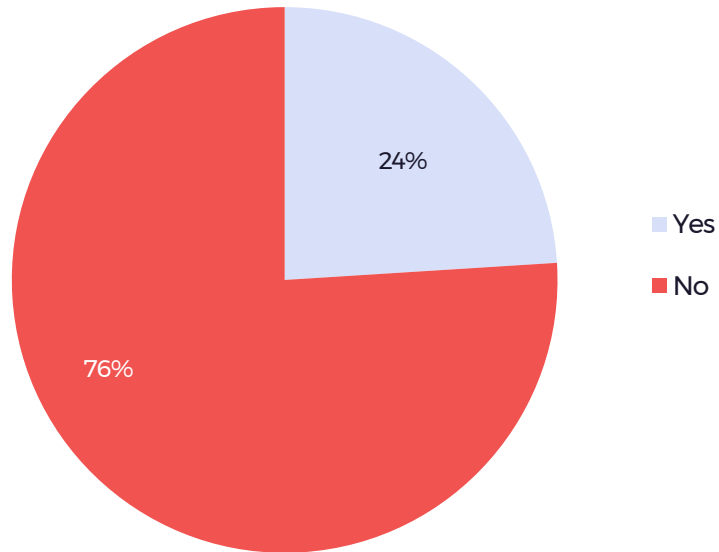


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- 37% said they were not recommended for a test
- 27% said tests were not available to them

Have you recovered from the virus?

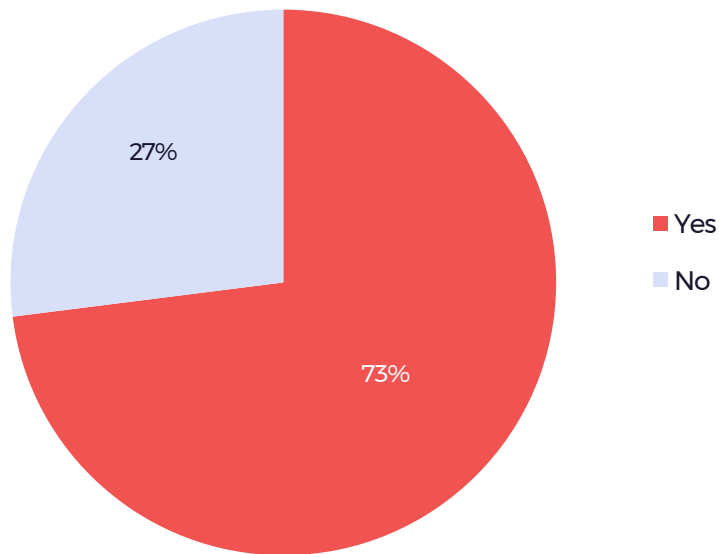


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **76% said they have not yet recovered** from the virus

Did you exhibit any symptoms when you were sick?

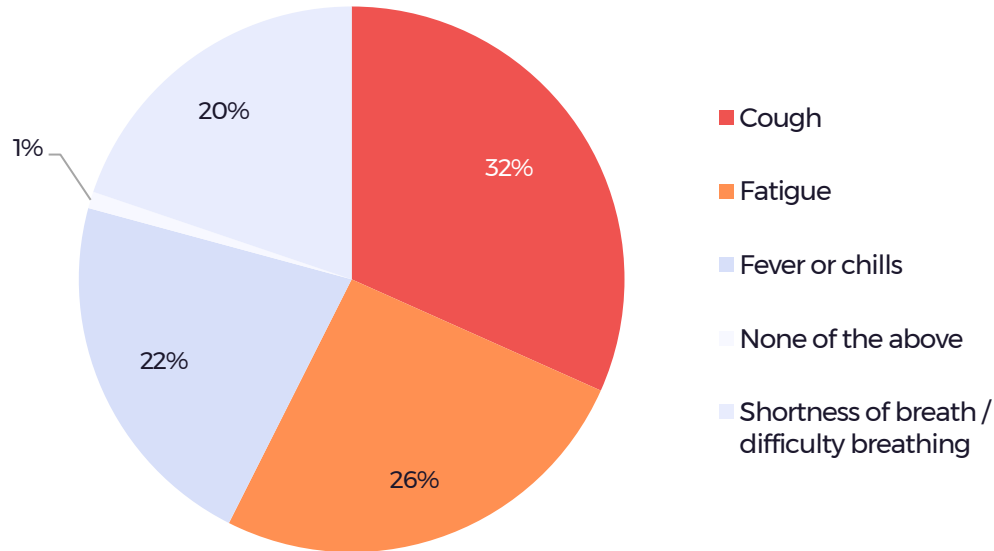


Not Tested for COVID-19

Key Findings

- This question was only asked to those who said they have “recovered” in the previous question
- **73% said they exhibited symptoms** when they were sick

What symptoms did you experience? (question 1 out of 2)

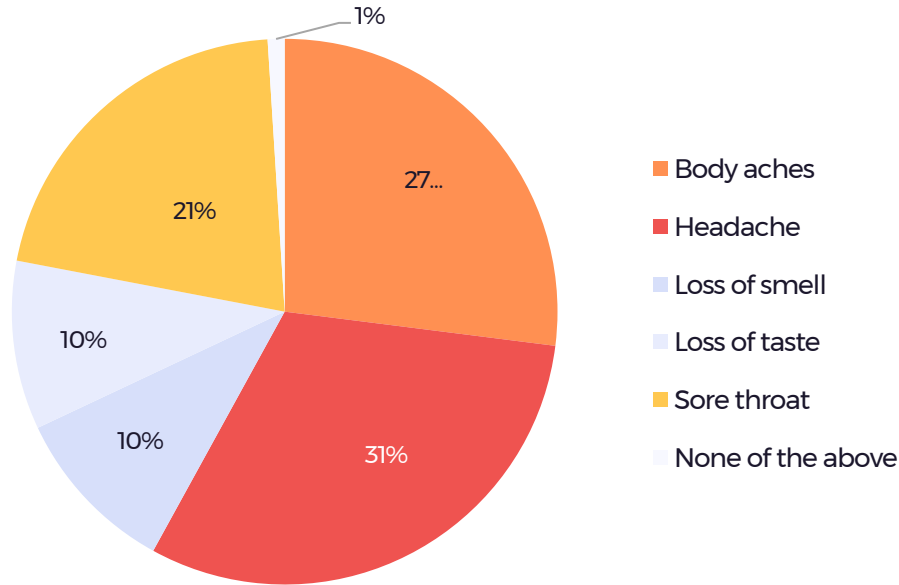


Not Tested for COVID-19

Key Findings

- This question was only asked to those who experienced symptoms
- 32% had cough
- 26% experienced fatigue

What symptoms did you experience? (question 2 out of 2)

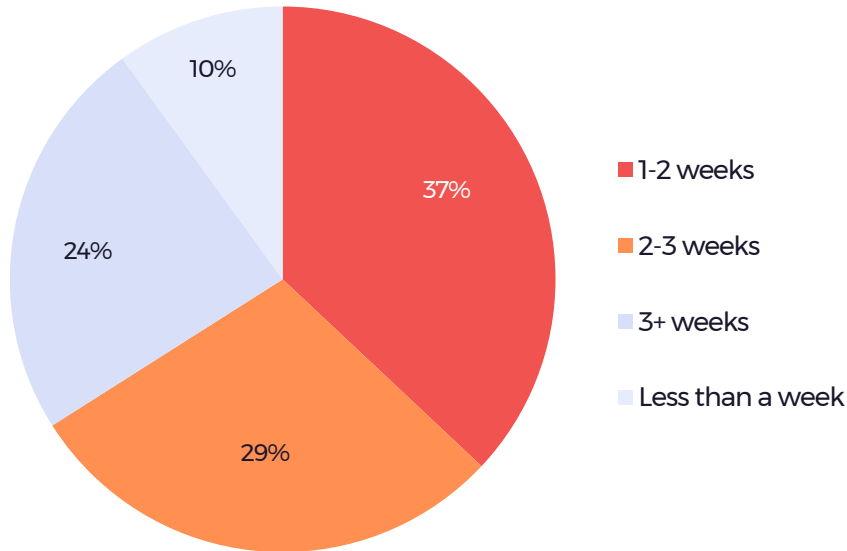


Not Tested for COVID-19

Key Findings

- This question was only asked to those who experienced symptoms
- 31% had headache
- 27% had body aches

How long did you experience symptoms?

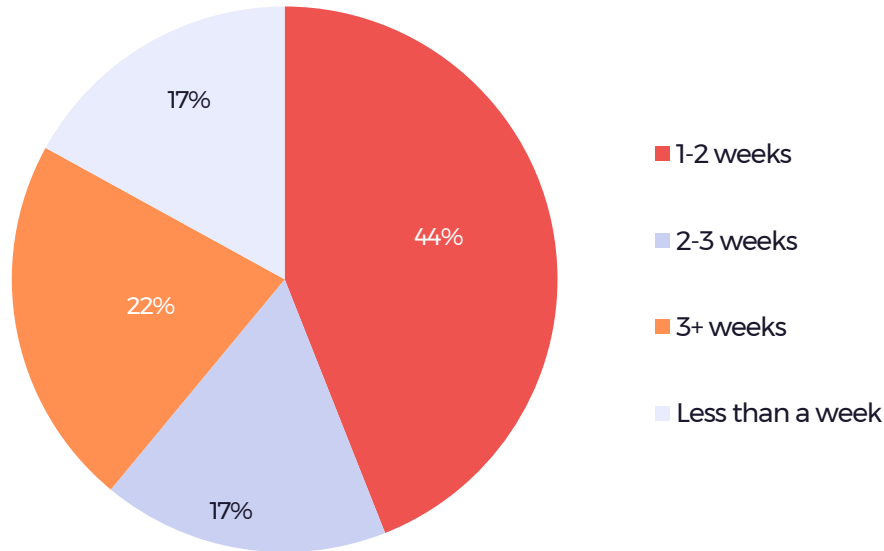


Not Tested for COVID-19

Key Findings

- This question was only asked to those who experienced symptoms
- **37% said they experienced symptoms for 1-2 weeks**

How long have you been/were you in isolation after your symptoms subsided?

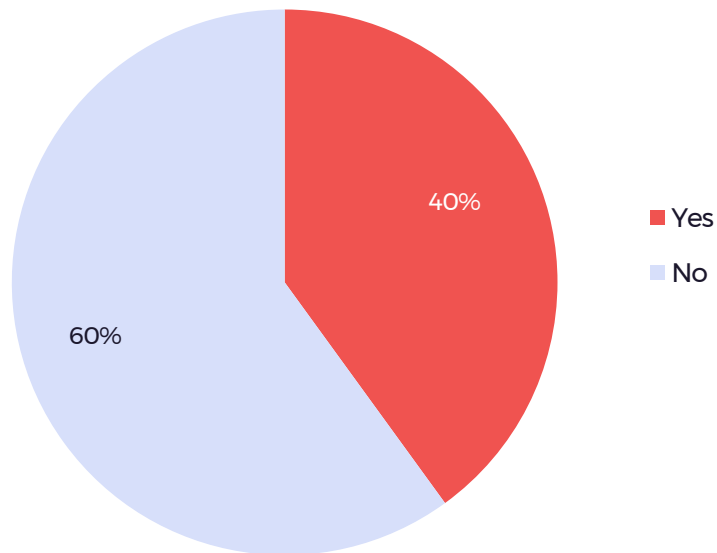


Not Tested for COVID-19

Key Findings

- This question was only asked to those who experienced symptoms
- **44% said they isolated themselves** for 1-2 weeks

Are you exhibiting any symptoms?

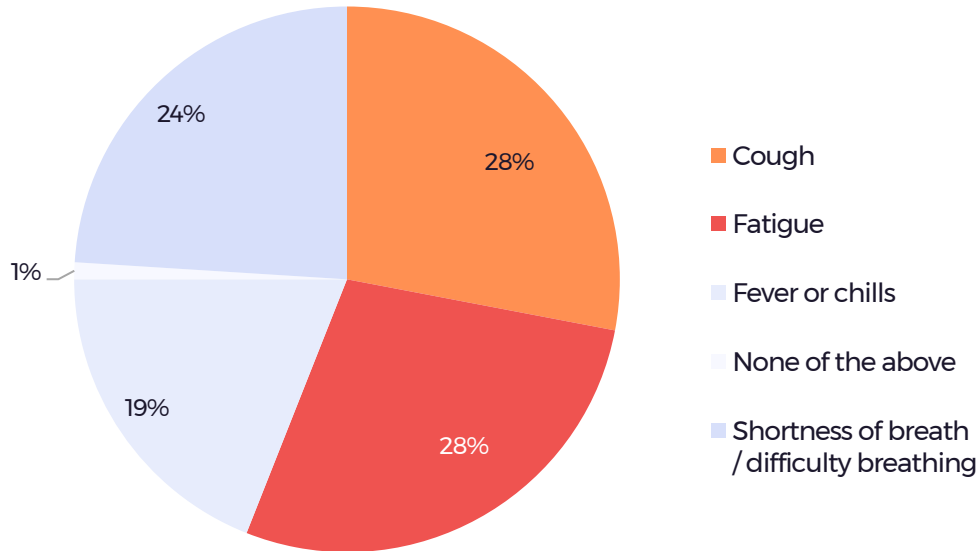


Not Tested for COVID-19

Key Findings

- This question was only asked to those who were not tested and also said that they have not yet recovered
- 40% said they are exhibiting symptoms

What symptoms are you experiencing? (question 1 out of 2)

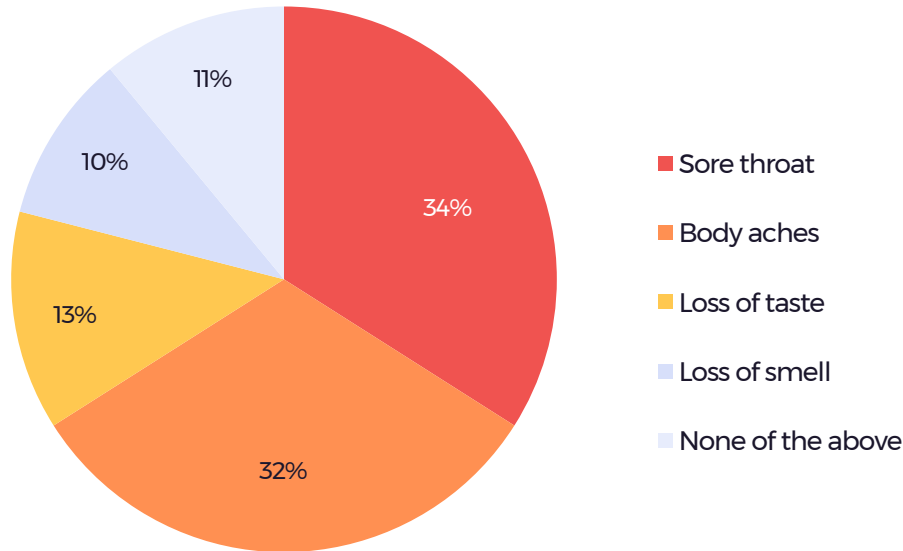


Not Tested for COVID-19

Key Findings

- This question was only asked to those who are experiencing symptoms
- 28% have cough
- 28% are experiencing fatigue

What symptoms are you experiencing? (question 2 out of 2)

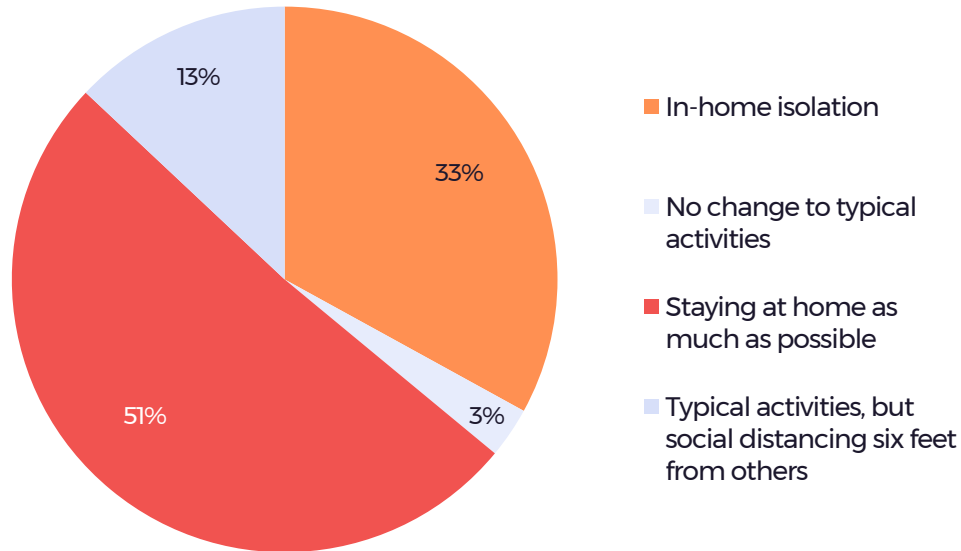


Not Tested for COVID-19

Key Findings

- This question was only asked to those who are experiencing symptoms
- 34% have sore throat
- 32% have body aches

In response to COVID-19, how are you limiting your social interactions?

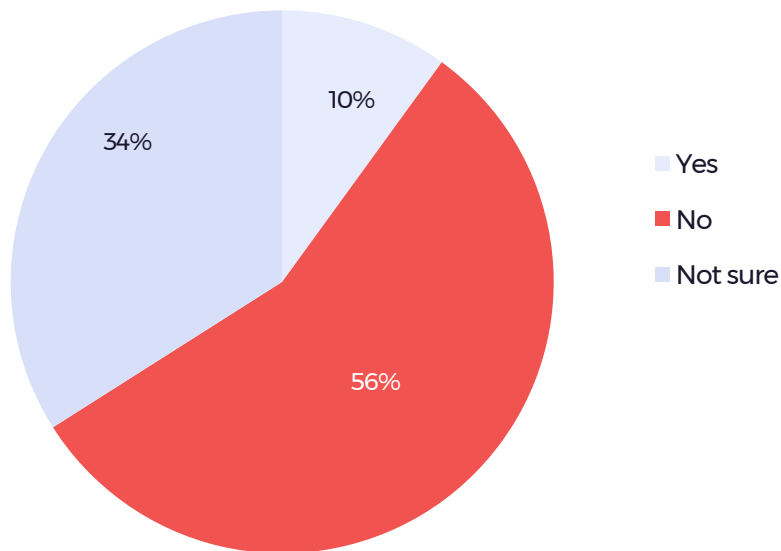


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- 84% limit their social interactions by staying at home

Have you come into close contact (within six feet) or spent ten minutes or more with a person who has been confirmed to have coronavirus before you got sick?

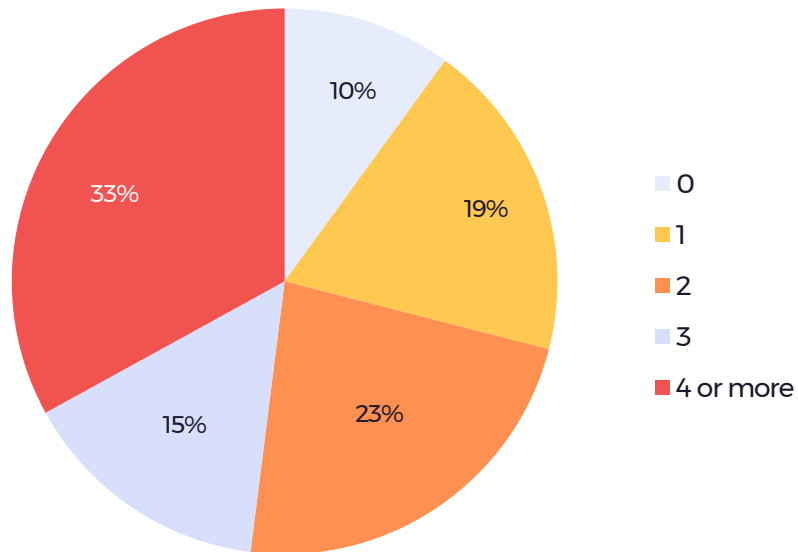


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **56% do not recall being in close contact with someone** who was confirmed to be COVID-positive before they got sick
- **10% said they had close contact with someone** who was confirmed to be COVID-positive before they got sick

How many other people live in your household?

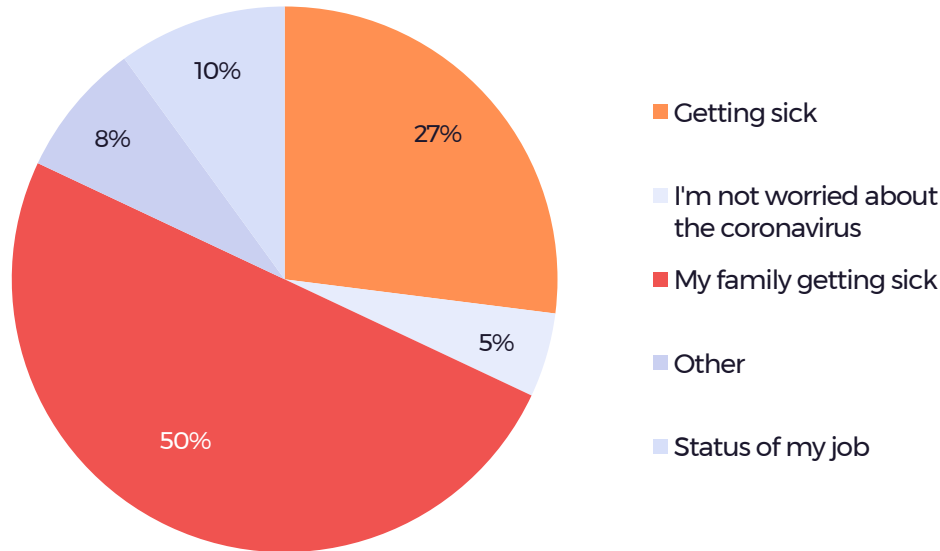


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **90% live with one or more individuals** in the same household

What most worries you about the coronavirus?

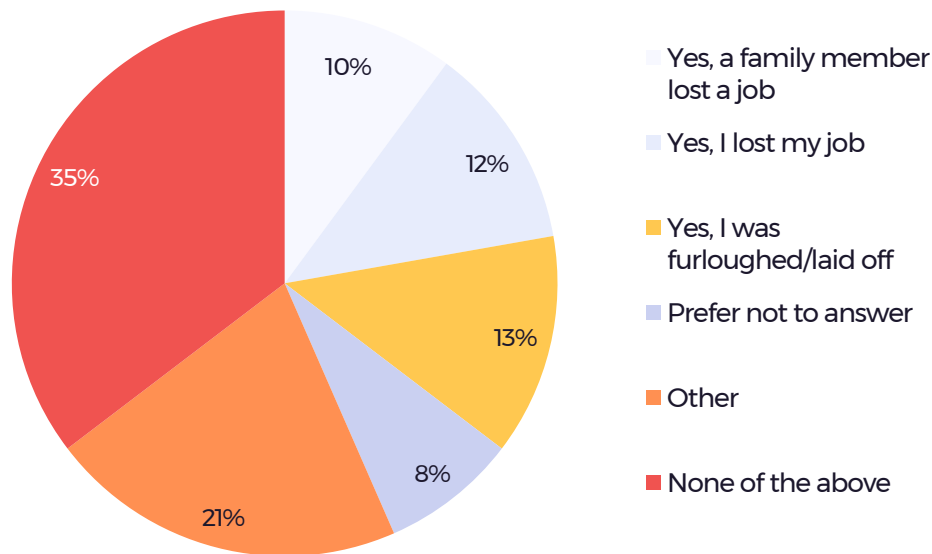


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **50% are worried about their families** getting infected by the virus
- **27% are worried about getting infected themselves**

Have you faced any economic hardships related to the coronavirus?

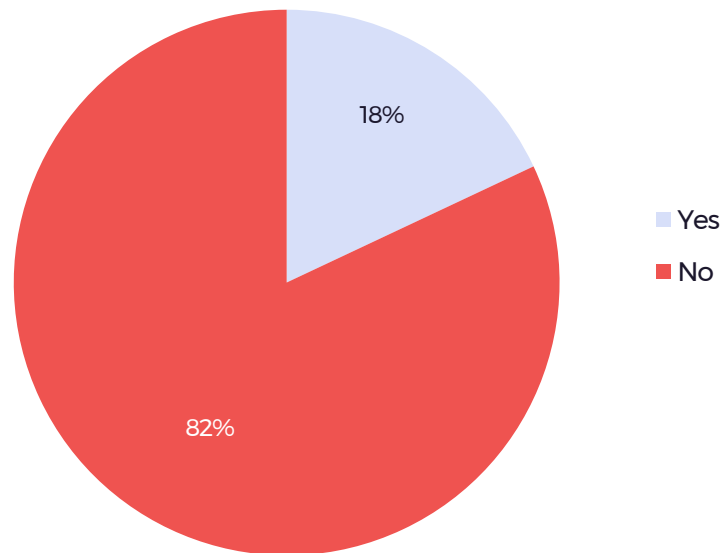


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **35% said they or their family member lost their jobs** as a result of the coronavirus
- **35% answered “none of the above”** which means that they did not experience any economic hardship related to the coronavirus
- **21% experienced “other” economic hardships** that were not related to employment

Are you a healthcare worker who directly works with patients?

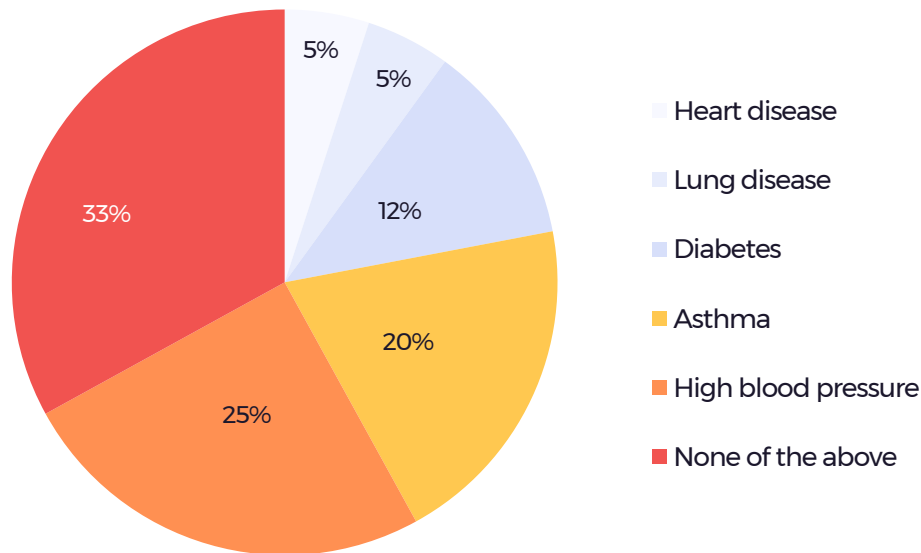


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **82% are not healthcare workers** who work with patients directly

Do you have any of the following health conditions?

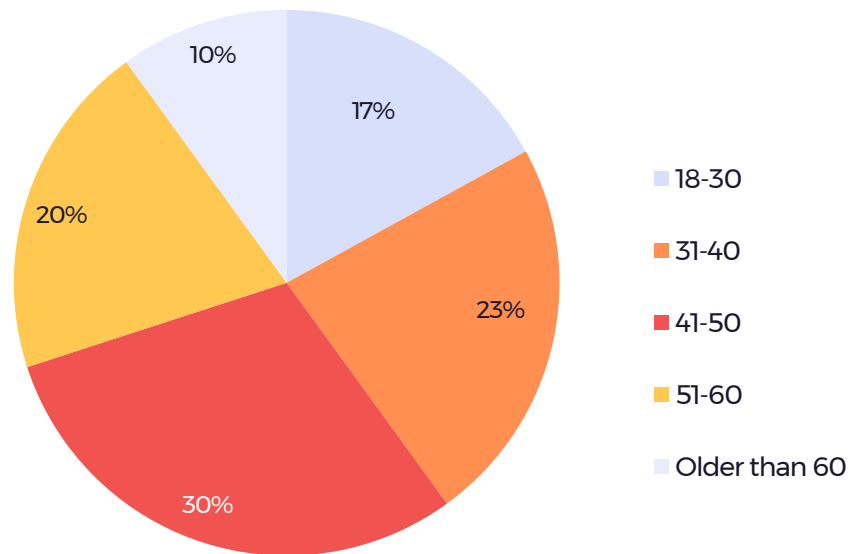


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **45% have pre-existing health conditions** like asthma or high blood pressure
- 33% said they have none of the pre-existing health conditions listed

What is your age?

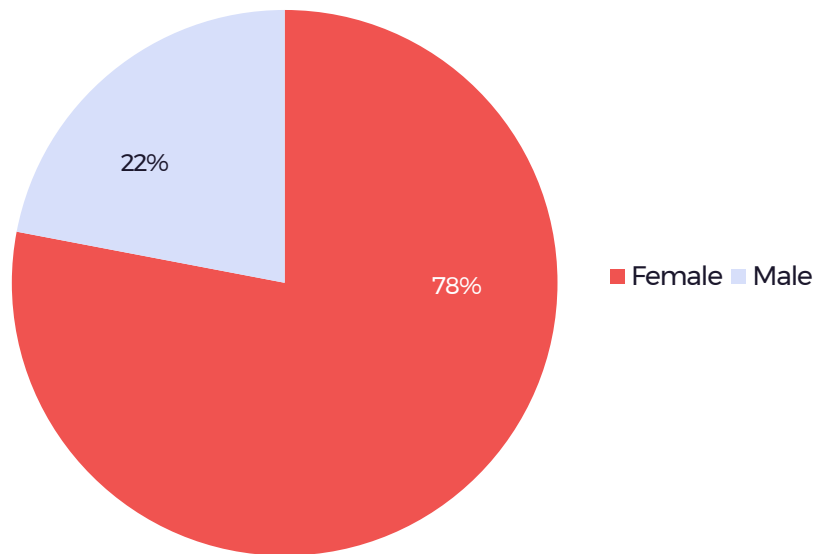


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- 53% of those who were not tested belonged within the 31-50 age bracket

What is your gender?

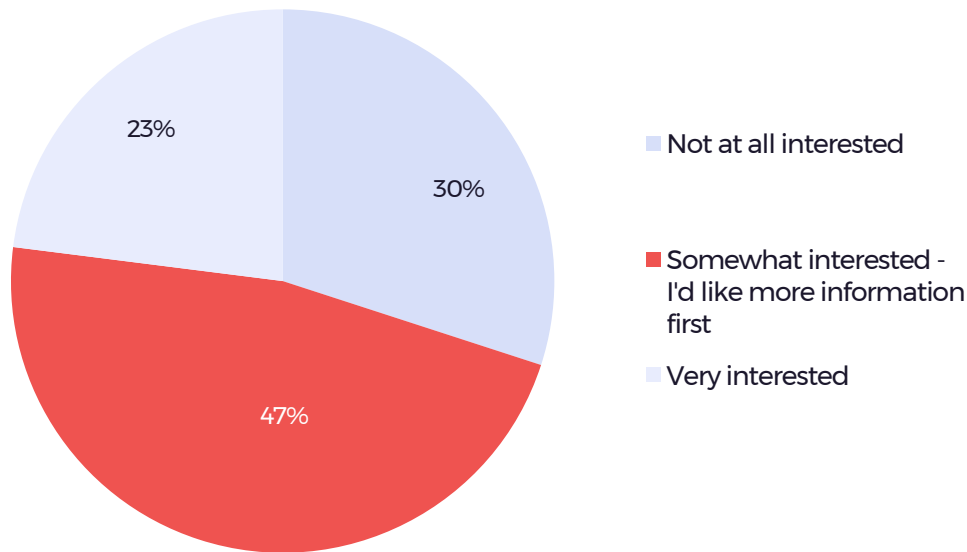


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **78% of those who were not tested** were female

How interested are you in joining clinical trials to help to develop better testing, better education and potentially new vaccines for COVID-19?

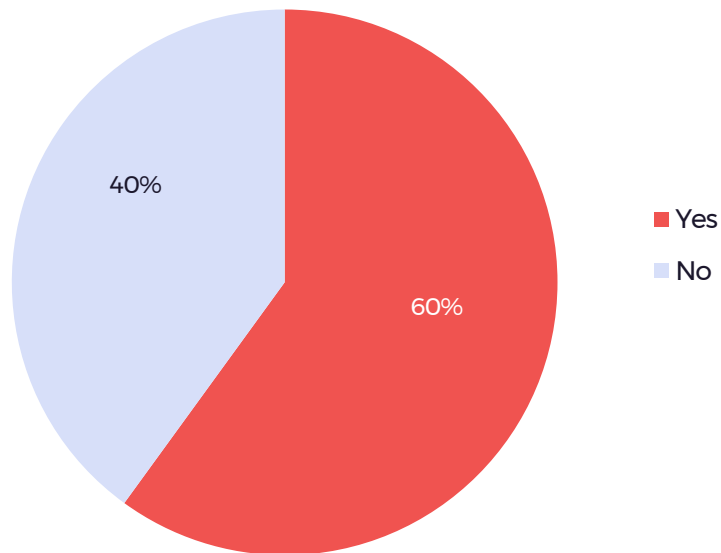


Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **70% expressed their interest** in joining future clinical trials for COVID-19

Do you give us permission to contact you should we start recruiting for COVID-19 registries or clinical trials?



Not Tested for COVID-19

Key Findings

- Captures responses only from leads who have not been tested for COVID-19
- **60% gave their permission to be contacted** for future COVID-19 registries or clinical trials



Profile

- Female
- Age 41 to 50 years old
- With a pre-existing medical condition (high blood pressure or asthma)

She has not been tested for COVID-19 because she was not recommended to do so. She currently exhibits mild COVID-like symptoms and has not fully recovered.

Most Common Symptoms

- **Cough**
- **Fatigue**
- **Sore Throat**
- **Body Aches**
- **Headache**

She is not a healthcare worker who deals directly with patients and does not recall coming into close contact with any individual who was confirmed to be COVID-positive before getting sick.

She limits her social interactions by staying at home. However, she lives with four or more people in the same house. Although she is not affected economically, she constantly worries that her family might get sick from the virus.

She expresses interest in joining clinical trials for COVID and is willing to be contacted in the future regarding this.

Key findings

58%

of the 85 people tested were found to be COVID-positive

48%

of the 230 people not tested are or were experiencing symptoms

63%

are willing to be contacted once clinical trials begin recruiting

74%

expressed interest to join clinical trials for COVID-19

- 49 respondents who tested positive for the virus were located
- 111 respondents who did not undergo testing could still have a COVID diagnosis based on their symptoms and be recommended for testing
- The most common symptoms experienced are cough, headache, fatigue, and sore throat
- The majority of respondents are interested in learning more about clinical trials and are motivated to participate
- High-intent patients gave their permission to be contacted regarding future registries or trials related to COVID-19
- Email information was collected for 315 total leads in the U.S. who may be candidates for a COVID clinical trial
- In five days, these 315 leads shared their symptoms, information, and interest in COVID trials

Conclusion

- 83bar can find and qualify leads who are located across the U.S., living with COVID symptoms or have a positive COVID diagnosis
- These leads are willing to take an extensive online screening questionnaire to share feedback about their experience with the virus and are willing to be contacted to participate in future COVID clinical trials
- 83bar call center can be further utilized to collect information from COVID patients and help refer them to trials or facilitate next steps
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with patient population



Bob Baurys

President & CEO

bob@go83bar.com

512-592-9177

Bob is the founder and CEO of 83bar with more than 30 years of consumer-focused healthcare experience and involvement in more than \$1 billion dollars in direct to consumer health care transactions. Has a strong belief that educated and enabled health care consumers will permanently change the USA health care market for the better.

Bob also serves as an advisor, investor and fundraiser with a particular focus on health care, technology and service sectors.



Kate Hermans

CBO Pharma

kate@go83bar.com

610-425-8422

More than 20 years of experience as a corporate entrepreneur for companies like Intel Corp, Wyeth, Pfizer, Bristol-Myers Squibb, as well as late-stage start-ups. Known for her effective, and incisive ability to grow emerging and mature businesses. Proven track record of success bridging health technology to patients for biopharma, from new product development to in-line commercialization.



Paul Egli

VP Business Development

paul@go83bar.com

415-203-9404

With 83bar since inception and bringing 15 years of successful medical device direct to physician sales experience. Intimate knowledge of the barriers faced by both the patient and the physician in need of each other as they both navigate through today's everchanging healthcare insurance landscape.



For more information email
www.83bar.com

© 2020 83bar LLC