

A 3D rendering of a human brain in shades of blue and purple, with a central region highlighted in red. The brain is overlaid with numerous white, jagged lines representing EEG or seizure activity. The background is black.

Market Report

**Adolescent
Seizure**

Objective

- Determine the feasibility of the 83bar approach to identifying adolescent candidates with drug-resistant seizures who meet the top-line inclusion and exclusion criteria, and are interested in participating in the study
- Use Facebook & Instagram ads to attract candidates and direct them to a dedicated landing page in order to complete an online screening survey

Campaign Dates

- Ads ran October 20-23, 2020
- Targeted teens 13-17 and adults 30-60 within 15-50 miles of study site list (depending on population density, to approximate 1 hour travel time)

Acquisition Metrics

- 9 total survey completions



Inclusion / Exclusion Criteria

- Age 12-17 years OR parent or guardian of a child aged 12-17
- Has a seizure disorder
- Experiences motor simple partial seizures, complex partial seizures, and/or secondarily generalized seizures
- 3 or more seizures in the last 60 days
- No more than 30 days between seizures in the last 60 days
- Failed 3 or more anti-seizure medications
- No more than 2 identified seizure focal areas
- Seizures impact quality of life
- No current ECT, TMS, diathermy, or blood thinner therapy
- Willing to undergo surgical treatment



Other Topics Explored

- Incidence of genetic seizure disorders
- Nature and severity of impact
- Use of marijuana products
- Communications preferences

Process

- 12 Facebook ads (6 static images and 2 copy alternatives) that point to one unique landing page with an embedded survey
- One 16-question screening survey designed based on protocol inclusion and exclusion criteria
- Thank you page with links to educational information on seizures and trial participation
- Disqualified page with links to educational information on living with seizures and trial participation
- The ad images featured brain imagery and images of isolated young people designed to quickly resonate with the patient population
- Ad copy tested different keyword concepts and text to find the most appropriate and engaged potential participants

Image Assets Tested



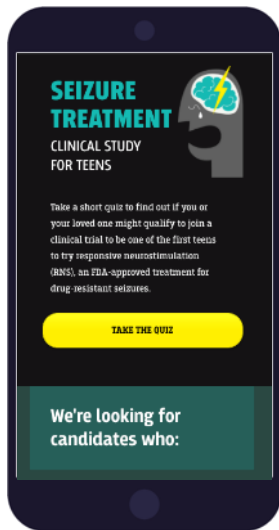
Attract patients who need treatment

Optimized to ensure high consumer engagement

Social Media



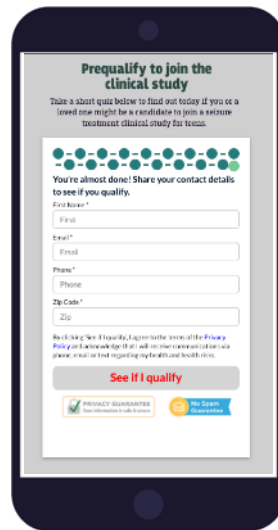
Landing Page



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

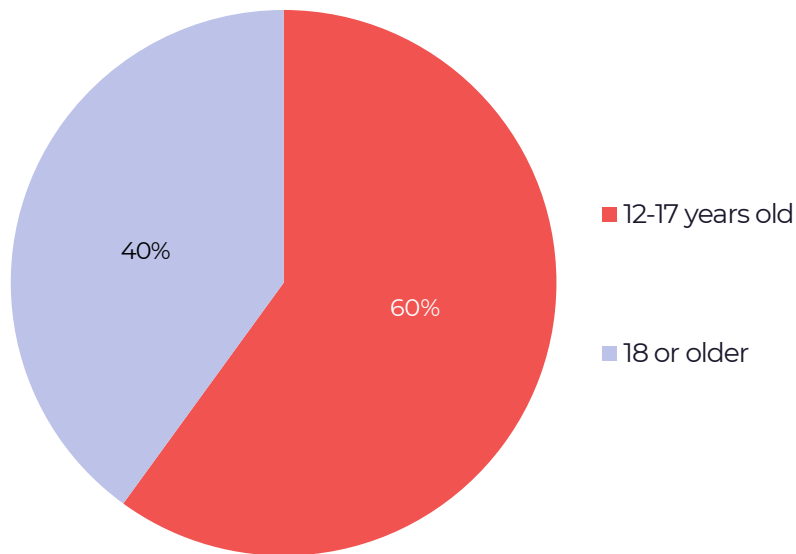
Attract

Engage

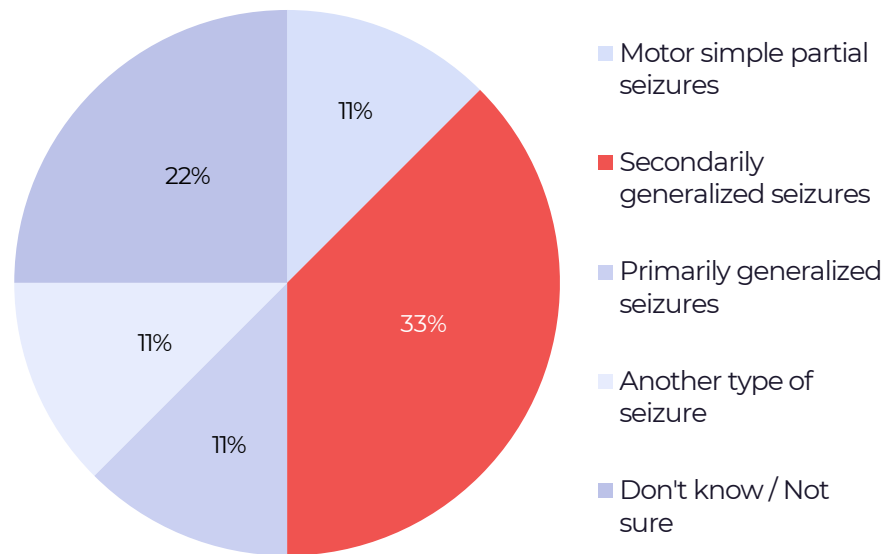
Qualify

Collect

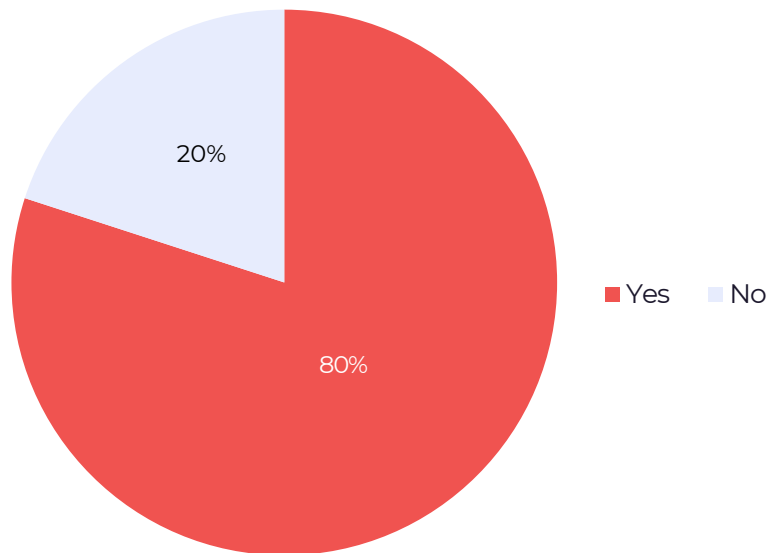
How old are you?



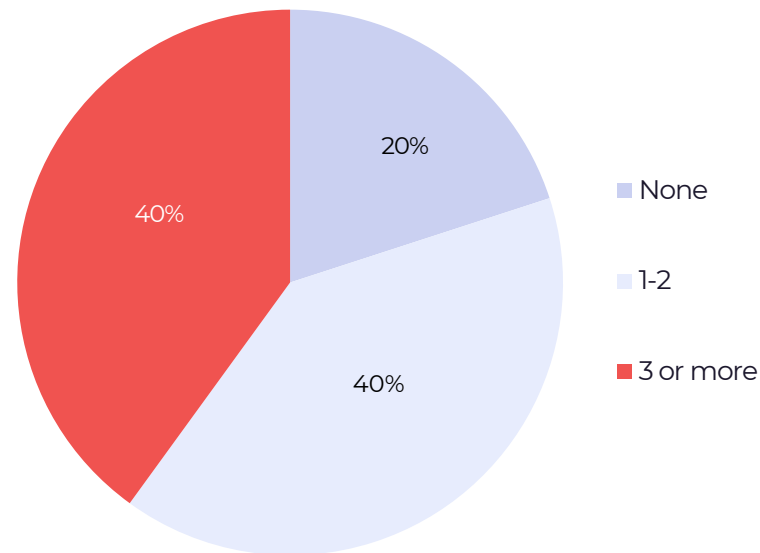
What type of seizures do you experience?



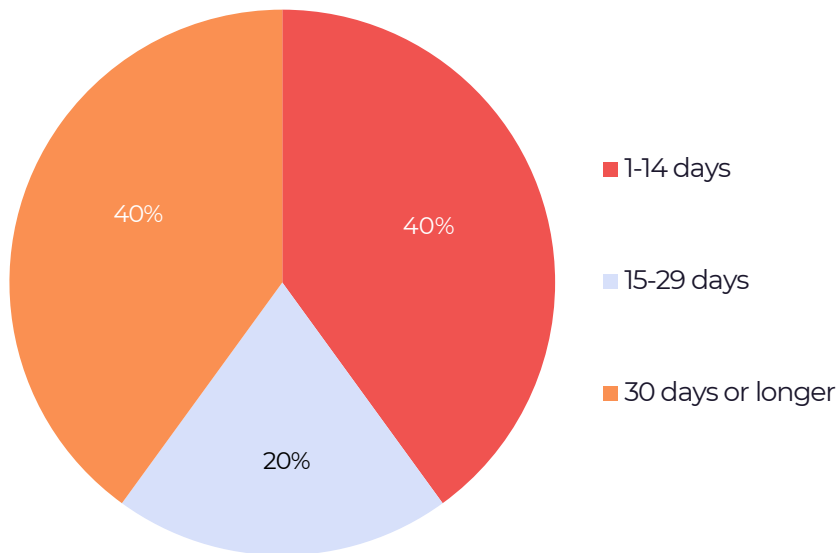
Have you been diagnosed with a genetic seizure disorder?



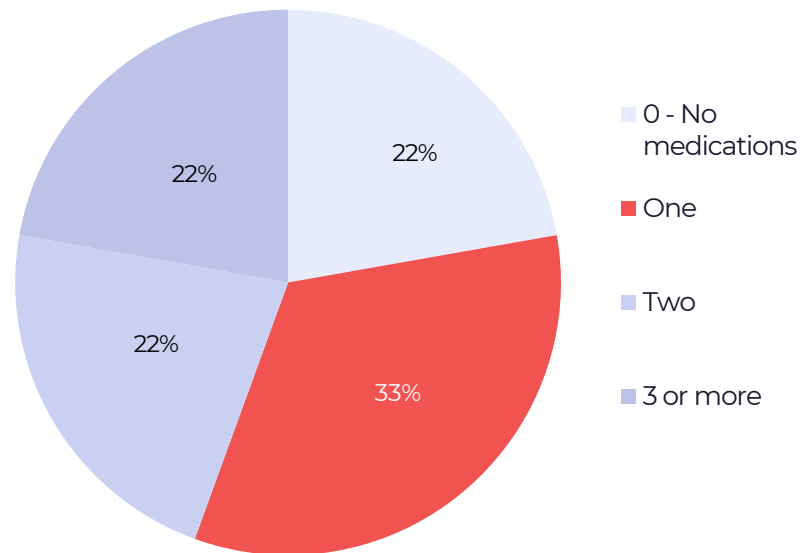
How many seizures have you had in the last 60 days?



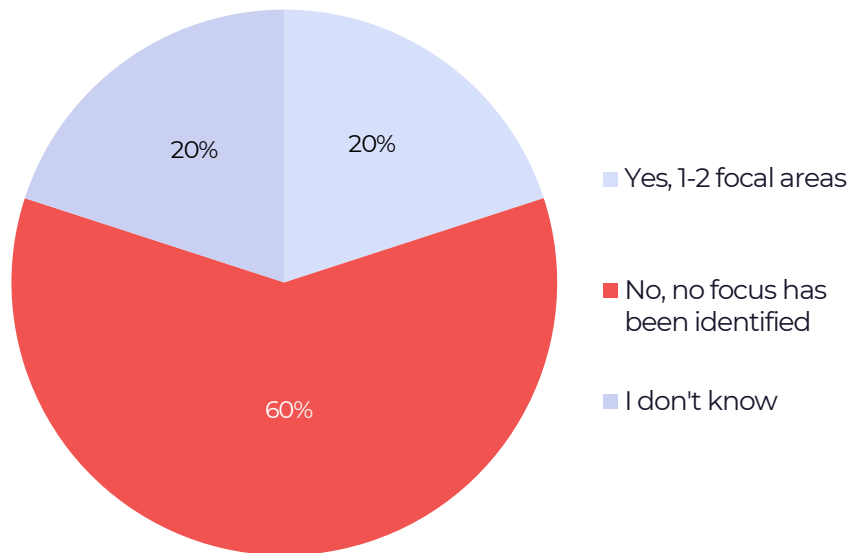
What was the longest period of time between seizures in the last 60 days?



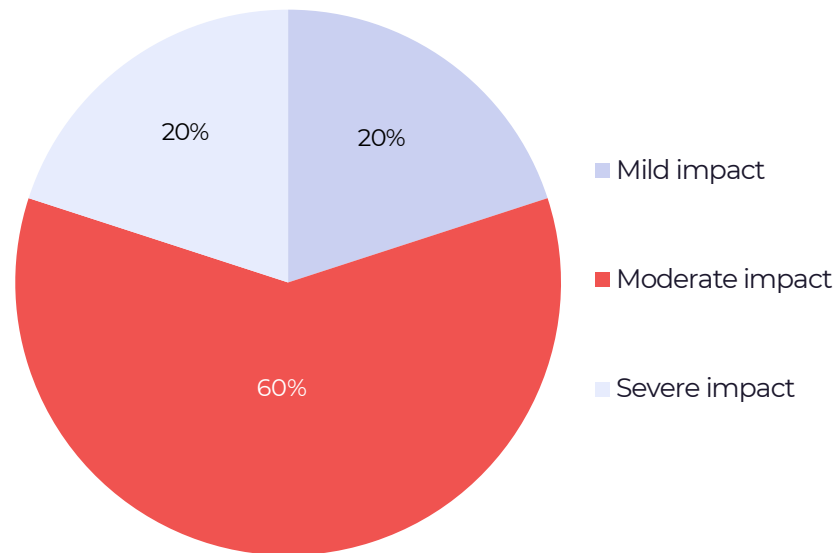
How many prescription medications have you tried to control the seizures?



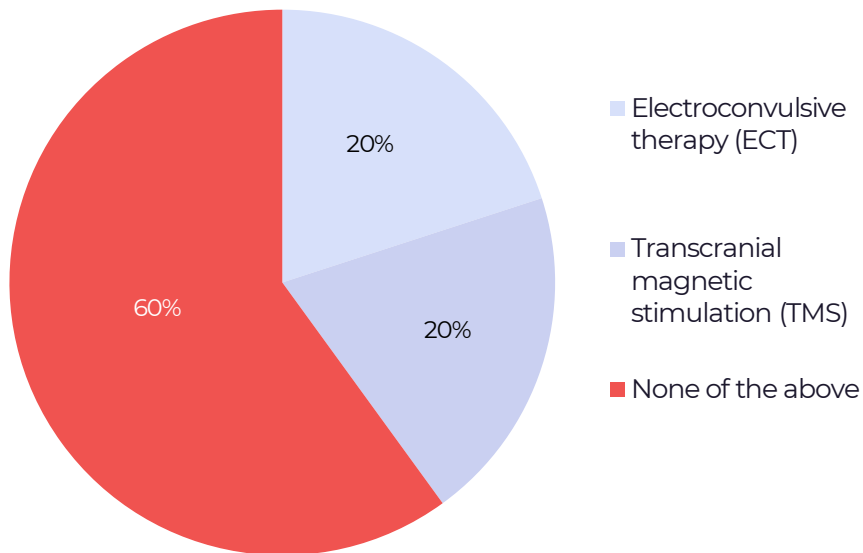
Has your doctor been able to identify one or more locations in the brain where the seizures start?



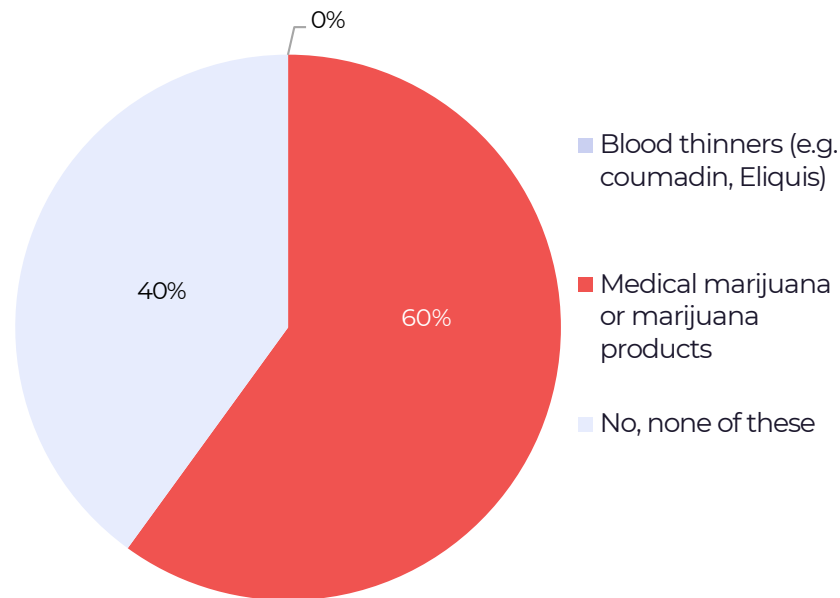
How severely do seizures impact your quality of life?



Are you currently receiving the following treatments?



Are you currently taking any of the following medications?



Findings

- **Identifying teens with seizure disorders who are qualified for and interested in this clinical trial will be challenging.** We recommend a national social media campaign using multiple channels with a significant upfront media spend to create look-alike audiences based on ad clicks/site visits.
- **Teens with seizure disorders are more likely to express interest in this clinical trial than their parents/caregivers.** Ads targeted to teens had higher click rates and conversion rates. Teens may, however, have lower knowledge about their disease and treatment history and will need to convince parents/physicians to agree to study treatment. This double commitment will require significant support and follow up from 83bar Nurse Educators.
- **Significant numbers of teens with seizure disorders report under-treatment and use of marijuana products.** This suggests a distaste for medication options and perhaps an opportunity to tailor creative to emphasize “non-drug” treatment options.
- **Seizure disorders have a significant impact on patients' lives.** This suggests that although relatively fewer candidates may be identified, those who are eligible are likely to be keen to participate in the trial. Only 1 out of 5 prospective candidates was unwilling to consider a surgical treatment option.





Paul Egli

VP of Business Development

paul@go83bar.com

415-403-9404

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 ever-changing healthcare insurance landscape.



Bob Baurys

President & CEO

bob@go83bar.com

512-592-9177

CEO, founder, advisor, investor and fundraiser with a particular focus on health care, technology and service sectors. Bias toward rapid growth and development while creating new market niches in technology-enabled health care and wellness fields. Currently operating 83bar, LLC. with directional strategic guidance to The Gents Place, Texas Metabolic Centers, Replenish Hydration, and Optimal Thyroid Program, LLC.



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