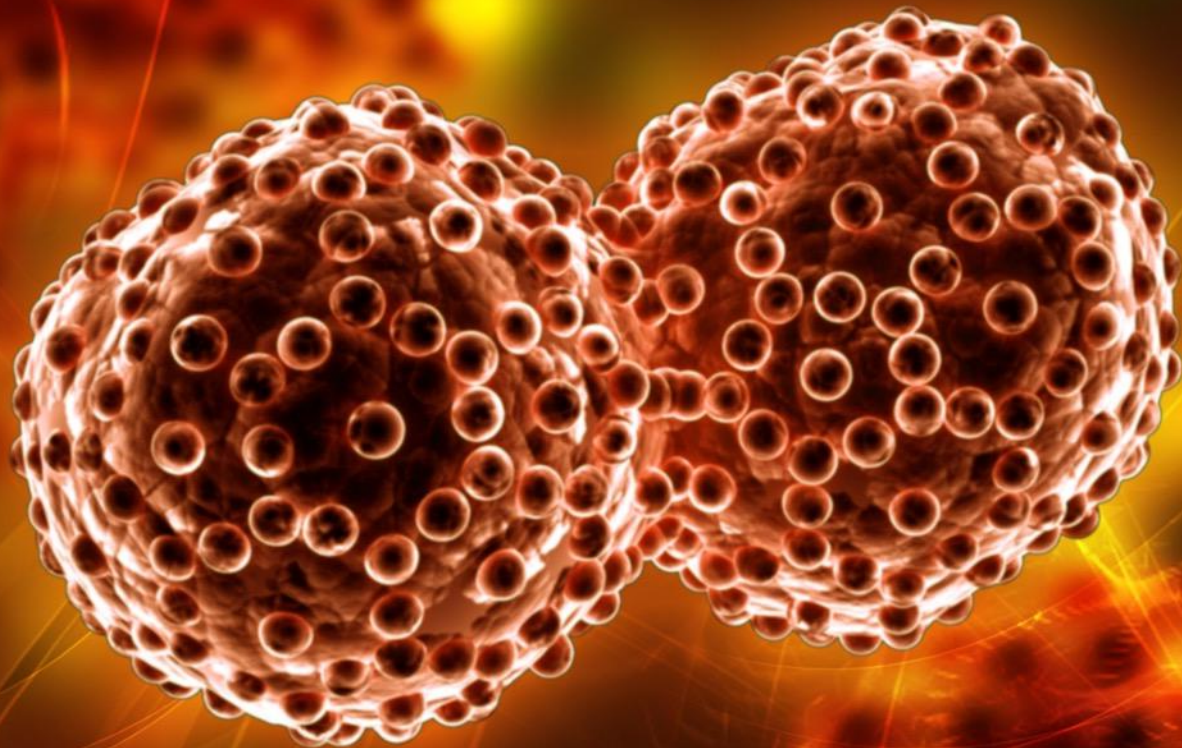


Market Report

Advanced Lung Cancer



Objective

- Conduct market research to locate patients with advanced lung cancer, gauge their interest in participating in a clinical study, and determine their eligibility to participate
- Utilize Facebook ads to attract patients and direct them to a dedicated landing page and survey

Key Metrics

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

Definition of a Qualified Lead

- Men and women, 40+ within 15-50 miles of current study sites
- Diagnosed with Stage IIIB, IIIC, or IV non-squamous NSCLC (Non-small cell lung cancer)
- Failed 1-2 rounds of prior treatment in the metastatic setting including a PD-1 or anti-PDL1 therapy (or within 6 months before Stage IIIB/C, or IV diagnosis)
- Progressive disease on PD-1 /anti-PDL1 immune therapy within the last 90 days, following 4 months or more of successful treatment
- Negative for EGFR, ALK, and ROS1 mutations/fusions
- Knee pain severity of 4 or greater in the last week (on a 0-10 Numeric rating pain scale)



Inclusion / Exclusion Criteria

- Patients cannot be pregnant, nursing or planning to have children
- Patients are excluded if they are taking oral or injectable corticosteroids or PPIs (or they are willing to discontinue under medical supervision)
- Patients are excluded if they are taking brain medicines that impact daily activity or require steroids or anti-seizure medicines
- Patients are excluded if they have endured serious adverse events from prior treatments, especially PD-1 /anti-PDL1
- Patients must not be diagnosed with exclusionary conditions

Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who have been diagnosed with advanced lung cancer.

Facebook Ad Targeting

- Men and Women / Age 40+

Geo-Target

- 15-50 Mile Radius of study sites

Results

Run Dates

- August 4-6, 2020

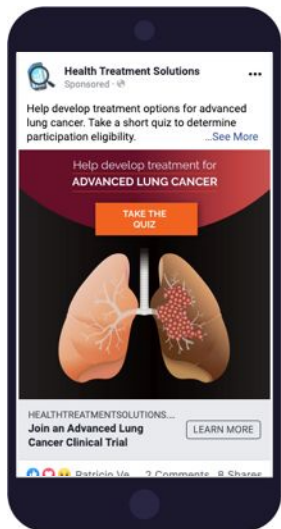
Acquisition Metrics

- 27 total survey submissions

Attract patients who need treatment

Optimized to ensure high consumer engagement

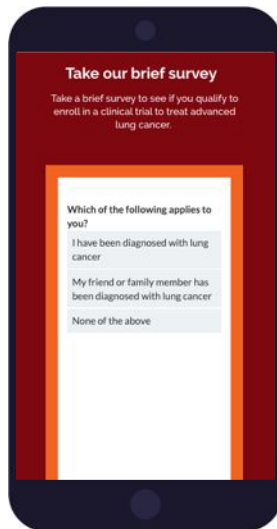
Social Media



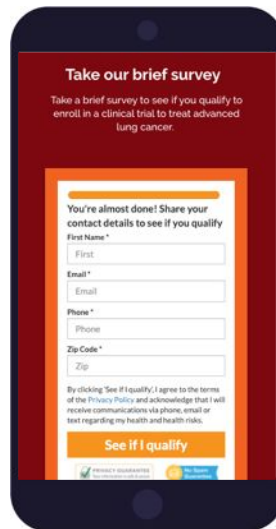
Landing Page



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

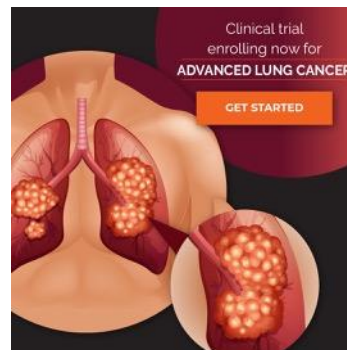
Qualify

Collect

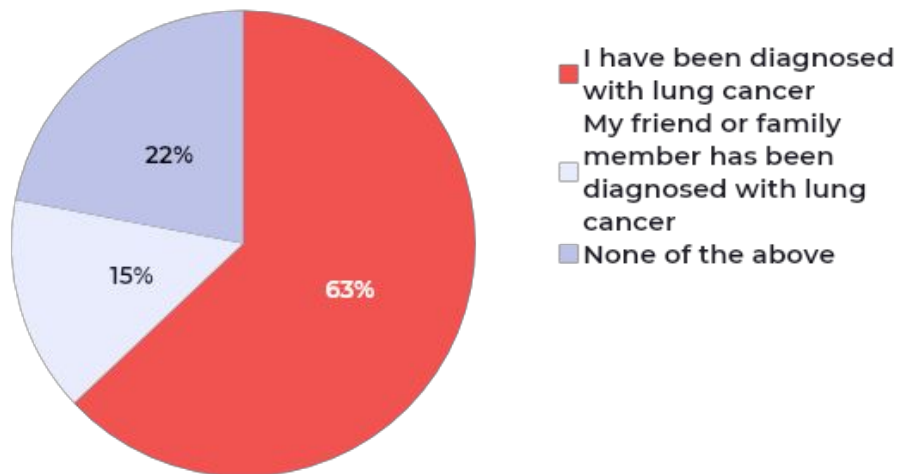
Process

- Seven Facebook ads (5 static images and 2 copy alternatives) that point to one unique landing page with an embedded survey
- One market research screening survey designed based on protocol inclusion and exclusion criteria
- One qualified thank you page with links to educational information on lung cancer and trial participation
- One disqualified thank you page with links to the same educational websites
- The ad images featured lung imagery designed to quickly resonate with the patient population
- Ad copy tested different key word concepts and text to find the most appropriate and engaged potential participants

Image Assets Tested



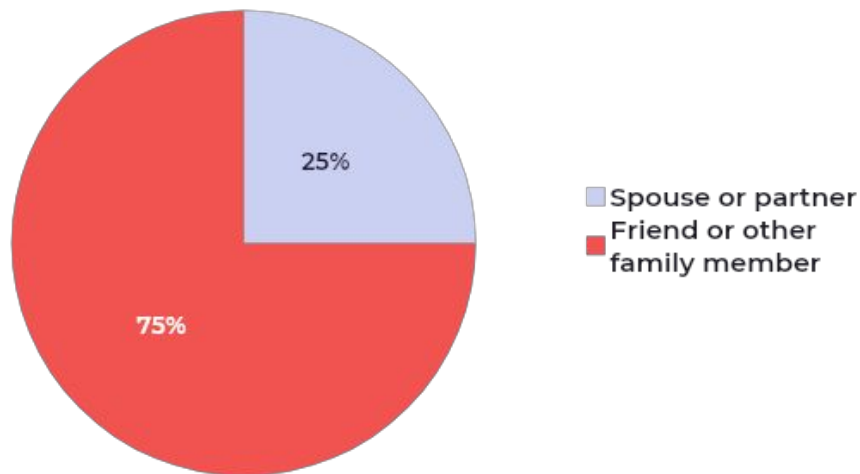
Which of the following applies to you?



Key Findings

- The graph depicts all responses from the screening survey (**27 respondents**)
- 78% of all respondents are either diagnosed with lung cancer or have a friend or relative diagnosed with lung cancer

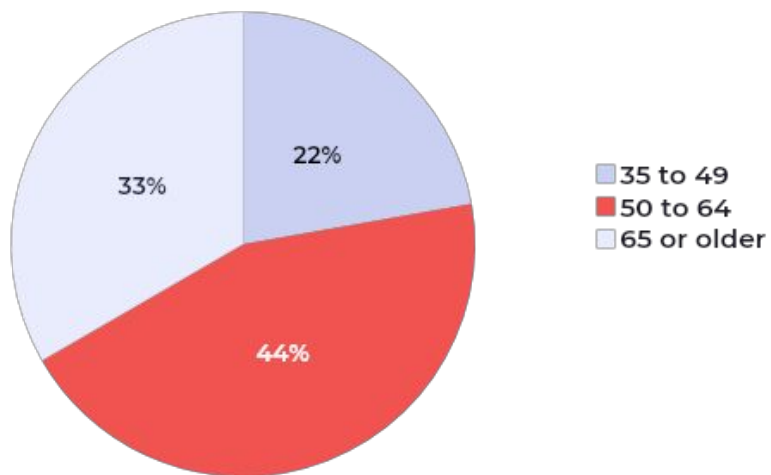
What is your relationship to the person with cancer?



Key Findings

- The graph depicts responses **only from respondents whose friend or relative was diagnosed with lung cancer**

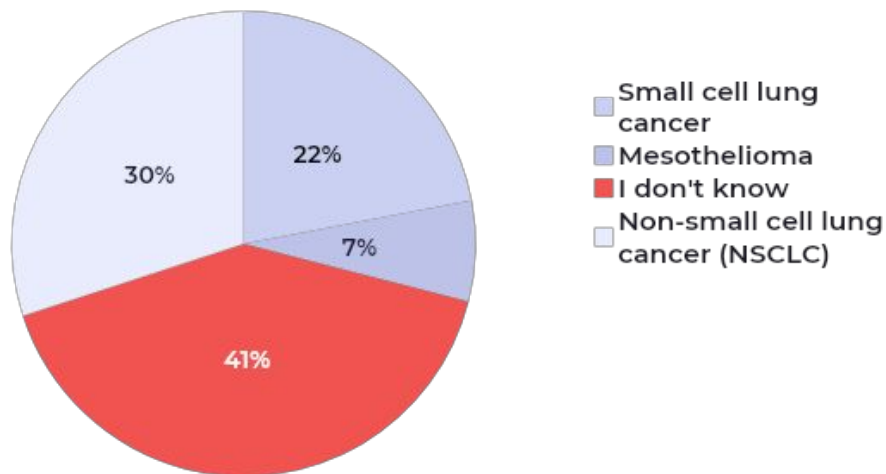
How old are you?



Key Findings

- The graph depicts all responses from the screening survey (**27 respondents**)
- Majority of respondents (77%) were aged 50 and above

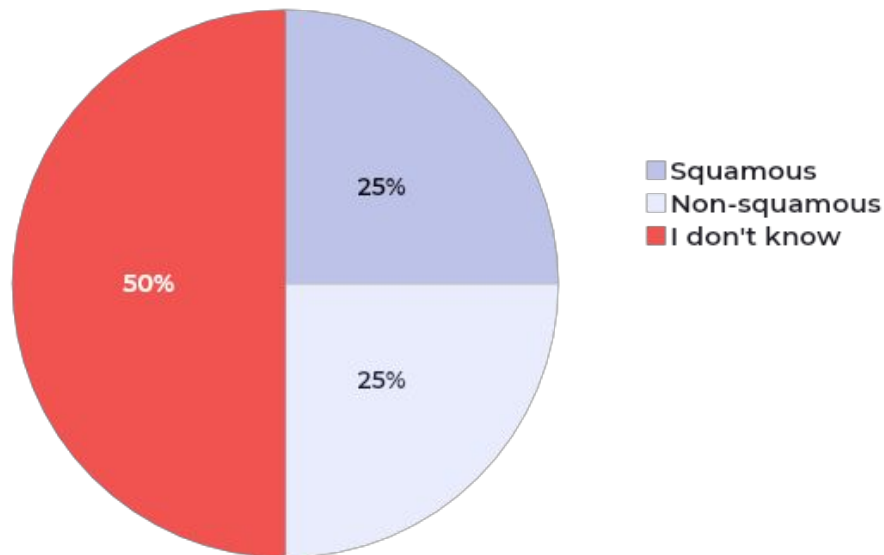
What type of lung cancer do you have?



Key Findings

- The graph depicts all responses from the screening survey (**27 respondents**)
- 30% of respondents confirmed that they had NSCLC, making them qualified leads
- 41% responded that they didn't know, revealing low patient knowledge. They may or may not qualify based on disease criteria. Medical records review would likely be necessary.

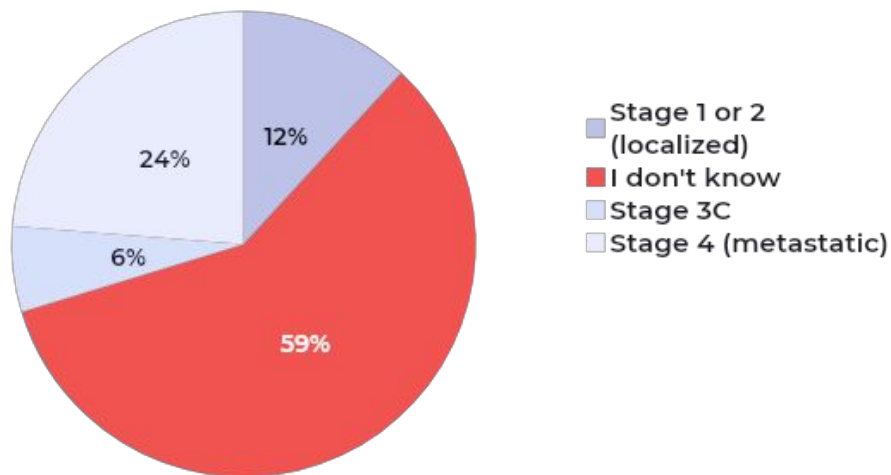
Is your NSCLC squamous or non-squamous?



Key Findings

- The graph depicts responses only from **respondents who confirmed that they had NSCLC**
- 25% confirmed that their NSCLC was non-squamous, making them qualified leads
- 50% responded that they didn't know, revealing low patient knowledge. They may or may not qualify based on disease criteria. Medical records review would likely be necessary.

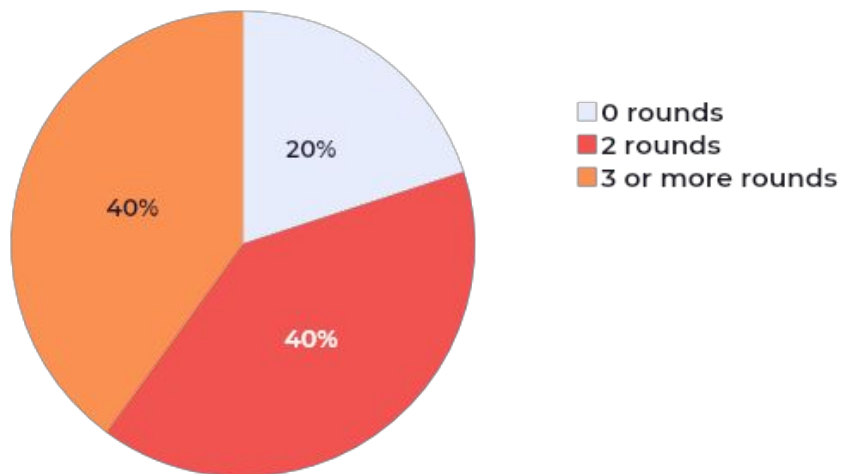
What stage is your lung cancer?



Key Findings

- The graph depicts responses from **leads who confirmed that they had NSCLC and those who did not know their lung cancer type**
- 30% confirmed that their lung cancer was at an advanced stage (3C or 4), making them qualified leads
- 59% responded that they didn't know, revealing low patient knowledge. They may or may not qualify based on disease criteria. Medical records review would likely be necessary.

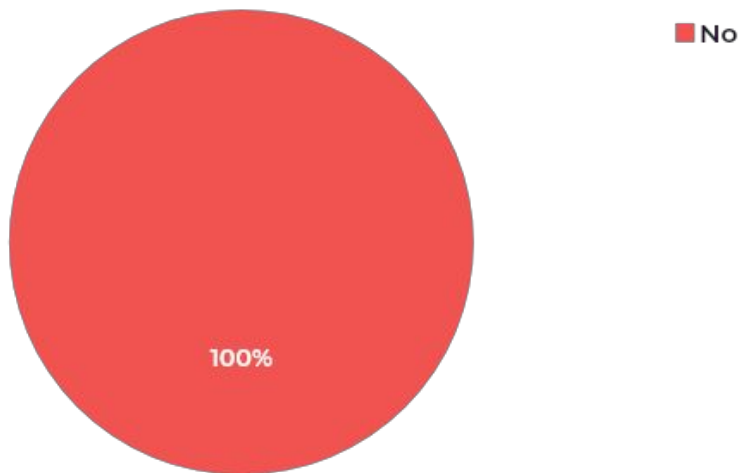
How many rounds of treatment have you had since your cancer became advanced (Stage 3B, Stage 3C or Stage 4)?



Key Findings

- The graph depicts responses from **leads who confirmed that they had advanced lung cancer**
- Majority of respondents (60%) said they had had a maximum of 2 rounds of treatment, making them qualified leads

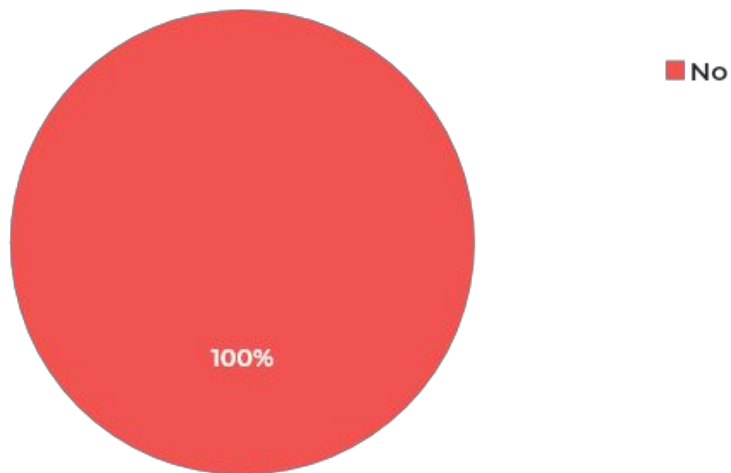
Did you receive chemotherapy at any time in the 6 months before you learned that your lung cancer became advanced?



Key Findings

- The graph depicts responses from **patients who had 0 or 2 prior rounds of treatment**, to clarify treatment in the 6 months prior to being diagnosed with advanced lung cancer (stage 3B/3C/4)

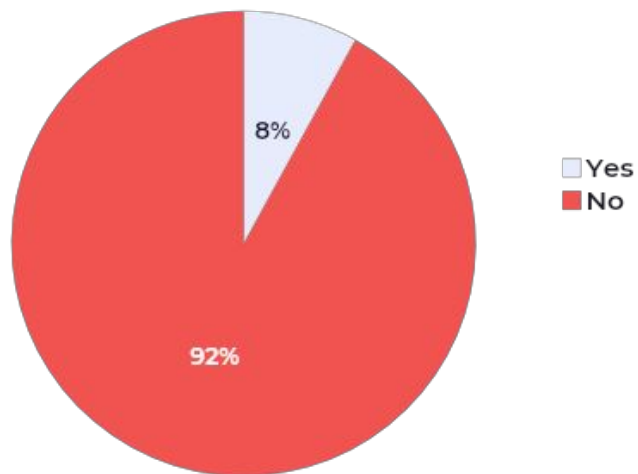
Did you receive chemotherapy or chemoradiotherapy before your lung cancer became advanced?



Key Findings

- The graph depicts responses from **patients who had 0 or 2 prior rounds of treatment**, to clarify treatment in the 6 months prior to being diagnosed with advanced lung cancer (stage 3B/3C/4)

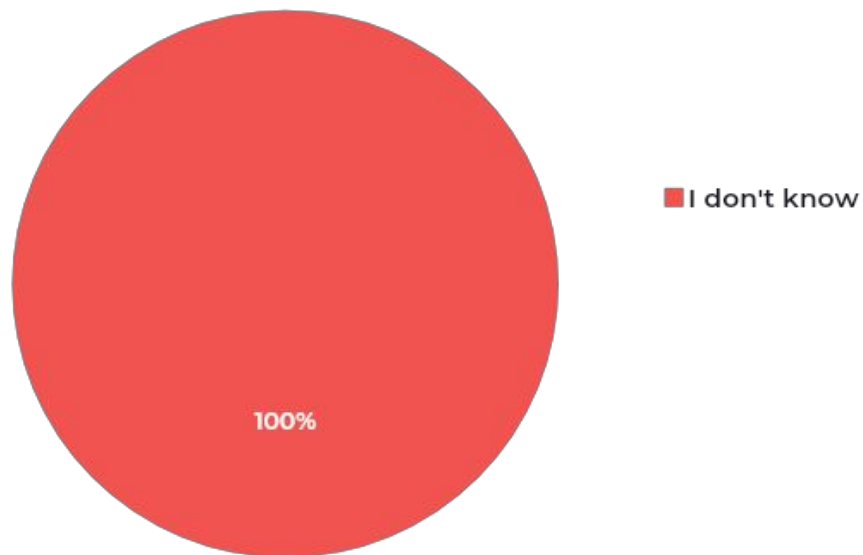
Since you learned you have advanced lung cancer, have you taken a PD-1 or anti-PDL1 immunotherapy drug?



Key Findings

- The graph depicts responses from **leads who confirmed that they had advanced lung cancer**
- Majority of respondents (92%) said that they did not take the PD-1 or anti-PDL1 immunotherapy drug

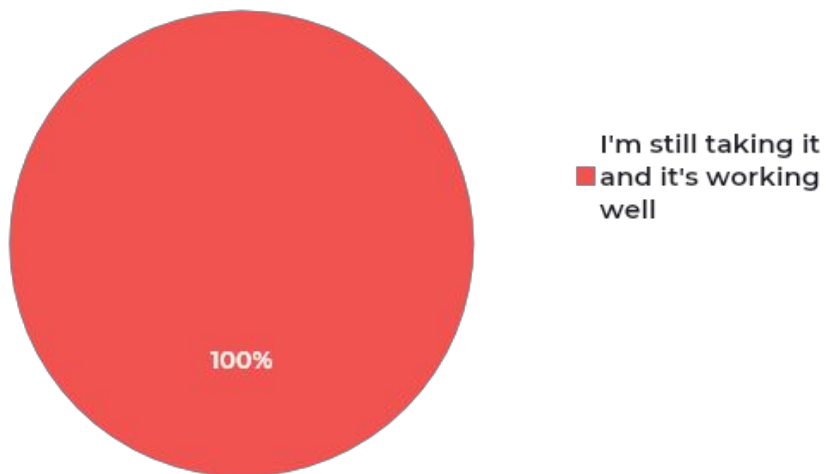
Did you take the PD-1 or anti-PDL1 immunotherapy drug alone or with another treatment?



Key Findings

- The graph depicts responses from **patients who reported taking the PD-1 or anti-PDL1 immunotherapy drug**
- 100% of respondents said that they didn't know, revealing low patient knowledge. They may or may not qualify based on disease criteria. Medical records review would likely be necessary.

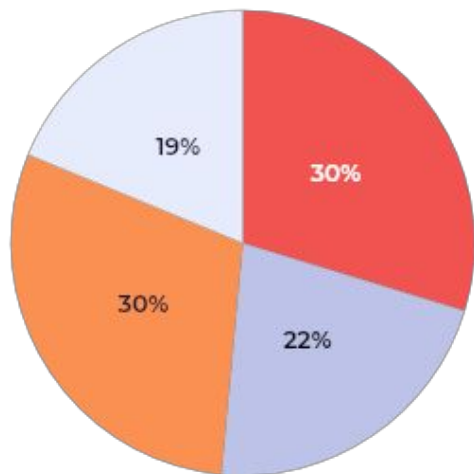
What was your experience with the PD-1 or anti-PDL1 immunotherapy drug?



Key Findings

- The graph depicts responses from **patients who reported taking the PD-1 or anti-PDL1 immunotherapy drug**

Which of the following best describes your current health and physical ability?

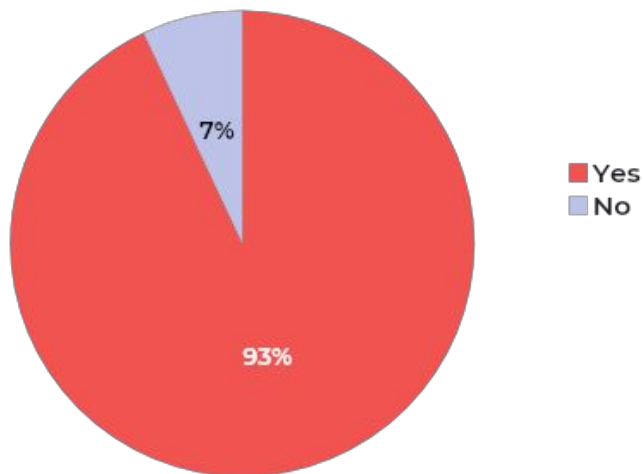


- Fully active, able to carry on all pre-disease performance without restriction
- Physically strenuous activity is limited, but able to walk and do light house work or office work
- Able to walk and capable of all self-care but unable to carry out any work activities. Up and about more than 50% of waking hours
- Confined to bed or chair more than 50% of waking hours

Key Findings

- The graph depicts all responses from the screening survey (**27 respondents**)
- Questions regarding underlying health conditions were skipped for non-qualified patients

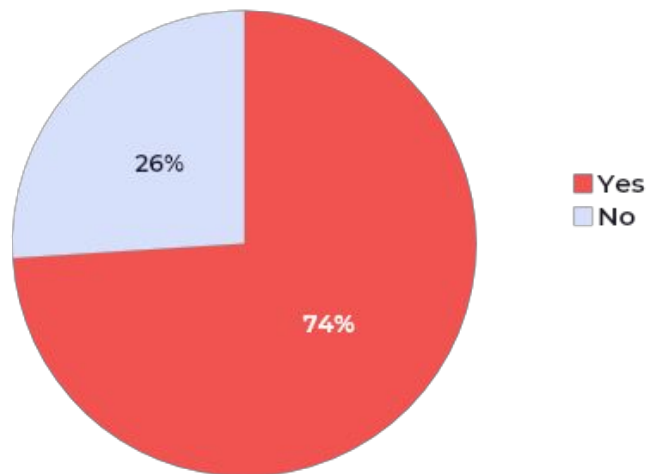
Are you willing to undergo radiological imaging (CT or MRI scans) as part of the study?



Key Findings

- The graph depicts all responses from the screening survey (**27 respondents**)
- Majority of respondents (93%) were willing to undergo radiological imaging
- Questions regarding underlying health conditions were skipped for non-qualified patients

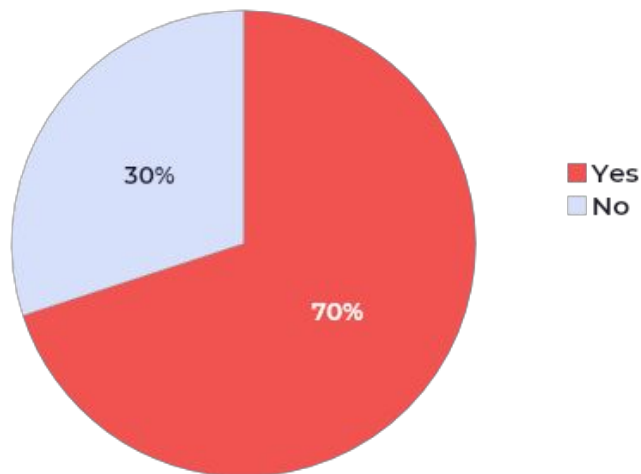
Are you willing to help the study team get a biopsy sample of your tumor by asking permission from your doctors?



Key Findings

- The graph depicts all responses from the screening survey (**27 respondents**)
- Majority of respondents (74%) expressed their willingness to help the study team get a biopsy sample

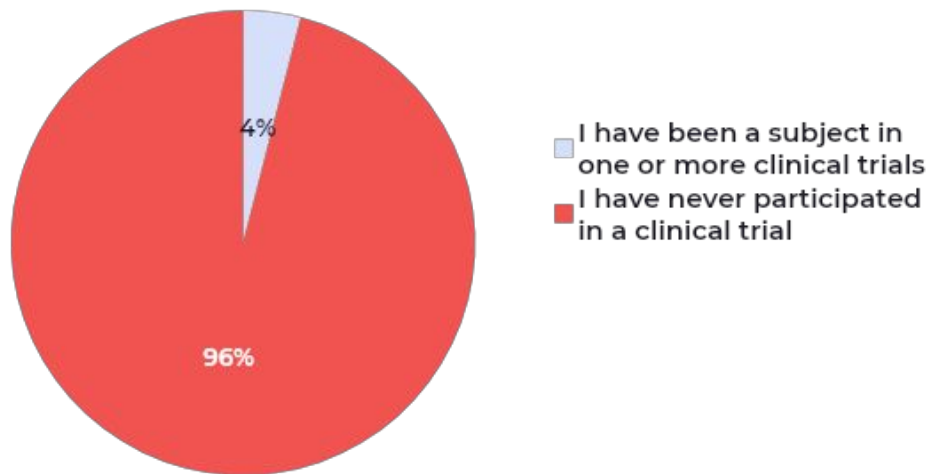
Are you willing to undergo a fresh tumor biopsy if the study team needs it?



Key Findings

- The graph depicts all responses from the screening survey (**27 respondents**)
- Majority of respondents (70%) expressed their willingness to undergo another tumor biopsy if needed

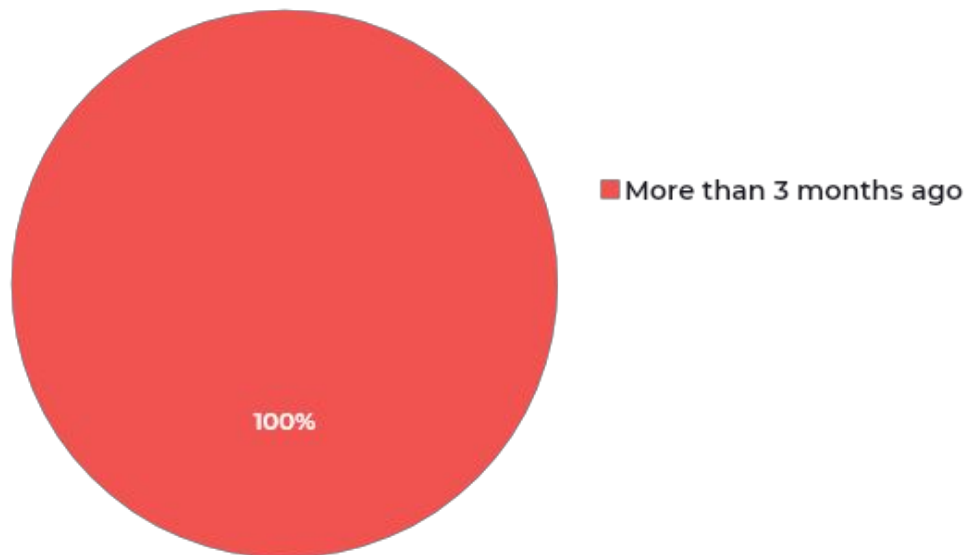
Please describe your clinical trial experience.



Key Findings

- The graph depicts all responses from the screening survey (**27 respondents**)
- Majority of respondents (96%) said that they have never participated in a clinical trial before

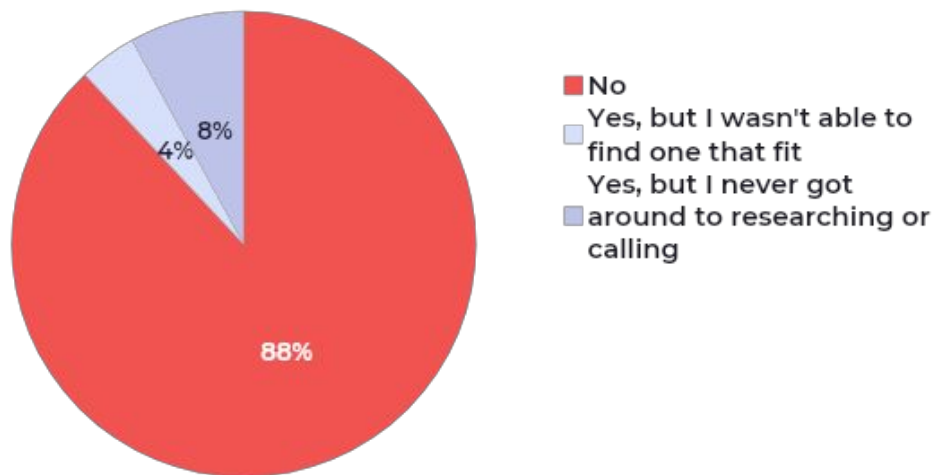
How long ago did you complete the most recent clinical trial?



Key Findings

- The graph depicts responses only from **respondents who have previously participated in other clinical trials**

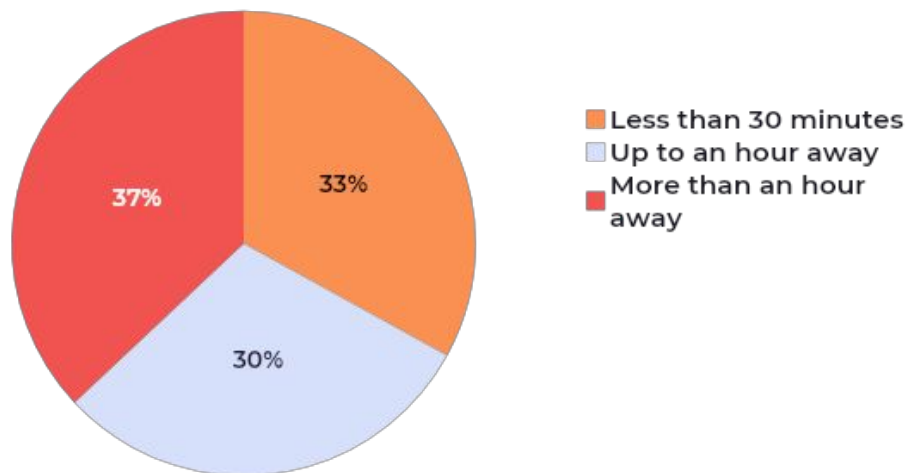
Has your doctor ever recommended a clinical trial?



Key Findings

- The graph depicts responses only from **respondents who have never participated in a clinical trial before**
- Majority of respondents (88%) said that their doctor had never spoken to them about clinical trials

How far would you be willing to travel to participate in a clinical trial?



Key Findings

- The graph depicts all responses from the screening survey (**27 respondents**)
- 67% of respondents said they were willing to travel up to an hour or more to participate in a clinical trial



Profile

- Male and Female / Age 50+
- Diagnosed with stage 3C/4 NSCLC (Non-small cell lung cancer)
- Had 0-2 prior rounds of treatment
- Willing to participate in a clinical trial up to an hour away

Symptoms

- Lumps in the neck or around the collarbone
- Abdominal or back pain
- Weakness and fatigue
- Loss of appetite
- Numbness or tingling

The symptoms of metastatic stage IV lung cancer may depend on where in the body the disease has spread.

For instance, if the cancer has spread to the bones, it may cause bone pain or fractures. If the cancer has spread to the liver, it may cause nausea, fatigue, bloating, jaundice or swelling in the extremities. If the cancer has spread to the brain, it may cause headaches, vision issues, difficulty speaking or seizures.

Findings

- 83bar can identify potential advanced NSCLC trial candidates using social media advertising. 21 lung cancer patients (and caregivers) were identified in just 48 hours. Targeting was intentionally limited to within ~1hr travel time of a current site to give a better idea of feasibility.
- No fully qualified candidates were identified. Only one patient currently taking a PD1/ anti-PDL1 immunotherapy was identified. Advertising targeted towards patients taking or failing Keytruda/Opdivo, etc. may be required. It also may be advisable to consider nurturing patients currently taking PD1/ anti-PDL1 for future inclusion.
- Call center screening will likely be required to help screen for criteria that are beyond patient knowledge. Many respondents were not familiar with aspects of their disease or prior treatments. Experienced, medically-knowledgeable 83bar patient activation agents can help clarify. It also may be advisable to consider identifying low-knowledge “partially screened” advanced lung cancer patients for screening.
- The majority of survey respondents (96%) had never participated in clinical trials. 88% said their doctors had never spoken to them about clinical trials. 83bar can find highly motivated clinical trial candidates whose willingness to participate in trials is being missed by their current healthcare teams.
- Given the highly clinical inclusion/exclusion criteria for the clinical study, utilization of the 83bar Call Center is recommended to further qualify leads and better establish timelines.
- Targeted social media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with a highly targeted audience



For more information email
www.83bar.com

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