



Market Report

# Advanced Treatment for Chronic Lower Back Pain

## Objective

- Conduct market research to locate patients with localized chronic low back pain and determine their eligibility and interest in an advanced treatment
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

## Acquisition Metrics

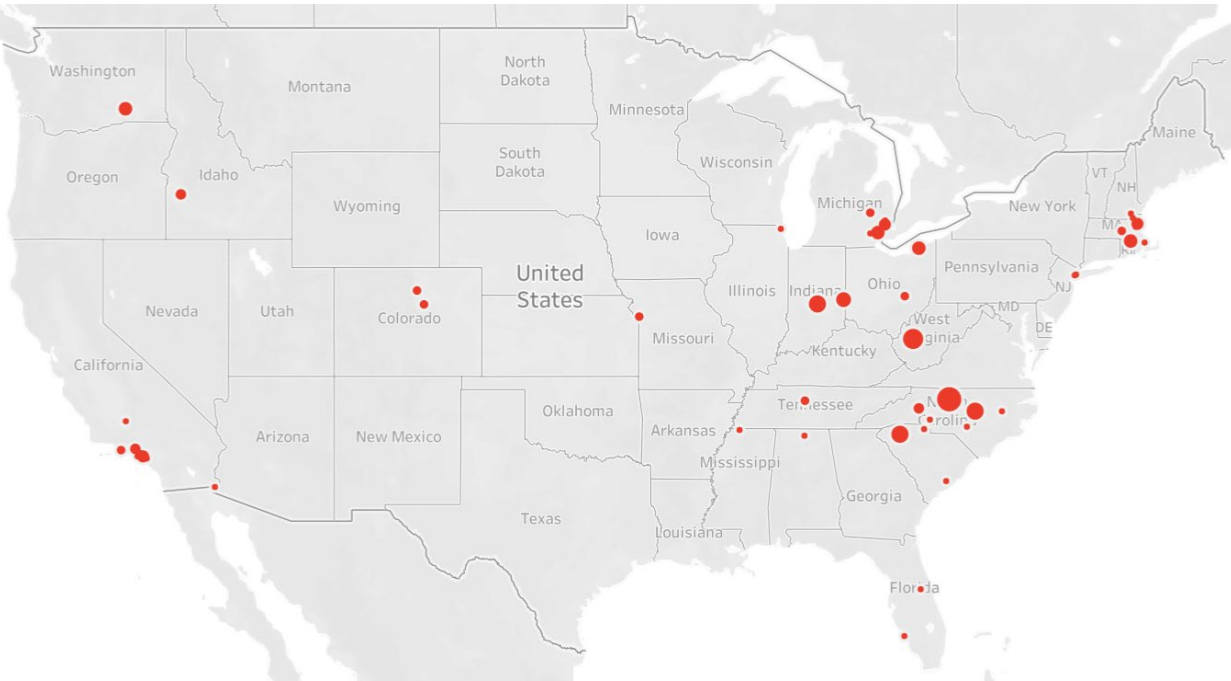
- 144 total survey submissions
- 16 total qualified leads

## Campaign Dates

- Ads ran November 25th – 30th, 2020 (off on 26th and 27th for Thanksgiving)
- Targeted men and women, 18+, 40-50 miles around clinical trial site locations

## Inclusion / Exclusion Criteria

- Has experienced chronic low back pain for more than 3 months
- Has not had back surgery
- Experience symptoms of mechanical/axial pain
- Has tried treatment for their back pain
- Is interested in an advanced treatment
- Is willing to be contacted to discuss treatment



## Key Findings

- 83bar located leads in the following areas after targeting 40-50 miles around site locations to demonstrate our ability to find leads in these cities at comparable costs.

## Site Locations Where Leads Were Found

- California
- North Carolina
- South Carolina
- Kansas
- West Virginia
- Colorado
- Michigan
- Indiana
- Rhode Island
- Massachusetts
- Washington
- Ohio

## Process

- Eight Facebook ads that point to one unique landing page with an embedded survey
- Four graphics were used with two copy variants
- After monitoring the data, ads were updated to include language around localized pain/pain confined to one area
- Budget: \$500
- Impressions: 29,981
- Ad clicks: 502
- Completed Form: 144
- Conversion rate: 29%

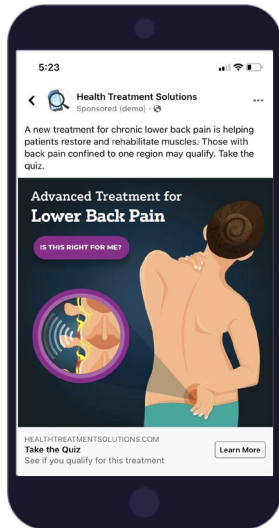
## Image Assets Tested



# Attract patients who need treatment

Optimized to ensure high consumer engagement

## Social Media



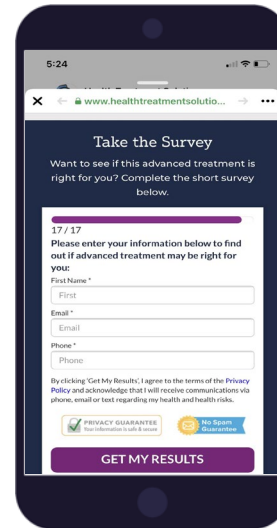
## Landing Page



## 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

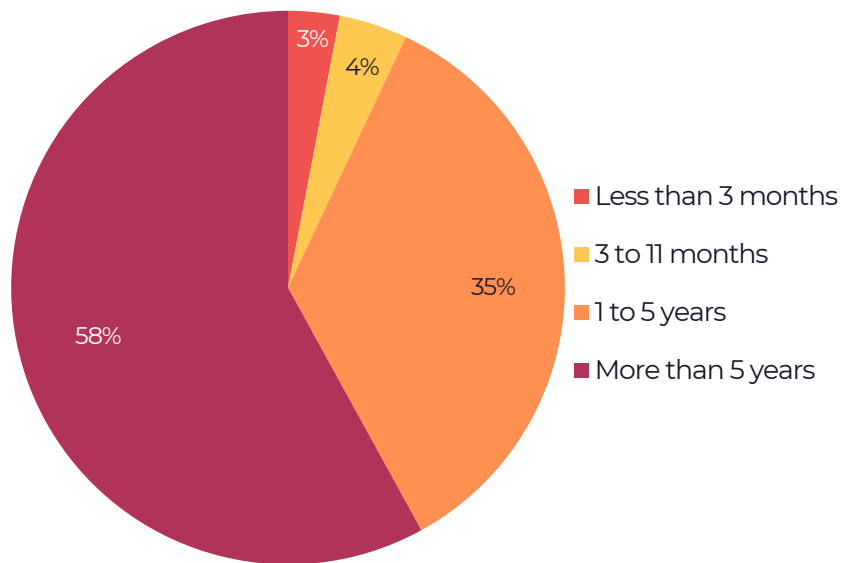
Attract

Engage

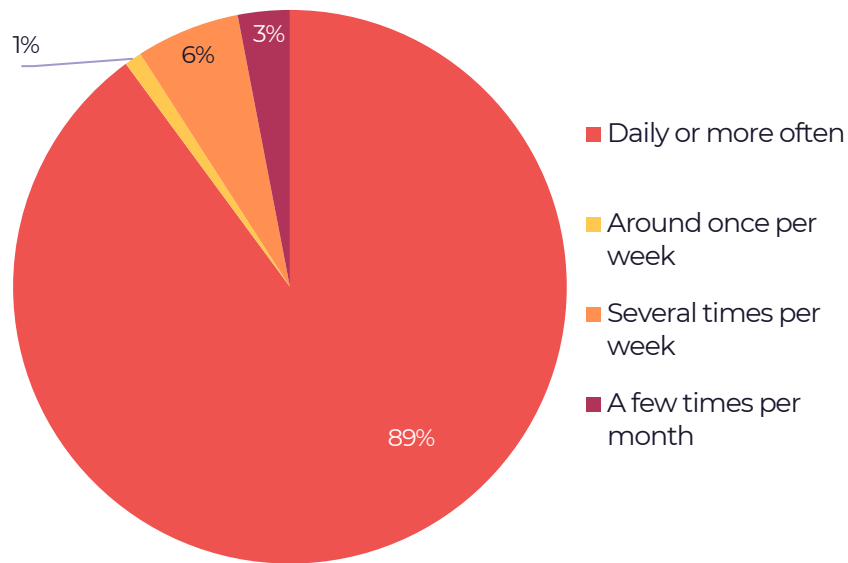
Qualify

Collect

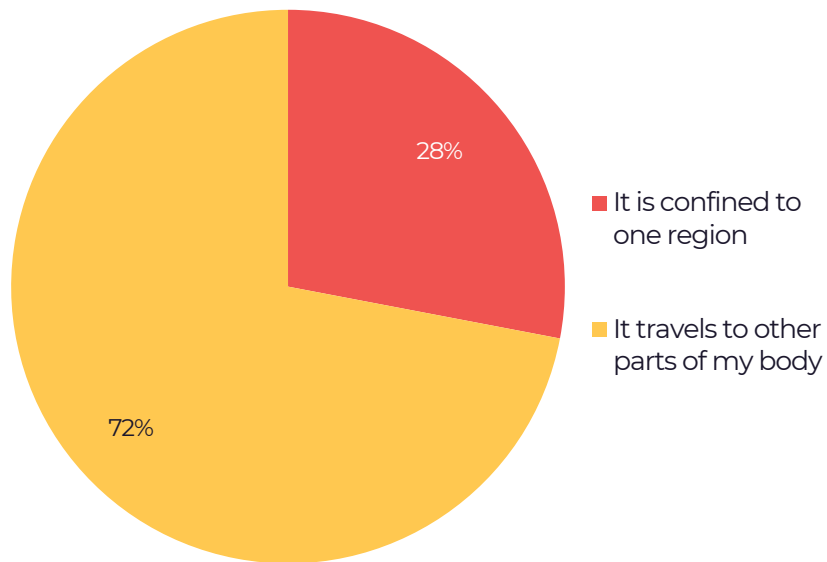
## How long have you experienced chronic lower back pain?



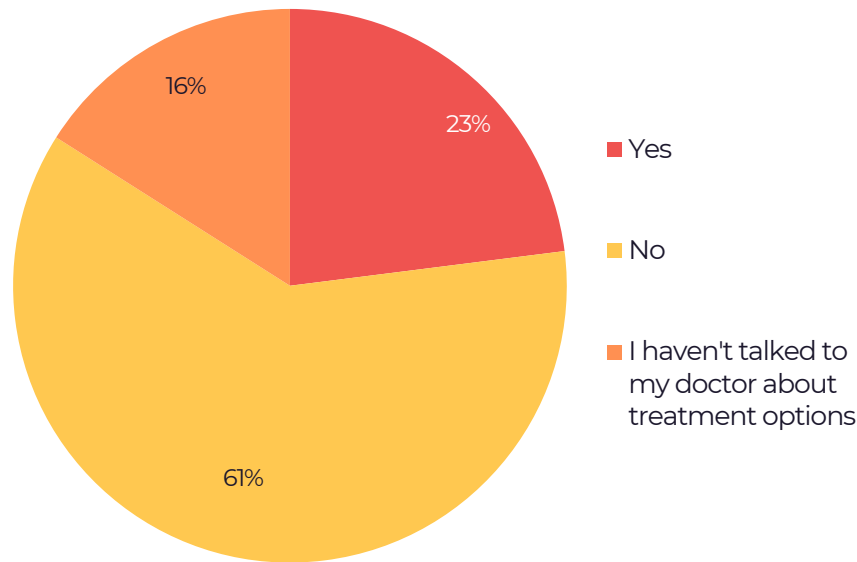
## How often do you experience chronic lower back pain?



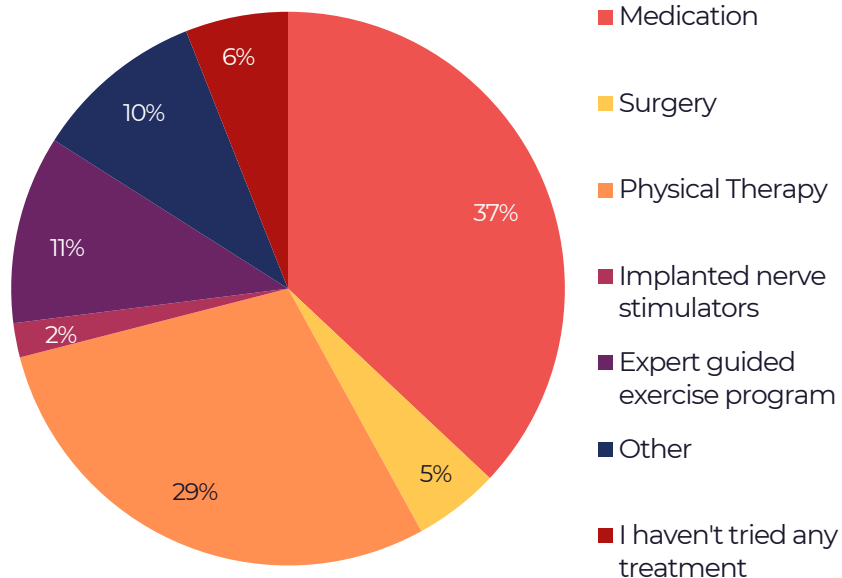
## Is your back pain confined to one spot or region, or does it travel to other parts of your body?



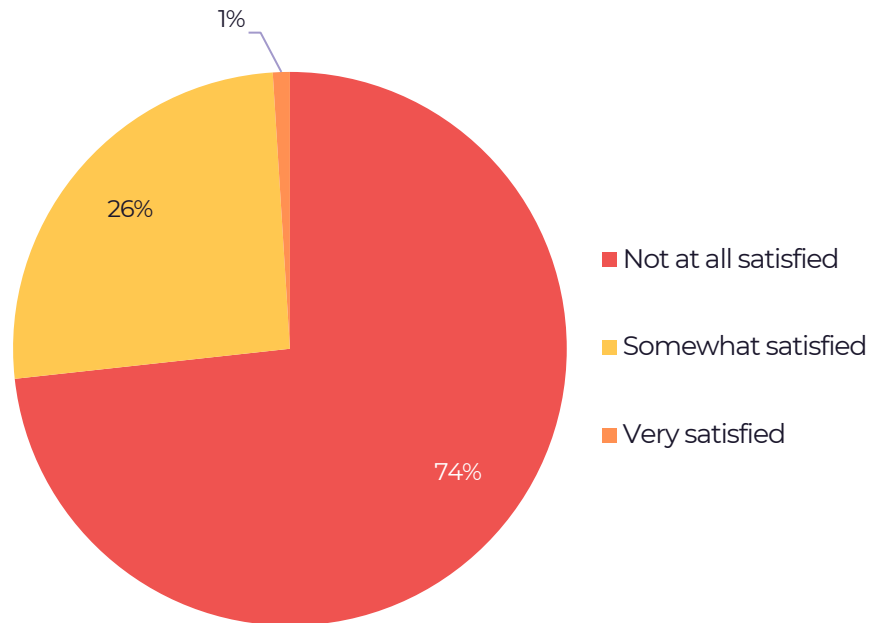
## Has your doctor ever recommended surgery to treat your back pain?



## What treatments have you tried for your back pain?

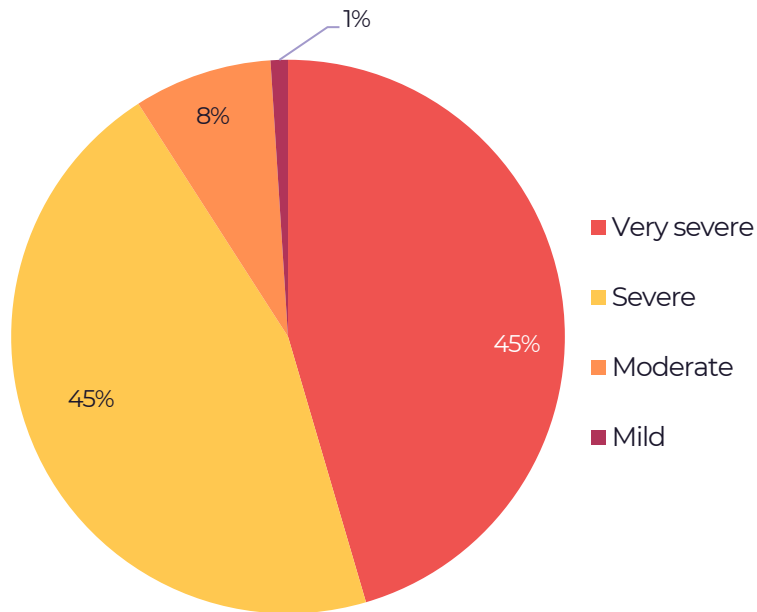


## How satisfied are you with the treatment(s) you've tried?

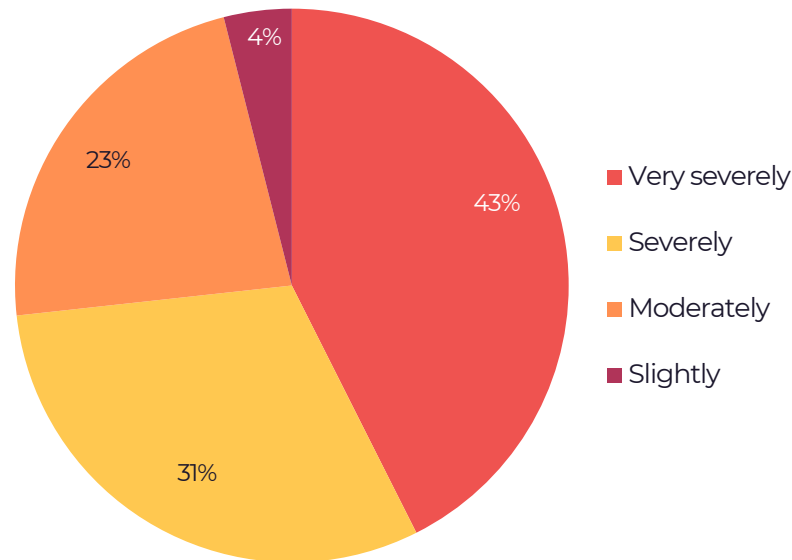




## How severe is your back pain symptoms?



## How much does your back pain symptoms affect your quality of life?



## Conclusion

- **83bar can identify and activate motivated patients with back pain who are interested in new treatment.** 100% of leads are somewhat or very interested in learning more about advanced treatment and 81% are willing to be contacted by a nurse. Those that are somewhat interested would benefit from talking with our call center to get more information about their options. 93 respondents have tried more than one treatment, and 74% are not at all satisfied with the treatment options they've tried, which is motivating them to seek out new options and demonstrates a high intent to move forward.
- **Our call center can be utilized to further qualify, discuss options, and hand off to offices.** Our patient education specialists will be able to discuss the leads' concerns and treatment options, as well as confirm their eligibility and discuss qualifications that the leads may be unsure about. We can then pass qualified and motivated candidates to the offices to schedule.
- **Many leads may not know for certain what type of back pain they experience, which could alter the qualified rate.** In order to gather as much data as possible, we asked leads what type of back pain they had, as well as the symptoms they experience. 11 people who indicated they have radicular pain (and disqualified) said that their pain is confined to one region. 11 people who said their pain is in one region said they experience tingling in their arms and legs. Some of these patients could potentially still be candidates, and further qualification can be done by our call center to determine eligibility.
- **Our ads (creative and targeting) were successful in connecting with the patient population.** We were able to find 142 people with chronic low back pain and 16 who experience axial back pain symptoms and may qualify for the ReActiv8, near site locations. The majority of respondents are unsure what type of back pain they have and can only identify based on symptoms. Our ad copy was updated to include language describing axial pain symptoms to reach more qualified candidates. After updating the copy, we generated 12 qualified leads. Further enhancements and split testing can be done to find eligible candidates.



For more information email  
[www.83bar.com](http://www.83bar.com)

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