

Market Report

Age-Related Macular Degeneration (AMD)

Objective

- Conduct an online screener to identify late-stage Age-related Macular Degeneration(AMD) patients and qualify them for an AMD clinical trial. Utilize Facebook ads to attract candidates, direct them to a dedicated landing page with an online survey
- Targeted men and women, 18 +, living in the US

Acquisition Metrics

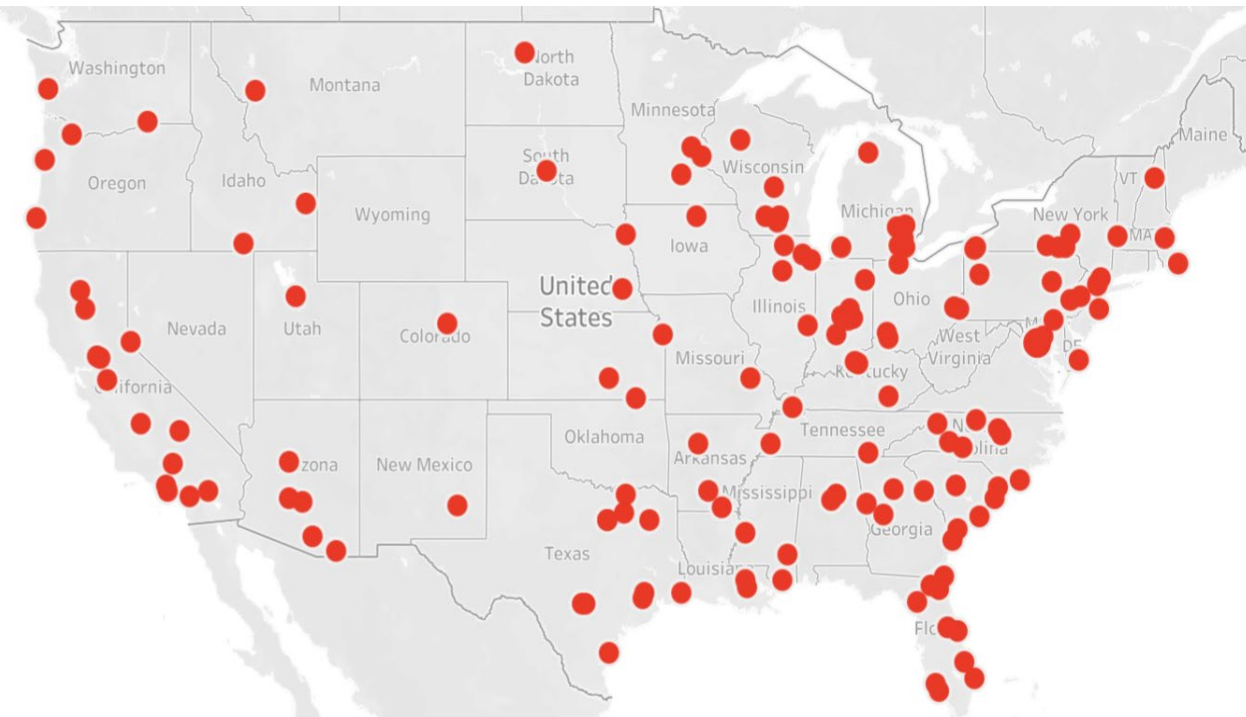
- 254 total survey submissions
- 3 qualified survey submissions

Campaign Dates

- Ads ran Jan 25 - 29, 2021

Inclusion / Exclusion Criteria

- Adults, 65+
- Diagnosed by an ophthalmologist with late-stage Age-related Macular Degeneration(AMD) in both eyes
- Had a failed cataract surgery in both eyes
- No longer a candidate for drug therapies for AMD
- Still have some peripheral vision
- Willing to participate in an AMD clinical trial
- Willing to undergo surgery for an implantable device in one eye



Key Findings

83bar was able to find leads in the across the US including many metropolitan areas. We expected recruitment to be more challenging when targeting is refined to just clinical trial locations. 83bar likes to target broadly to get a a national recruitment baseline and to understand how challenging recruitment will be.

Process

- Six Facebook ads that point to one unique landing page with an embedded survey
- Three graphics were used with two copy variants
- One screener survey designed to connect with individuals who are suffering from or are caregivers for Age-related Macular Degeneration
- Two thank you pages for qualified and disqualified survey participants with links to educational websites
- The ad images featured imagery designed to quickly resonate with the targeted audience

Image Assets Tested

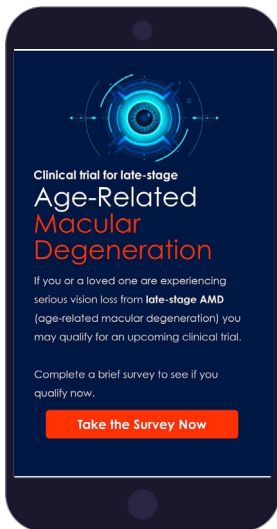


Optimized to ensure high consumer engagement

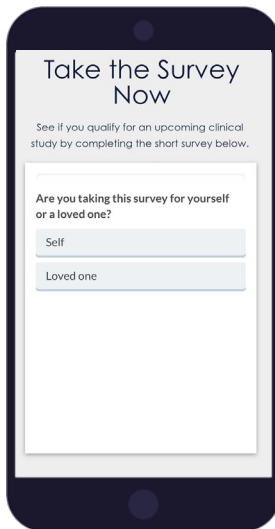
Social Media



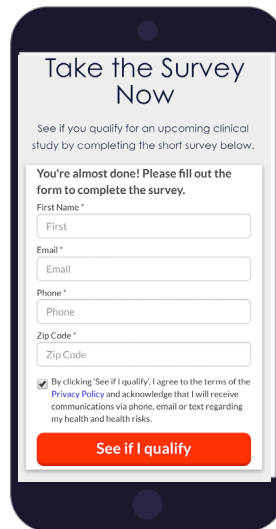
Landing Page



Symptoms



Submit



Attract

Engage

Qualify

Collect

Our Goals

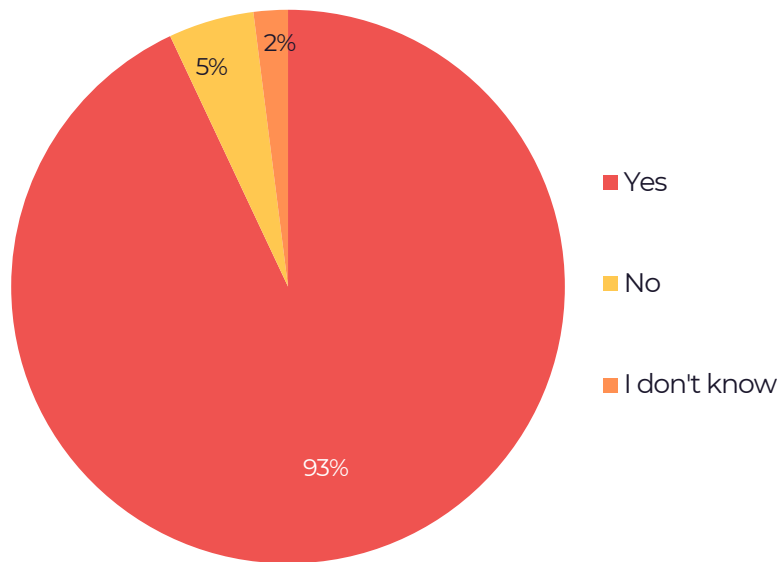


Generate clicks with illustrated ads that stand out in social newsfeed

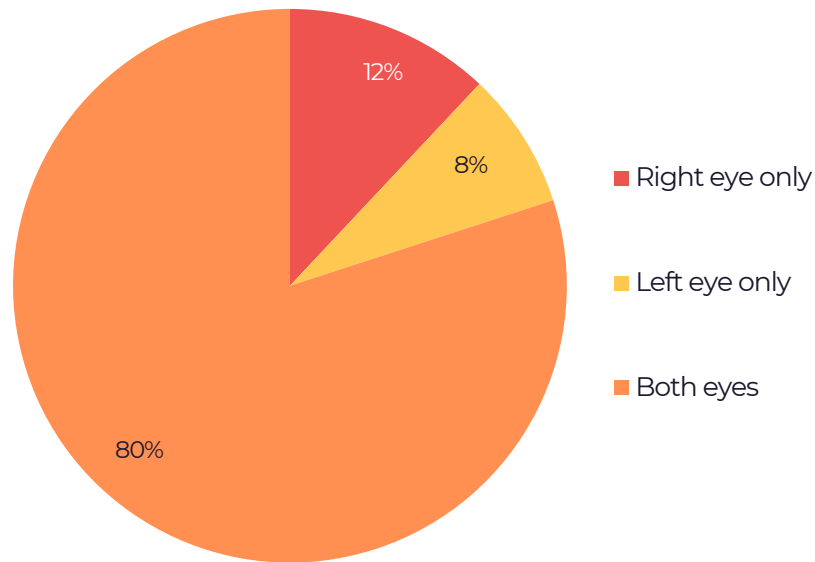


Optimize percentage of respondents who complete survey with engaging experience

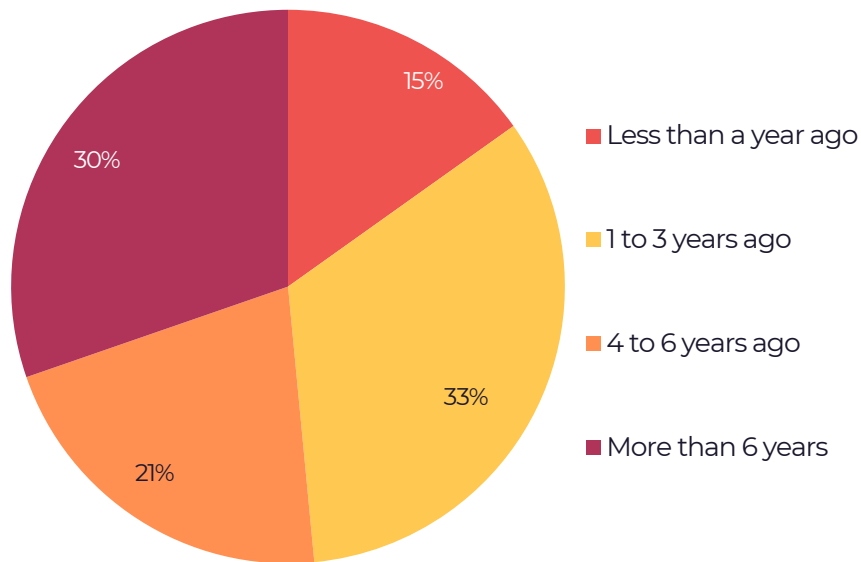
Have you been diagnosed with Age-Related Macular Degeneration?



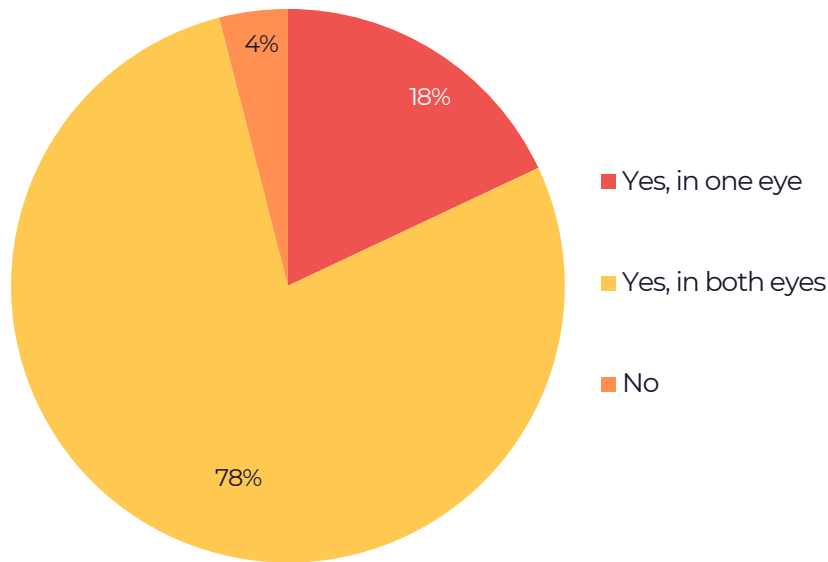
In which eye(s) have you been diagnosed with AMD?



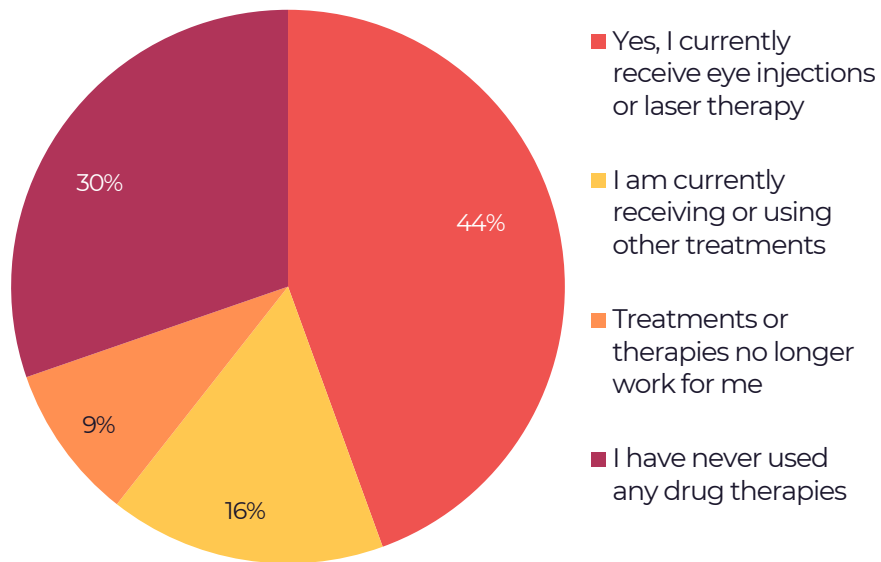
When were you diagnosed with AMD?



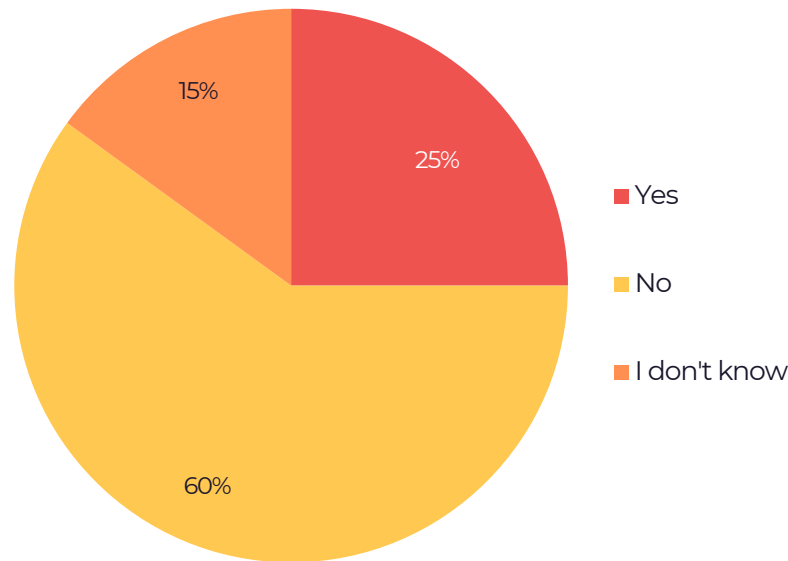
Do you have any peripheral vision remaining?



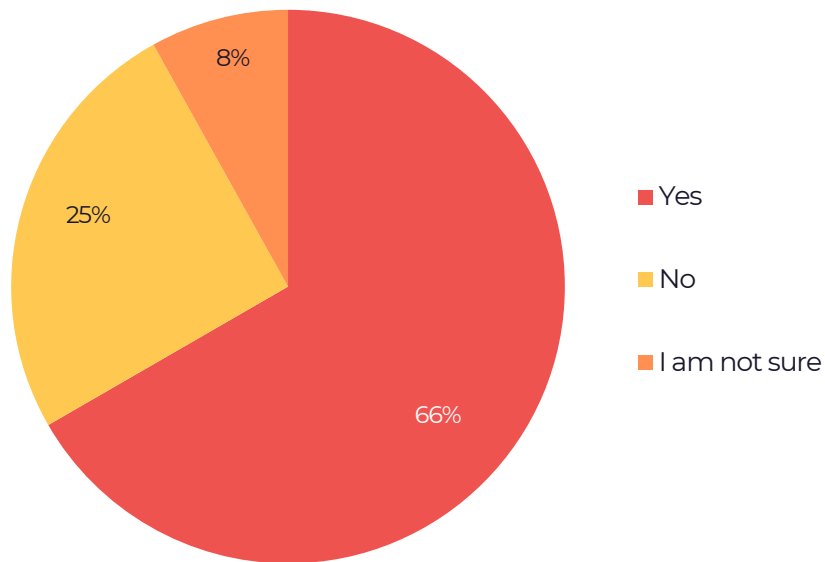
Are you currently receiving drug therapies for your AMD?



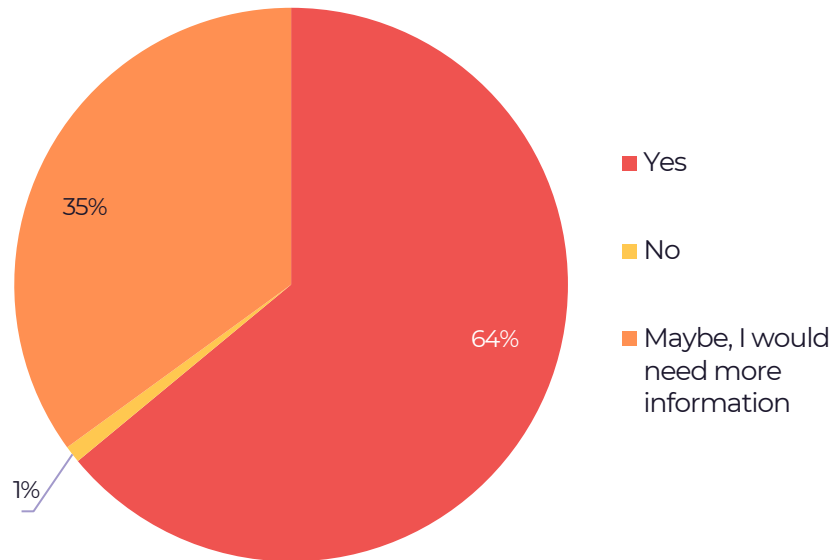
Has a doctor diagnosed you with legal blindness or loss of central vision?



Have you been diagnosed with cataracts by a doctor?



Would you be interested in participating in a clinical trial for treating AMD?



Conclusion

- **83bar can find and activate individuals diagnosed with rare diseases – with time.** Age-related Macular Degeneration (AMD) affects only 1.7 million people in the United States, and in four days, 83bar found 254 individuals willing to take the survey for themselves or their loved ones to qualify to participate in an AMD clinical trial. We found the target population of 65 and older, mostly females diagnosed by a doctor with Age-related Macular degeneration. However, finding patients diagnosed with late-stage AMD that met the specific criteria was more challenging.
- **The inclusion and exclusion criteria are very challenging.** 38 people made up the 17% of diagnosed late-stage AMD individuals found by 83bar. Out of 38, 24 still had peripheral vision in both eyes. 21 were diagnosed with cataracts by a doctor. 20 of them had cataract surgery, but only 4 had unsuccessful cataract surgery, which led to only 3 qualified participants.
- **People diagnosed with Age-related Macular Degeneration are in search of treatment options that will improve their condition.** This population is willing to try clinical trials and new therapies, including surgery to alleviate the impact AMD has on their lives. This audience may be tougher to find via traditional online marketing channels. Targeting caregivers is the right strategy but requires more time and investment to reach.



For more information email
www.83bar.com

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