

Market Report

Aortic Valve Stenosis

Objective

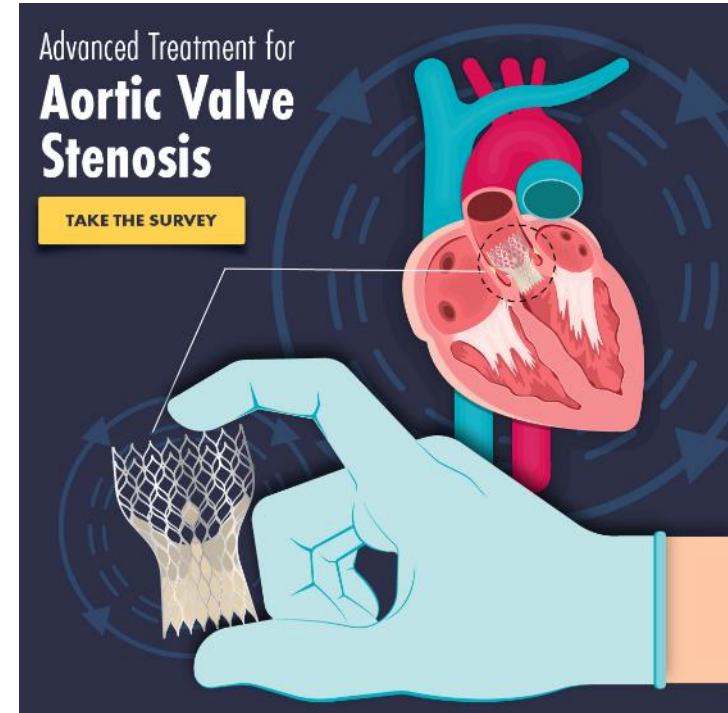
- Determine the feasibility of the 83bar approach to identifying patients with aortic valve stenosis who may be candidates for the TAVR procedure
- Use Facebook & Instagram ads to attract San Diego area patients and direct them to a dedicated landing page in order to complete an online screening survey

Campaign Dates

- Ads ran May 29 – June 2, 2020
- Targeted men and women, 40-65+ in San Diego

Acquisition Metrics

- 9 total survey completions
- 1 potential qualified participant based on the selected criteria
- 6 additional patients with heart valve problems/issues were also identified who expressed interest in consulting a new doctor, and may represent a customer source



Definition of a Qualified Lead

- Diagnosed with aortic valve stenosis
- Either planning or thinking about a TAVR in the future
- No kidney disease or contraindications to blood thinners
- Open to second opinion

Consent and Contact Information

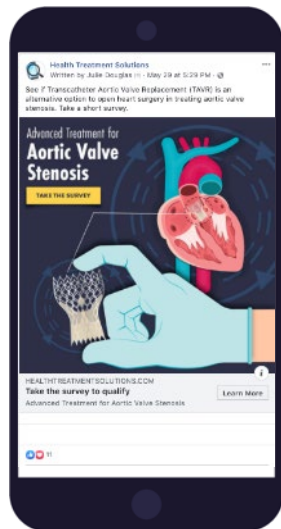
- Email information collected for 9 total leads, 1 of whom may be qualified as per the criteria
- 83bar can find cardiac leads located in the San Diego area
- These leads are willing to take an online survey, share their contact information, and are willing to be contacted



Attract patients who need treatment

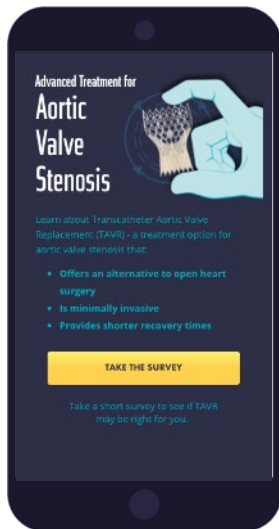
Optimized to ensure high consumer engagement

Social Media



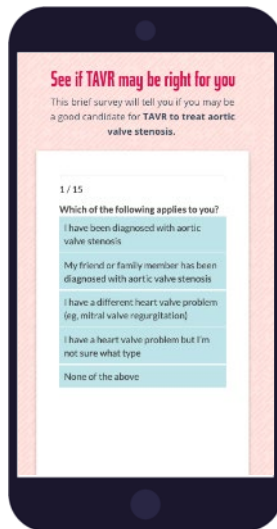
Attract

Landing Page



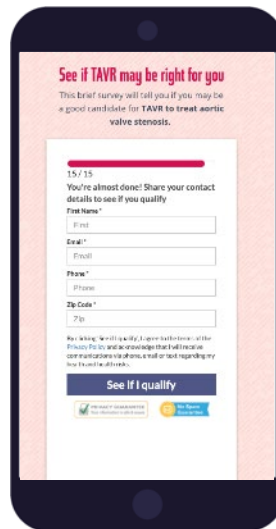
Engage

Symptoms



Qualify

Submit



Collect

Our Goals

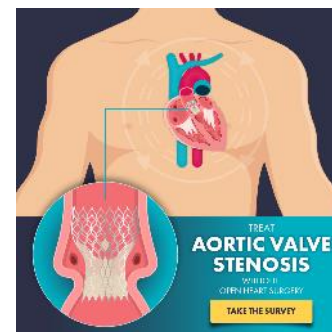
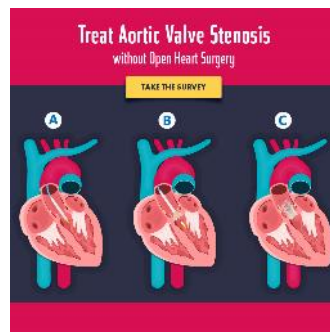
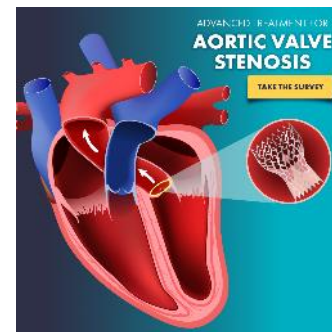
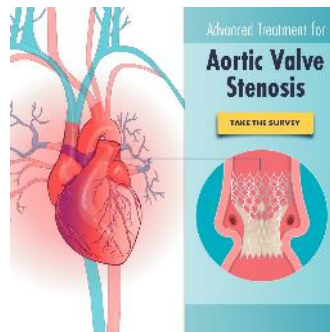
Generate clicks with illustrated ads that stand out in social newsfeed

Optimize percentage of respondents who complete survey with engaging experience

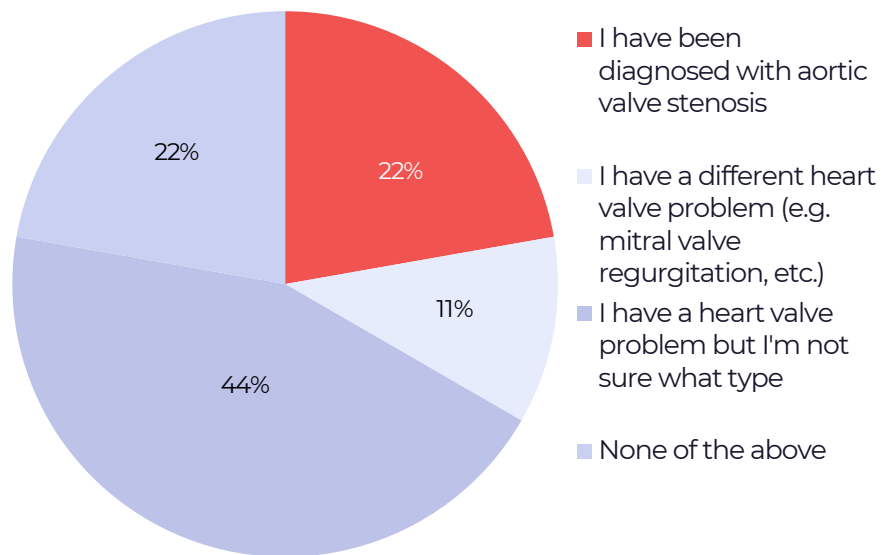
Process

- 5 Facebook ads that point to one unique landing page with an embedded survey
- One 15-question screening survey
- One thank you page with links to educational information on aortic stenosis and TAVR
- One disqualified thank you page with links to educational information on aortic stenosis and TAVR
- The ad images featured heart imagery 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

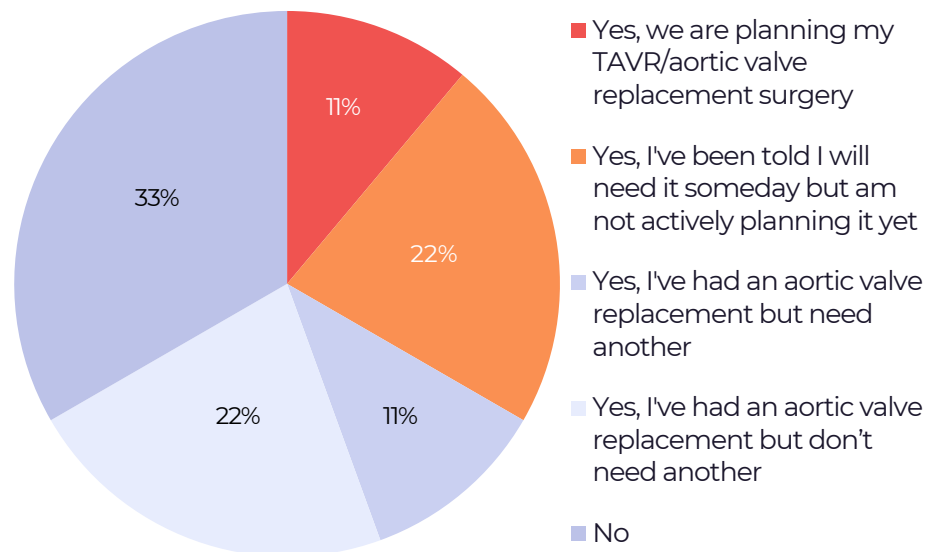
Image Assets Tested



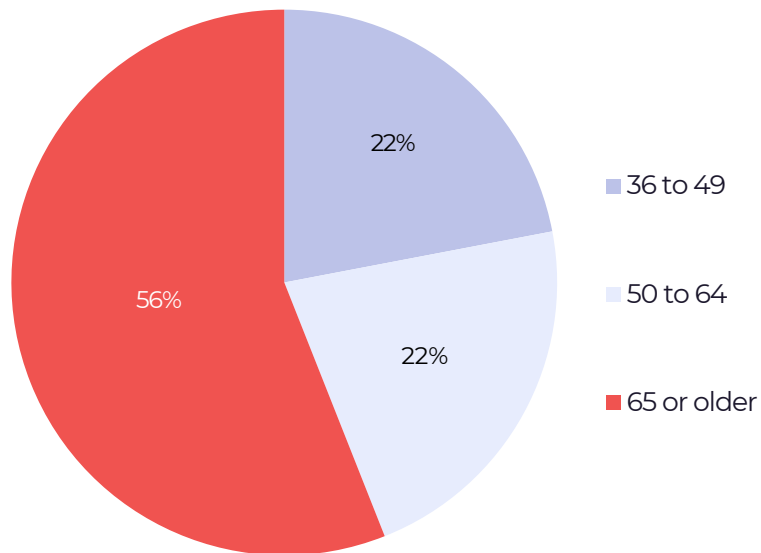
Which of the following applies to you?



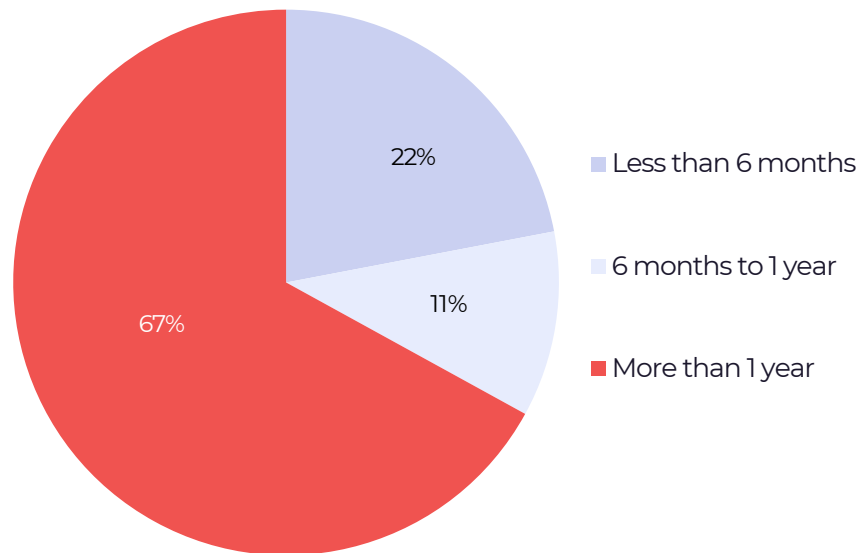
Has your doctor told you that you need a TAVR or other aortic valve replacement surgery?



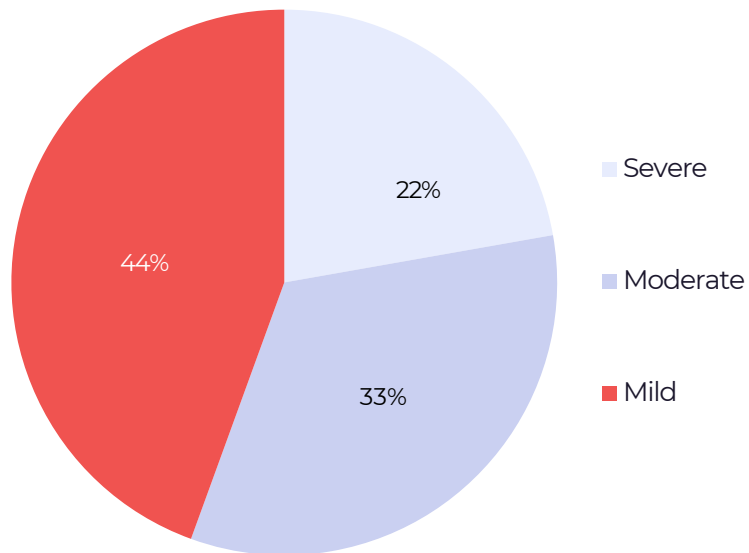
How old are you?



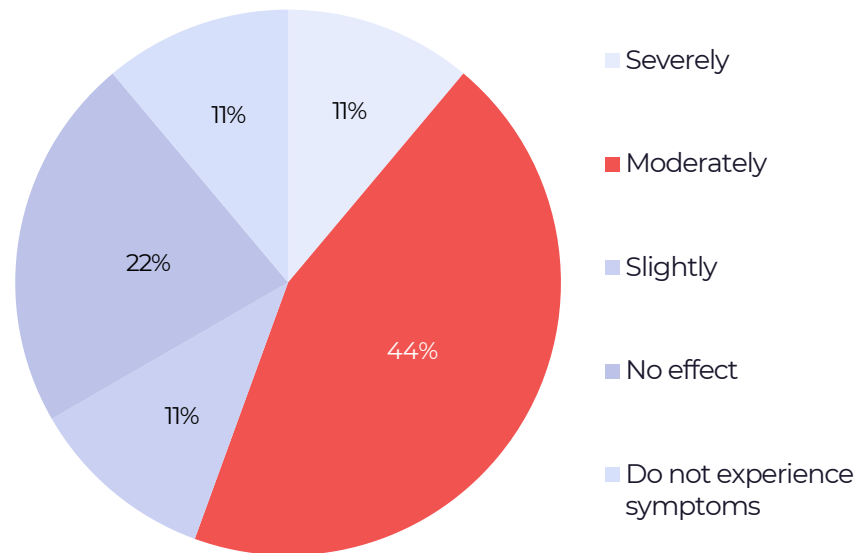
How long have you suffered from aortic stenosis?



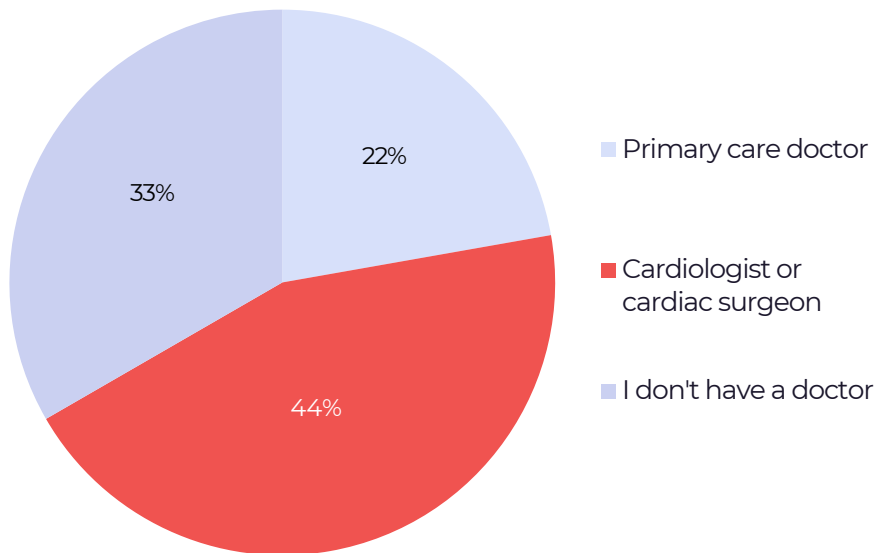
How severe are your aortic stenosis symptoms?



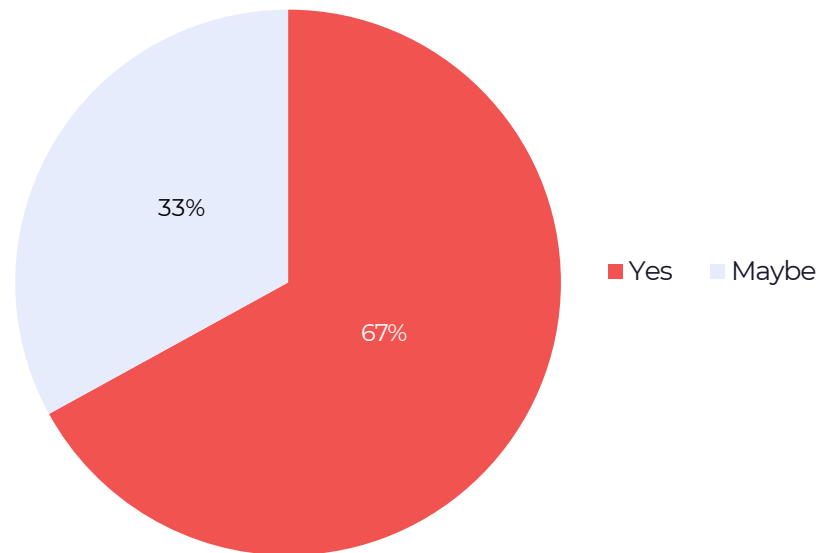
How much do your aortic stenosis symptoms affect your quality of life?



Do you currently have a doctor managing your aortic stenosis?



Would you be open to consulting a new doctor about TAVR for your aortic stenosis?



Findings

- 83bar can identify cardiac care patients including those with heart valve problems who may be looking for better doctors and/or advanced treatment. 9 potential patients actively shared their details with us.
- Identifying people who are actively seeking a specific procedure such as TAVR in San Diego is challenging. We found only 1 potential candidate who reports kidney disease that might disqualify him.
- Cardiac patients often have a poor understanding of their condition. 4 out of 9 had a heart valve problem but weren't sure what it was.
- Respondents showed a high willingness to consider alternate care. With a more general cardiac care/disease campaign, 83bar could likely find highly motivated cardiac patients willing to consider a second opinion or a doctor who is highly educated and offering advanced treatments.





For more information visit
www.83bar.com

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