

Market Report

Benign Prostatic Hyperplasia (BPH)

Objective

- Conduct market research to locate patients with BPH or BPH symptoms to determine their eligibility and interest in a minimally invasive procedure (water vapor therapy), and better understand their symptoms and concerns
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

Key Metrics

- Number of Qualified Surveys
- Cost Per Lead (CPL)
- Cost Per Qualified Lead (CPQL)
- Survey Data

Definition of a Qualified Lead

- Male
- Diagnosed with BPH
- Has an interest in a minimally invasive procedure to treat their BPH symptoms
- Is interested in getting a second opinion from a BPH specialist regarding treatment options
- Is willing to be contacted by a nurse regarding their symptoms and treatment options



Process

Facebook Ad Targeting

- Men / Age 45+

Geo-Target

- United States (nationwide)

Results

Run Dates

- March 11th – 12th, 2020

Acquisition Metrics

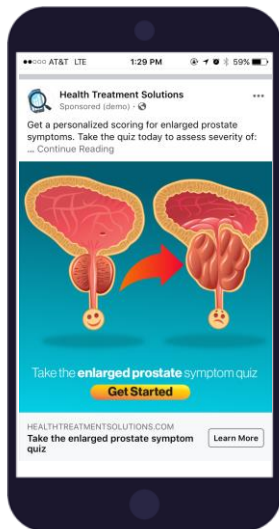
- 317 total survey submissions
- 53 diagnosed and interested leads



Attract patients who need treatment

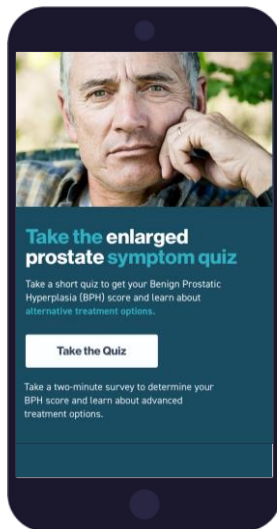
Optimized to ensure high consumer engagement

Social Media



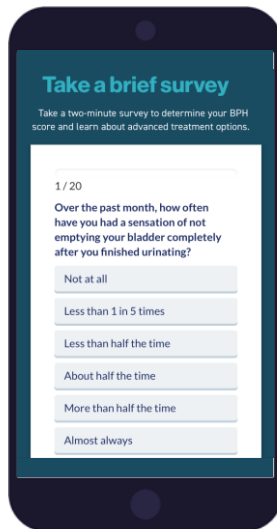
Attract

Landing Page



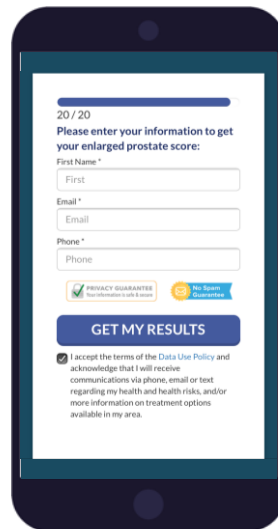
Engage

Symptoms



Qualify

Submit



Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed

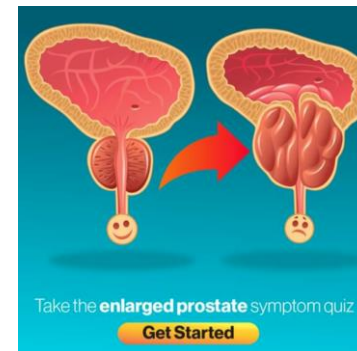
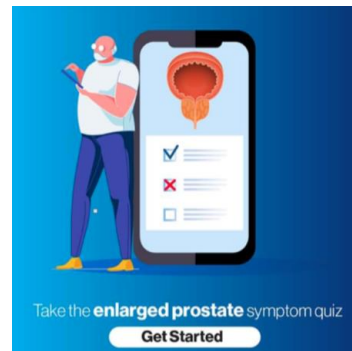


Optimize percentage of respondents who complete survey with engaging experience

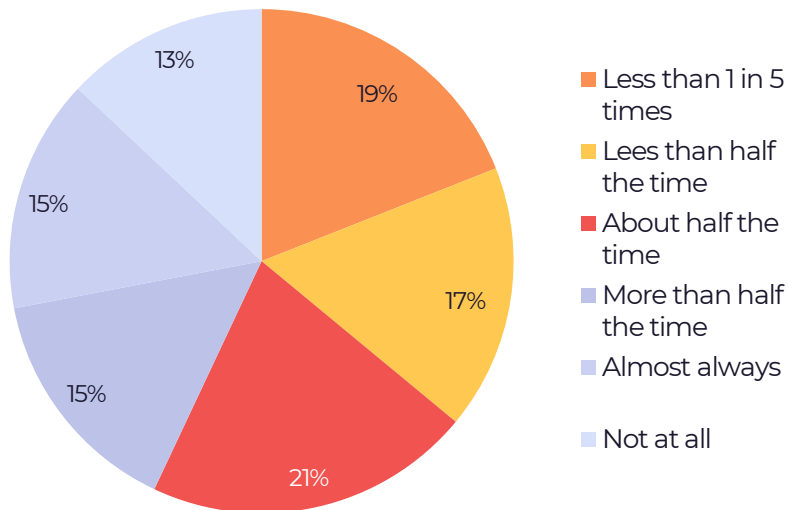
Process

- Six Facebook ads that point to one unique landing page with an embedded survey
- Six graphics were used with two copy variants
- One market research survey designed to connect with patients who have BPH and could be candidates to try a water vapor therapy
- Three unique thank you pages with BPH score ranges and links to educational websites
- The ad images featured prostate-related imagery designed to quickly resonate with the patient population
- Ad copy tested two key word concepts – symptom based and alternative treatment

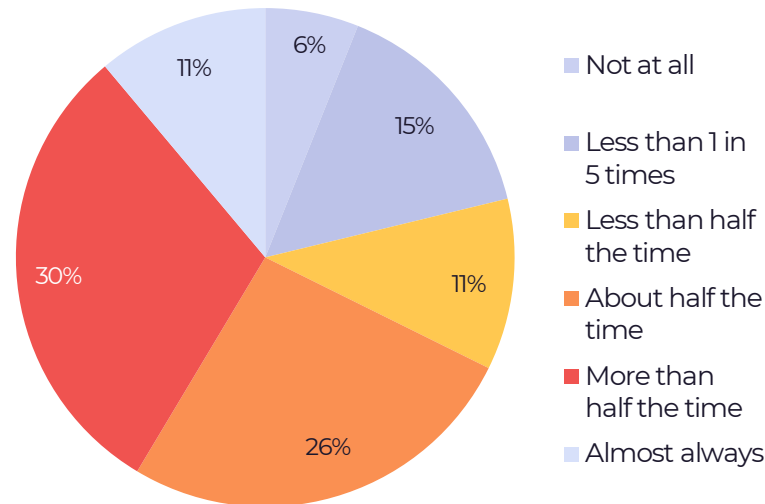
Image Assets Tested



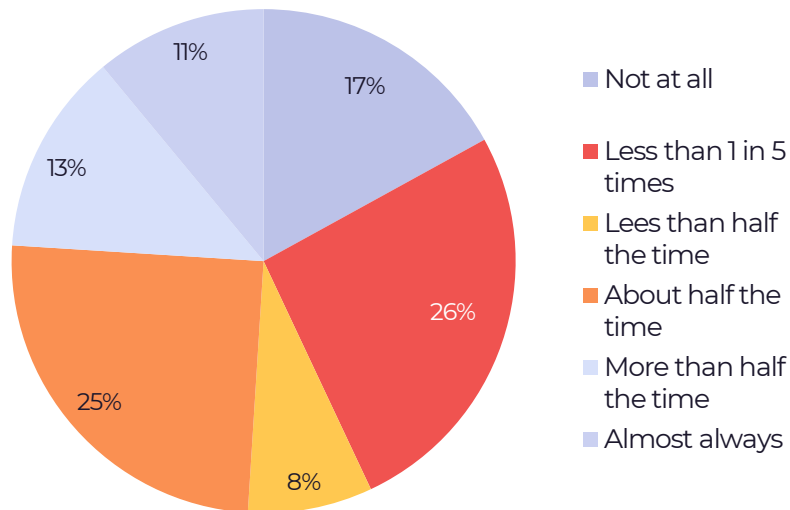
How often have you had a sensation of not empty your bladder completely after you finished urinating?



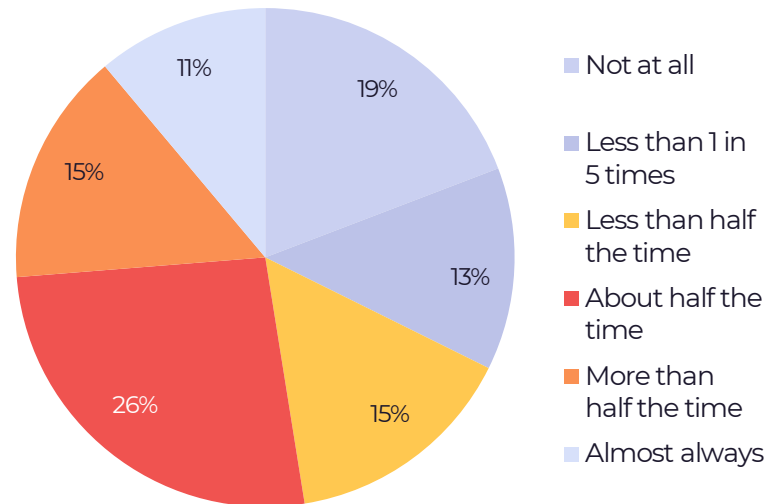
How often have you had to urinate again less than 2 hours after you finished urinating?



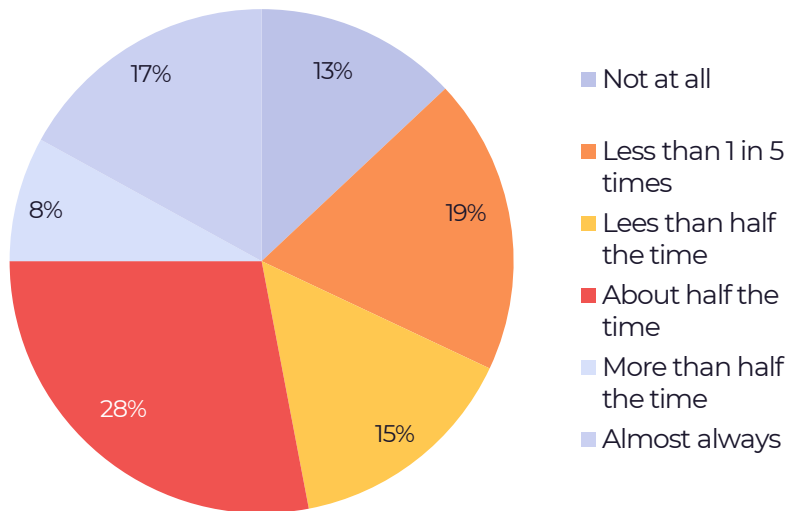
How often have you found that you stopped and started again several times when you urinated?



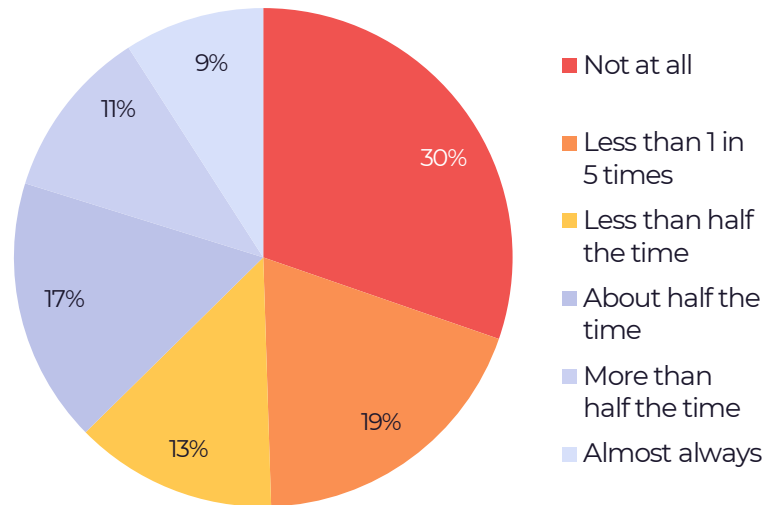
How often have you found it difficult to postpone urination?



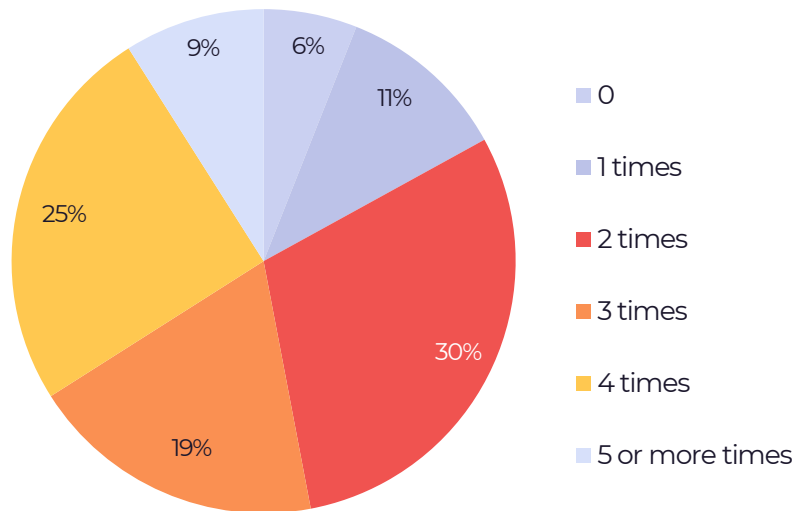
How often have you had a weak urinary stream?



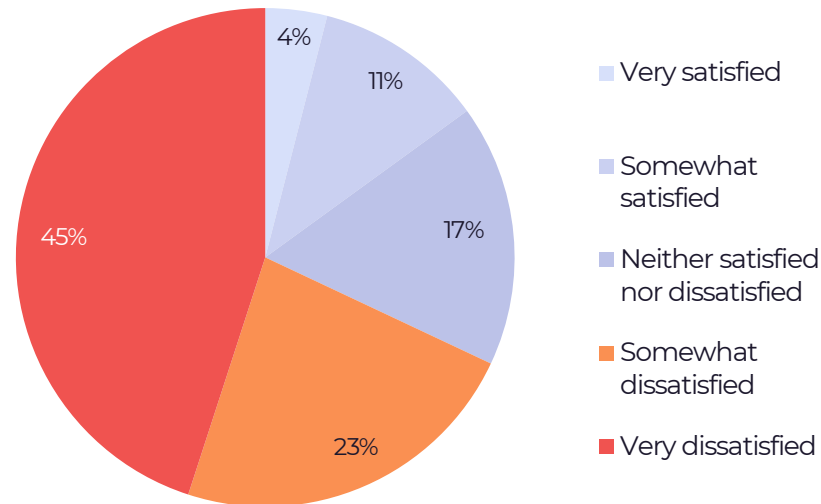
How often have you had to push or strain to being urination?



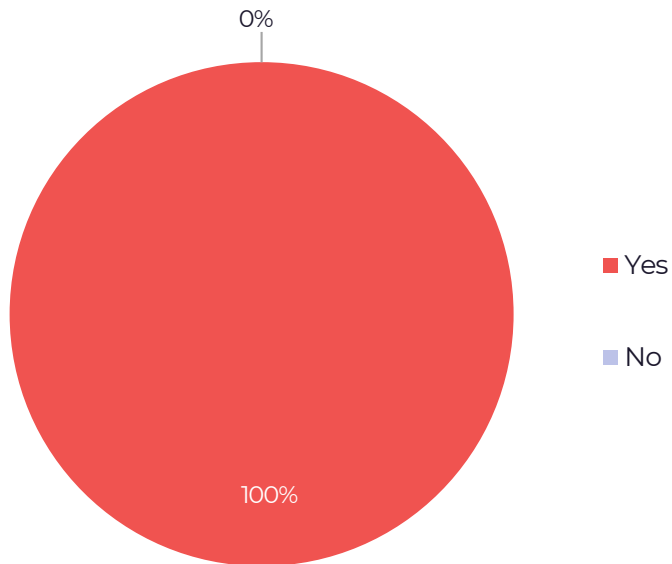
How many times did you most typically get up to urinate from the time you went to bed at night until the time you got up in the morning?



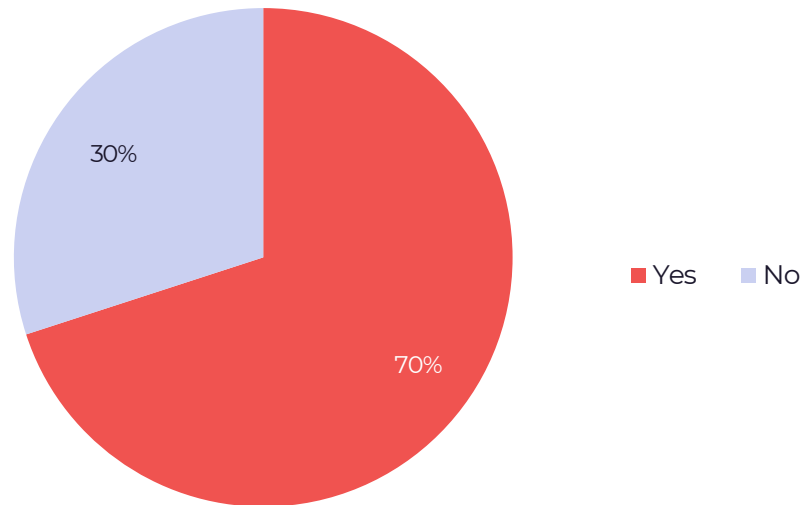
If you were to spend the rest of your life with your urinary condition just the way it is now, how would you feel about that?



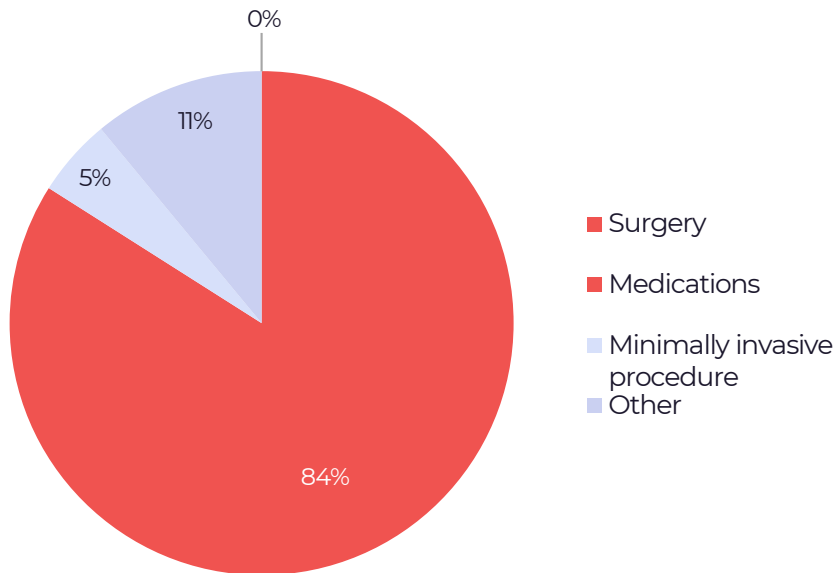
Have you been diagnosed with BPH?



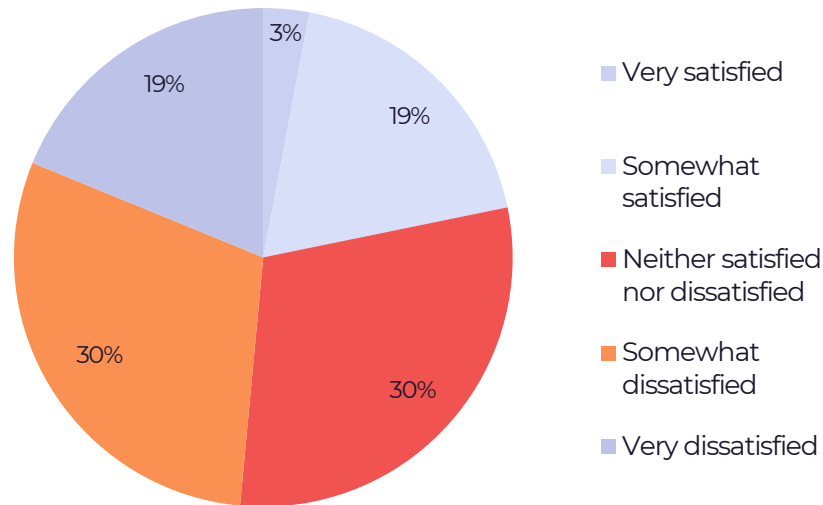
Are you currently treating, or have you previously treated your symptoms for enlarged prostate?



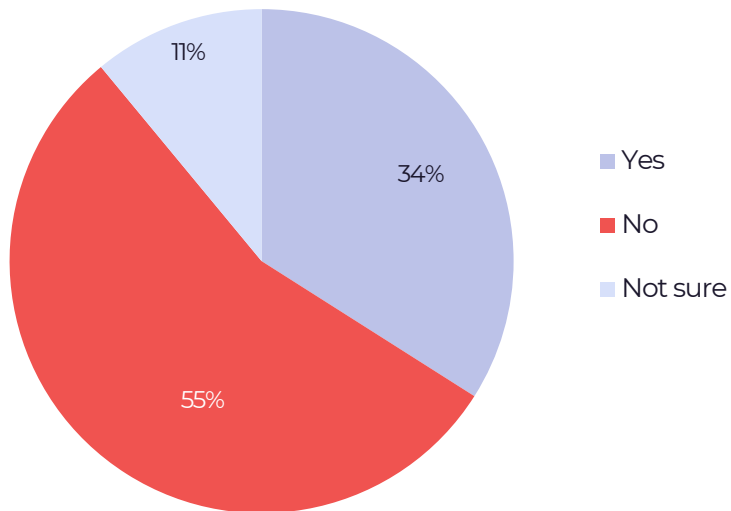
How are you currently treating or how have you previously treated your symptoms?



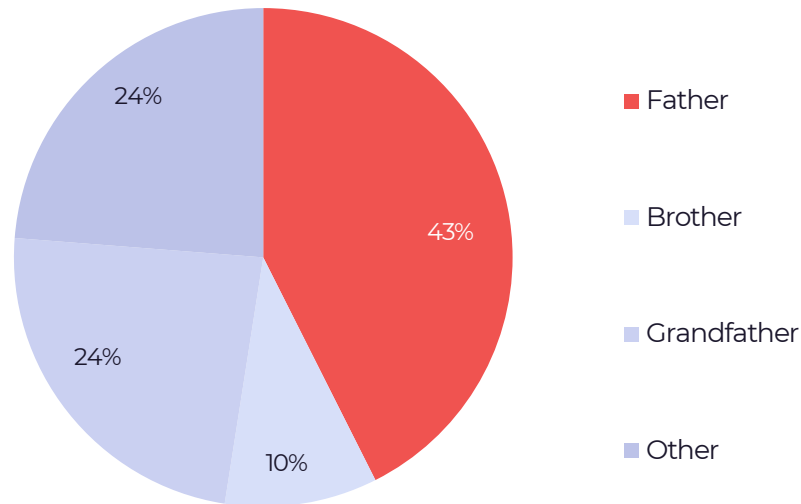
How satisfied are you with your treatment?



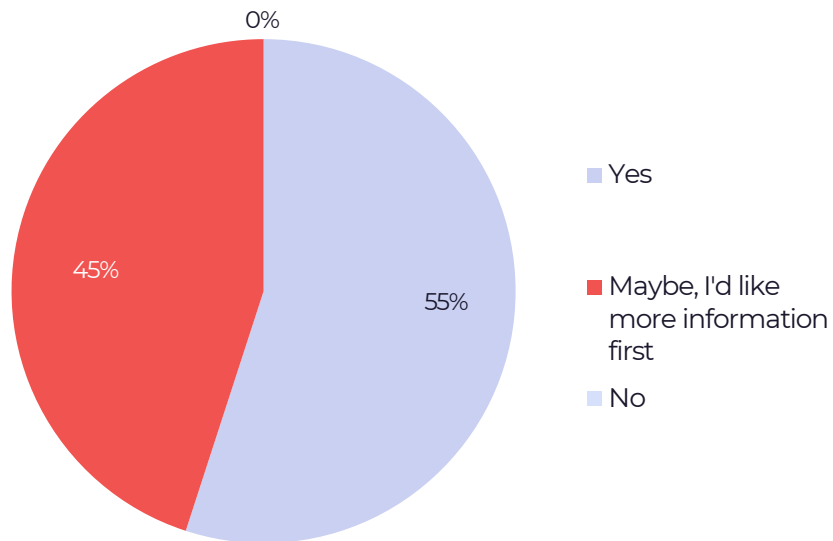
Have any of your family members been diagnosed with prostate cancer?



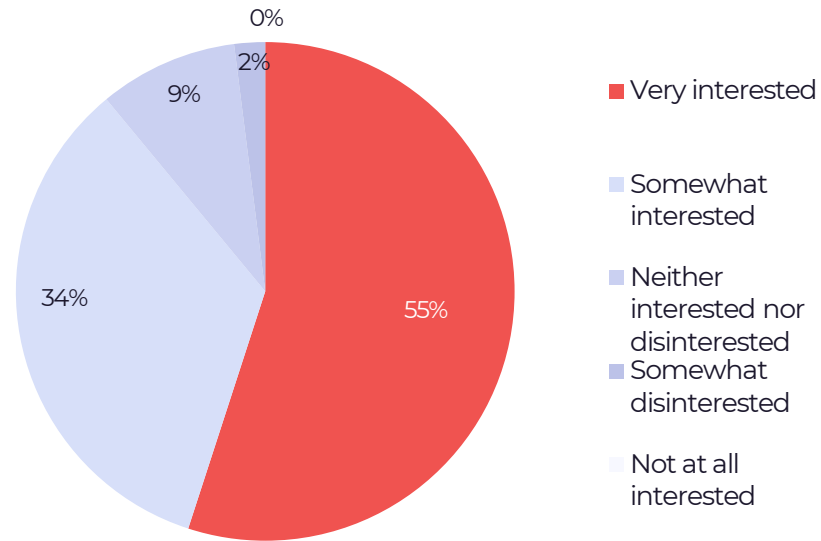
Which family member(s) have been diagnosed with prostate cancer?



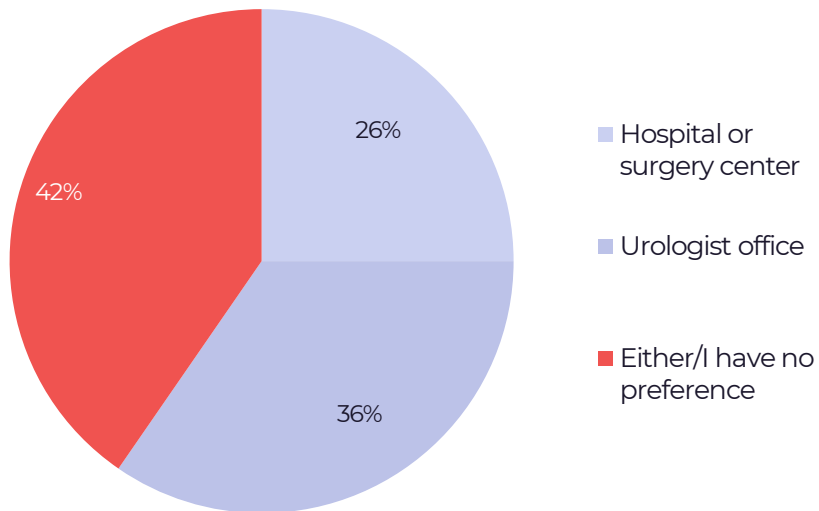
Would you be willing to seek a second opinion from a BPH treatment specialist regarding your symptoms and treatment?



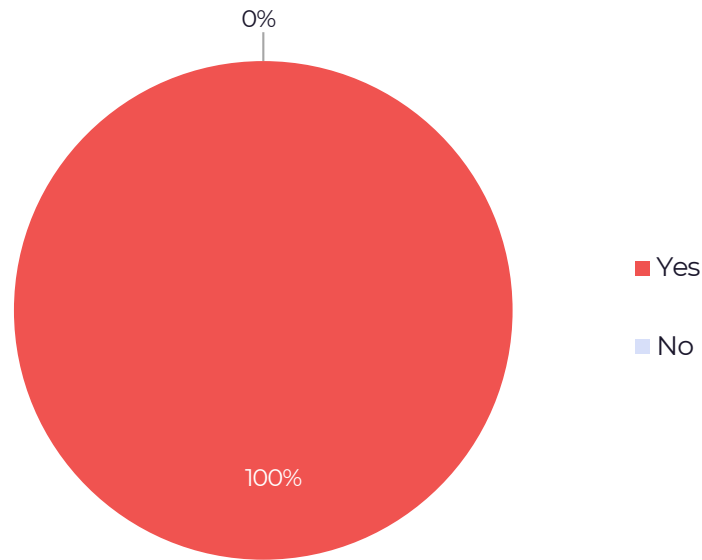
How interested would you be trying a minimally invasive procedure for your BPH symptoms that doesn't require lifelong medications?



If your doctor recommended a procedure for BPH, which of the following would be your preference for location?



Would you be willing to be contacted by a nurse to discuss your treatment options for BPH?



Conclusions

- Located across the U.S., in the targeted age range, and suffering from enlarged prostate symptoms
- Willing to take an extensive online screening questionnaire to find out their BPH score and alternative treatment options
- Willing to be contacted by a nurse and interested in alternative treatment options
- Fifty-three qualified leads were found in the U.S.
- Qualified leads were interested in speaking to a nurse and learning about treatment options
- 83bar call center can be further utilized to collect information and discuss treatment options to pass qualified and motivated patients along to partner Urologists
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with patient population



For more information visit
www.83bar.com

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