



Market Report

# Blood Thinner Study

## Objective

- Conduct market research to locate apparently healthy patients who are taking specific prescribed or over the counter medication with antithrombotic, antiplatelet and/or anticoagulant effects to determine their eligibility and interest in participating in blood sample collection
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

## Acquisition Metrics

- 51 total survey submissions
- 15 qualified and interested leads

## Campaign Dates

- Ads ran June 2nd – 5th, 2020
- Targeted men & women, 18+, around DMA region of San Diego

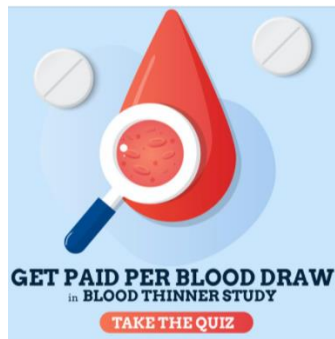
## Qualifying Criteria

- Age 18+
- Is apparently healthy, without obvious signs of poor health
- Is taking over the counter or prescribed medications with antithrombotic, antiplatelet and/or anticoagulant effects
- Is not currently receiving an investigational drug
- Has not donated blood in the last 8 weeks, unless they are willing to refrain from donating again
- Is interested in blood draws for the purposes of a clinical study
- Is willing to be contacted by a nurse

## 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 are on blood thinners and could be candidates for a clinical trial
- Two unique thank you pages with qualified and disqualified language and links to educational websites
- The ad images featured blood thinner-related imagery designed to quickly resonate with the patient population
- Additional ad copy was created to resonate with those on heparin

## Image Assets Tested



# Attract patients who need treatment

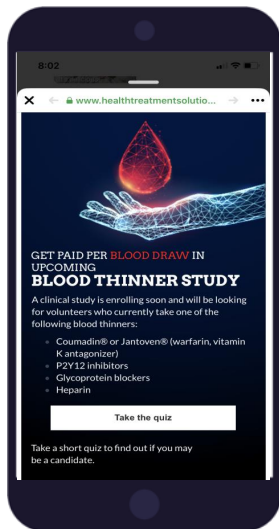
Optimized to ensure high consumer engagement

## Social Media



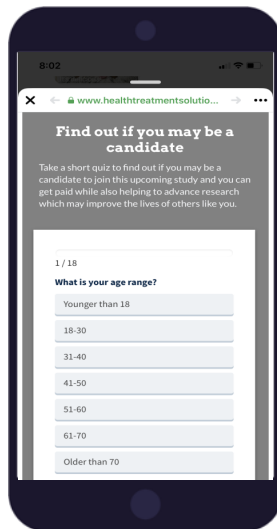
Attract

## Landing Page



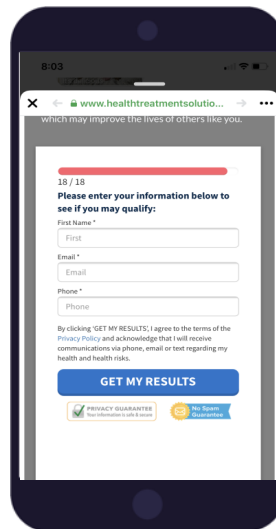
Engage

## 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



8:02

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GET PAID PER **BLOOD DRAW** IN  
UPCOMING  
**BLOOD THINNER STUDY**

A clinical study is enrolling soon and will be looking for volunteers who currently take one of the following blood thinners:

- Coumadin® or Jantoven® (warfarin, vitamin K antagonist)
- P2Y12 inhibitors
- Glycoprotein blockers
- Heparin

**Take the quiz**


Take a short quiz to find out if you may be a candidate.

8:02


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## Why participate in this study?

Researchers need fresh whole blood samples for laboratory test development, verification, and validation of lab analyzer equipment. Your participation will help researchers accurately assess the effect of antithrombotic drugs.



Participants in this study will be helping to advance research that may improve the lives of those who take blood thinners regularly.



Volunteers may be asked to undergo blood draws up to once a week and will be compensated for each visit. Each blood draw is optional.

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## Who might be a candidate?

Qualified candidates **must be taking** one of the following blood thinner medications:

- Coumadin® or Jantoven® (warfarin)
- Plavix® or Clopidogrel Bisulfate
- Vorapaxar (Zontivity®)
- Ticlid® or Ticlopidine Hydrochloride
- Aggrenox® or Asasantin® or Asasantin Retard®
- Teratruban
- Abciximab (ReoPro®)
- Tirofiban (Aggrastat®)
- Tiflusal (Disgren®)
- Clotting factor concentrates
- Cangrelor (Kengreal®)
- Persantine® or Dipyridamol
- Prasugrel (Effient®)
- Ticagrelor (Brilinta®)
- Extended release Aspirin/Dipyridamol combination
- Cilostazol (Pletaal®)
- Heparin

**Take the quiz**

8:02

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## Find out if you may be a candidate

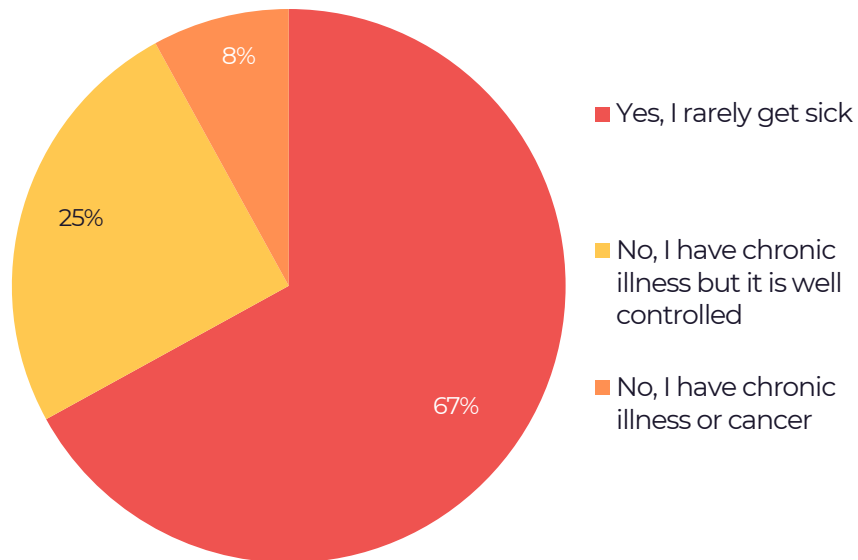
Take a short quiz to find out if you may be a candidate to join this upcoming study and you can get paid while also helping to advance research which may improve the lives of others like you.

1 / 18

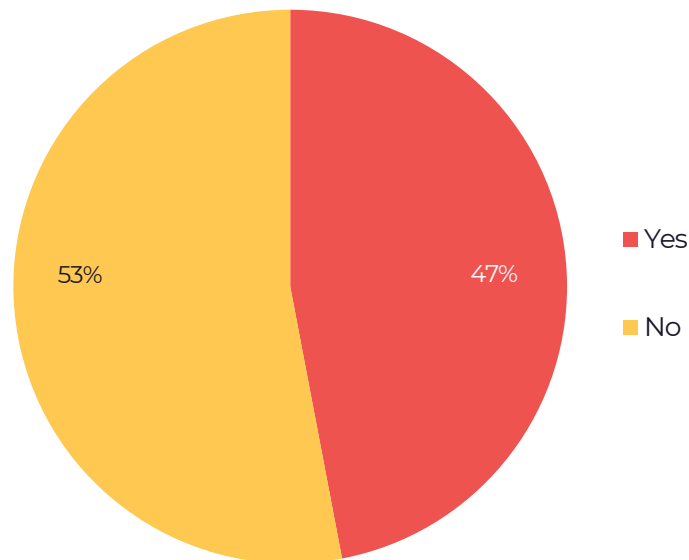
### What is your age range?

- Younger than 18
- 18-30
- 31-40
- 41-50
- 51-60
- 61-70
- Older than 70

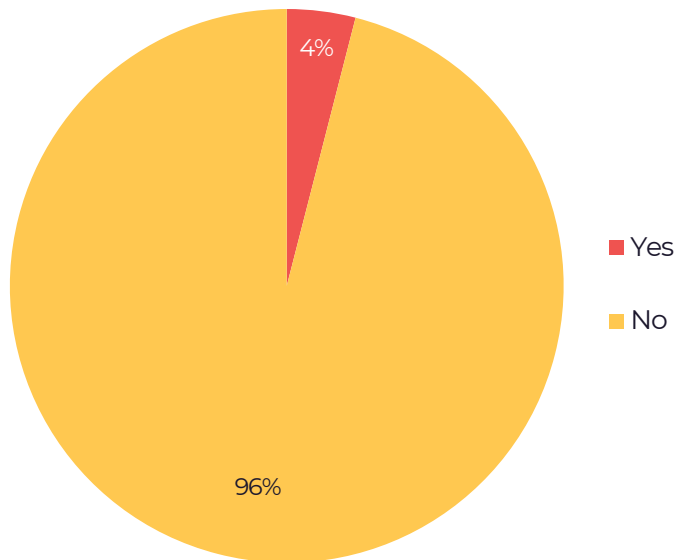
## Are you generally healthy?



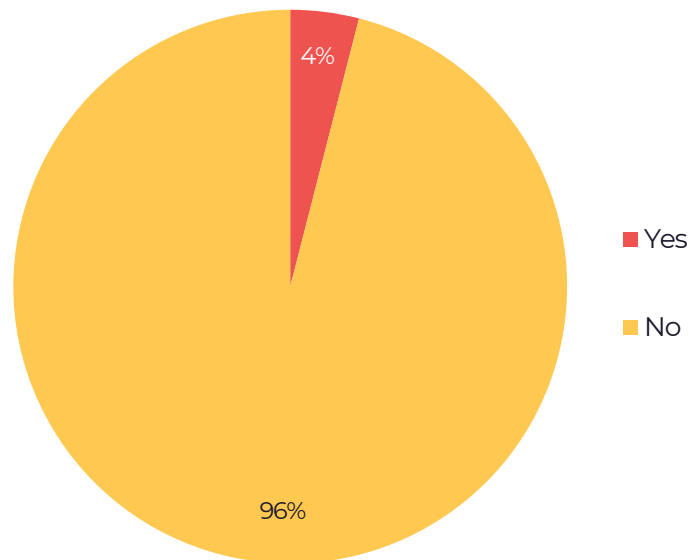
## Are you currently on medications to reduces your chances of forming blood cloth?



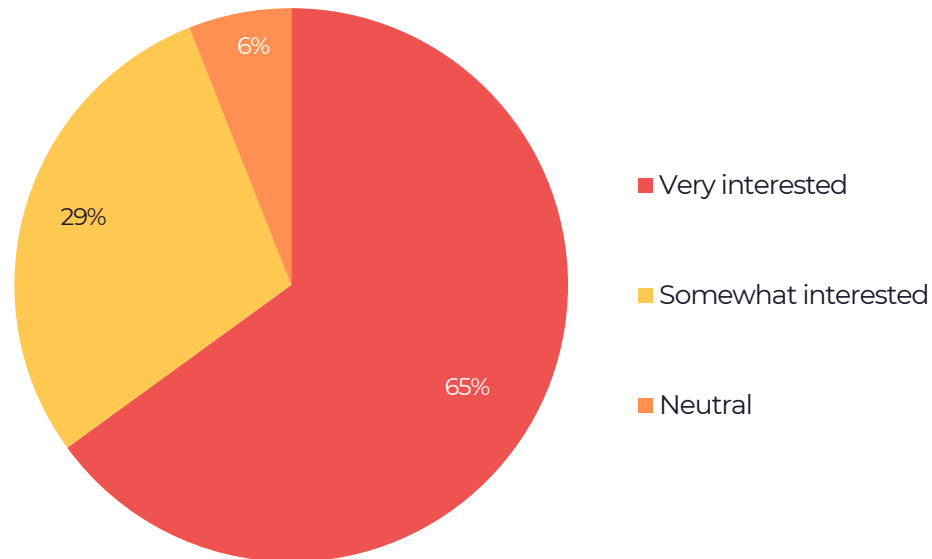
## Are you currently participating in a clinical trial for an investigational drug?



## Have you donated blood in the past eight(8) weeks?



**How interested are you in participating in a study that required blood draws for the purpose of laboratory test development, verification, and validation activities?**





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which may improve the lives of others like you.

18 / 18

**Please enter your information below to see if you may qualify:**


First Name \*


Email \*

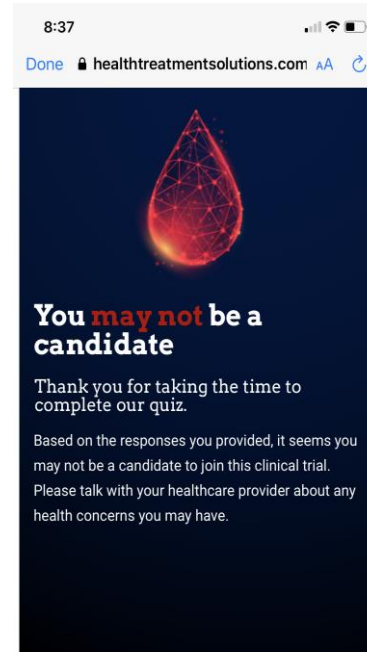
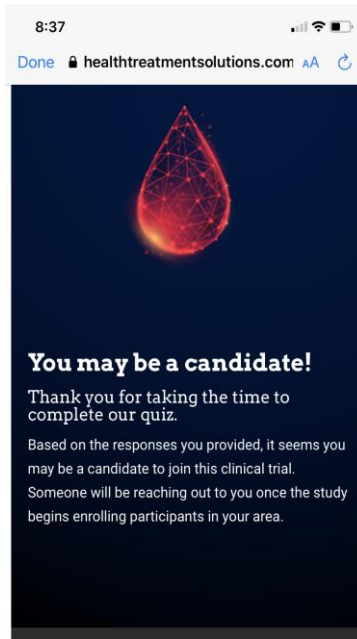
Phone \*

By clicking 'GET MY RESULTS', I agree to the terms of the Privacy Policy and acknowledge that I will receive communications via phone, email or text regarding my health and health risks.

**GET MY RESULTS**

 **PRIVACY GUARANTEE**  
Your information is safe & secure

 **No Spam Guarantee**



## CONSENT & CONTACT INFO

- Contact information collected for 51 total leads (15 qualified)
- 83bar can find leads located in San Diego who may be candidates for a blood sample clinical trial
- These leads are willing to take an online survey and are willing to be contacted
- In three days, 51 leads were willing to share their health history and information, and activated to take the next step and learn more about a clinical trial

## Summary and Conclusion

- Almost half of all respondents are on blood thinners, and the most common is Coumadin and Plavix; shows ability to reach patient population
- 94% of respondents are somewhat or very interested in a blood sample study; shows ability to find high intent leads
- Almost all respondents are willing to be contacted by a nurse to learn more about the study
- Most leads are willing to drive up to 20 miles for blood draws, but some are willing to drive up to 30 miles or more
- Updates were made to reach patients on heparin through our ad copy and creative; this generated additional leads, but zero qualified
- Our learnings from the pressure test will help guide further optimizations, including different ad variants with specific language and imagery around heparin, and updated targeting to reach the most qualified patients
- **83bar can find and qualify leads who are**
  - Located in the DMA region around San Diego, in the targeted age range, and are on blood thinners
  - Willing to take an extensive online screening questionnaire to find out if they may qualify for a blood sample clinical trial
  - Willing to be contacted by a nurse and interested in learning more
- **RECOMMENDATIONS:** 83bar call center can be utilized to further screen and discuss the study, and refer to the study location
- Additional optimizations can be made with our creative to further home in on the heparin patient population and determine what best resonates with them
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
  - Industry leading CPL
  - Ad concepts that connect with patient population



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

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