



Market Report

Cardiac Rehabilitation



Objective

- Determine the feasibility of the 83bar approach to identifying adults with a recent history of cardiac events or surgery who may be candidates for cardiac rehab therapy
- Use Facebook & Instagram ads to attract candidates and direct them to a dedicated landing page in order to complete an online screening survey

Acquisition Metrics

- 8 total survey submissions, 8 potential treatment candidates
- 36 additional cardiac patients also completed some or all of the survey without submitting contact details

Campaign Dates

- Ads ran December 15-17, 2020
- Targeted adults 40+

Inclusion / Exclusion Criteria

- Age 18+
- Seeking cardiac rehab therapy at the request of their doctor or based on their own research
- Has had a cardiac event or heart surgery or has a cardiac condition
- Willing to submit name and contact details for more information

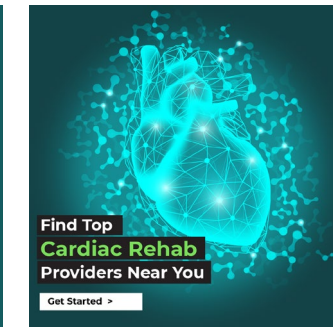
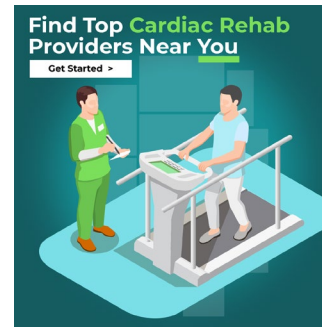
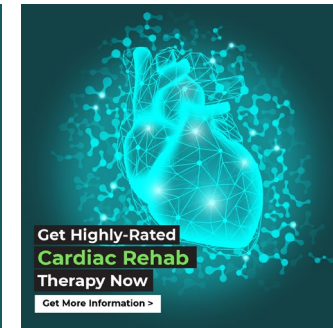
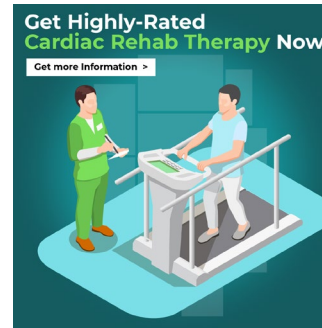
Other Topics

- Barriers to starting cardiac rehab
- Priorities when selecting cardiac rehab
- Insurance coverage
- Willingness to travel

Process

- 4 Facebook ads (2 static images and 2 copy alternatives) that point to one unique landing page with an embedded survey
- One 21-question screening survey designed based on indications and information gaps
- Thank-you page
- Disqualified page
- The ad images featured heart/rehab imagery
- Ad copy tested different language concepts and text to find the most appropriate and engaged potential participants

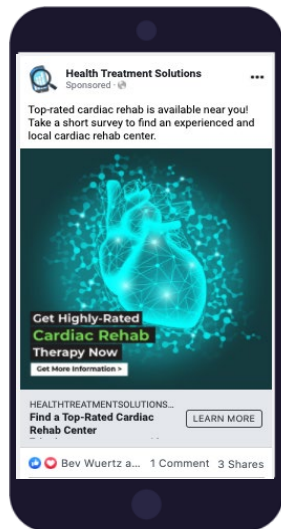
Image Assets Tested



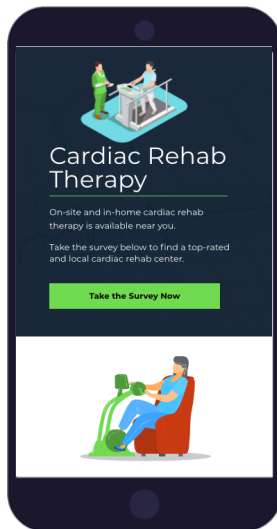
Attract patients who need treatment

Optimized to ensure high consumer engagement

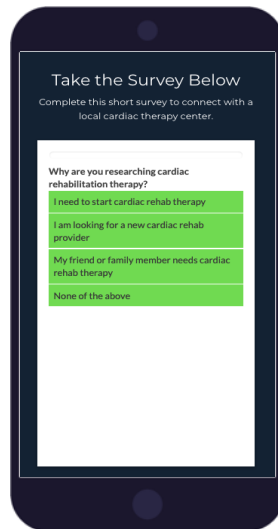
Social Media



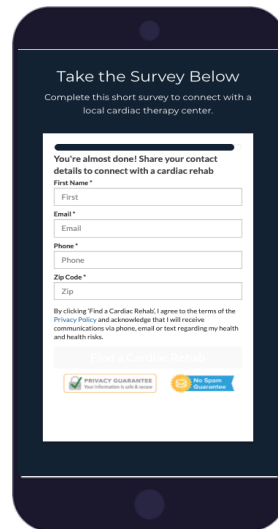
Landing Page



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

Health Treatment Solutions
Sponsored · 🌐

Top-rated cardiac rehab is available near you!
Take a short survey to find an experienced and local cardiac rehab center.



**Get Highly-Rated
Cardiac Rehab
Therapy Now**
[Get More Information >](#)


HEALTHTREATMENTSOLUTIONS...
Find a Top-Rated Cardiac Rehab Center [LEARN MORE](#)

Bev Wuertz a... 1 Comment 3 Shares

Health Treatment Solutions
Sponsored · 🌐

Get on-site or in-home cardiac rehab.
Complete a short survey to connect with an experienced provider near you.

Find Top Cardiac Rehab Providers Near You
[Get Started >](#)



HEALTHTREATMENTSOLUTIONS...
Get Cardiac Rehab Now [LEARN MORE](#)
Complete a survey to find a cardi...

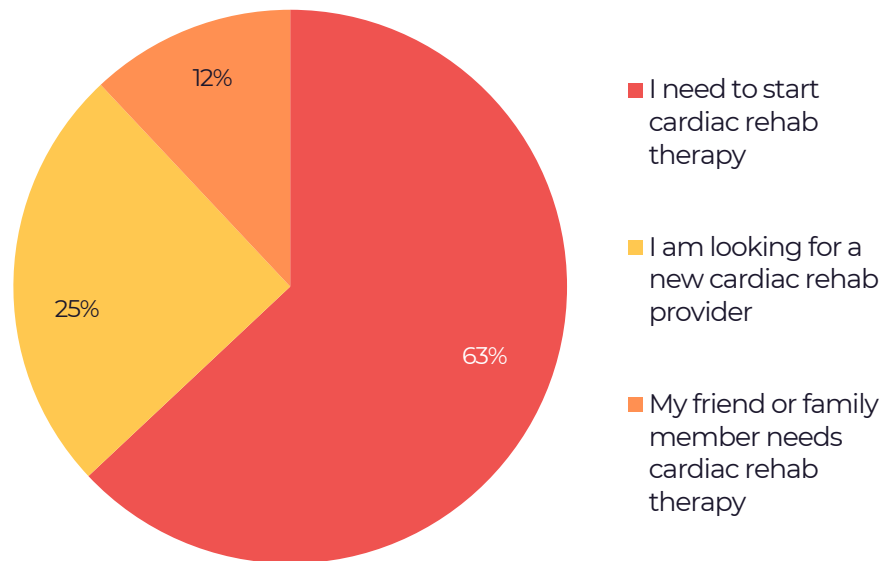
2 Shares

[Like](#) [Comment](#) [Share](#)

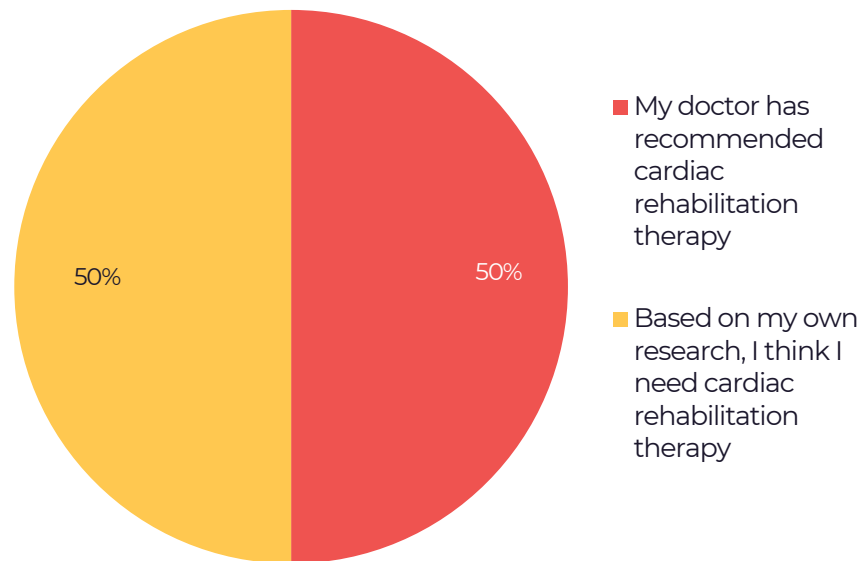
Key Findings

- 7/8 leads came from the first (left) image
- 136 users visited the landing page

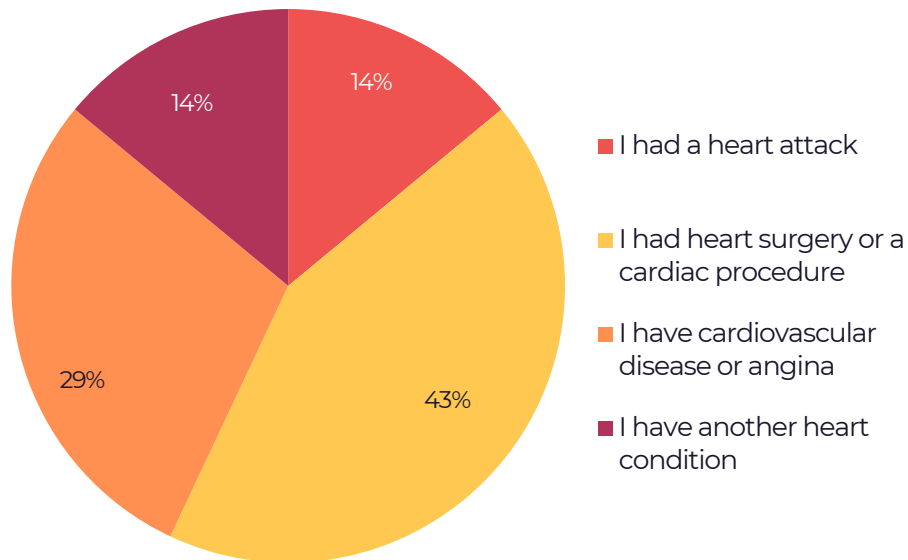
Why are you researching cardiac rehabilitation therapy?



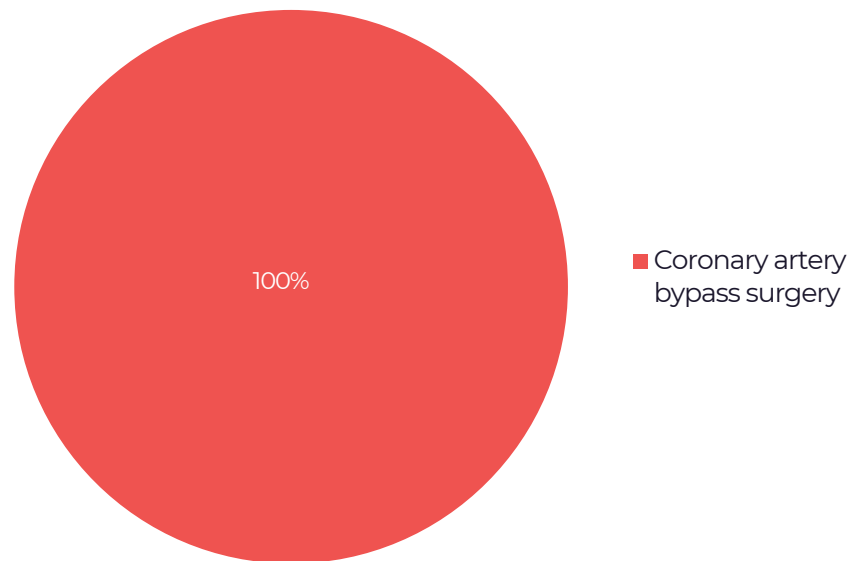
Which of the following applies to you?



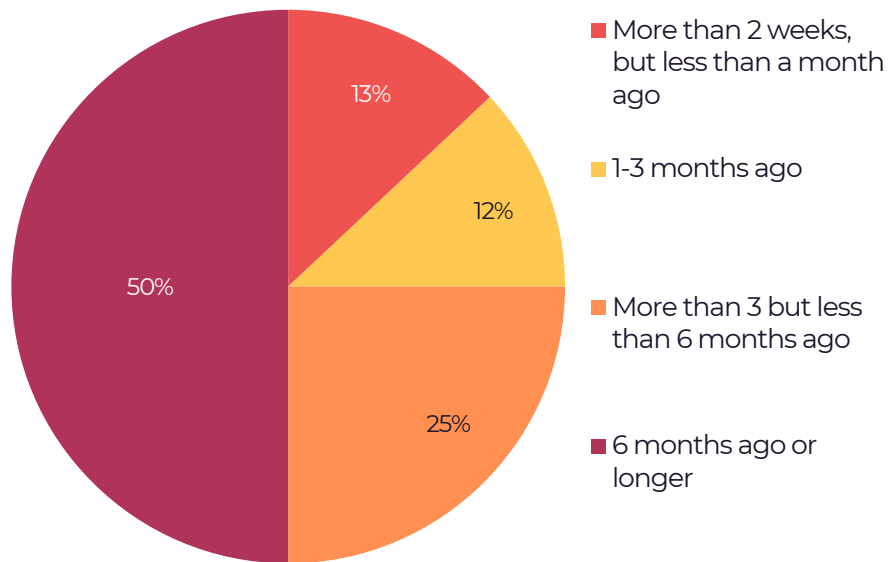
Why do you need cardiac rehabilitation therapy?



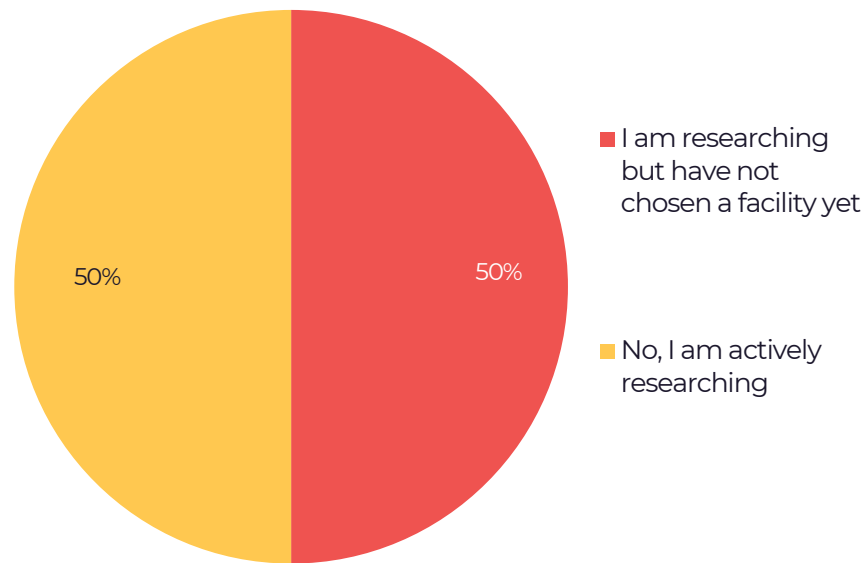
What type of cardiac procedure or heart surgery did you have?



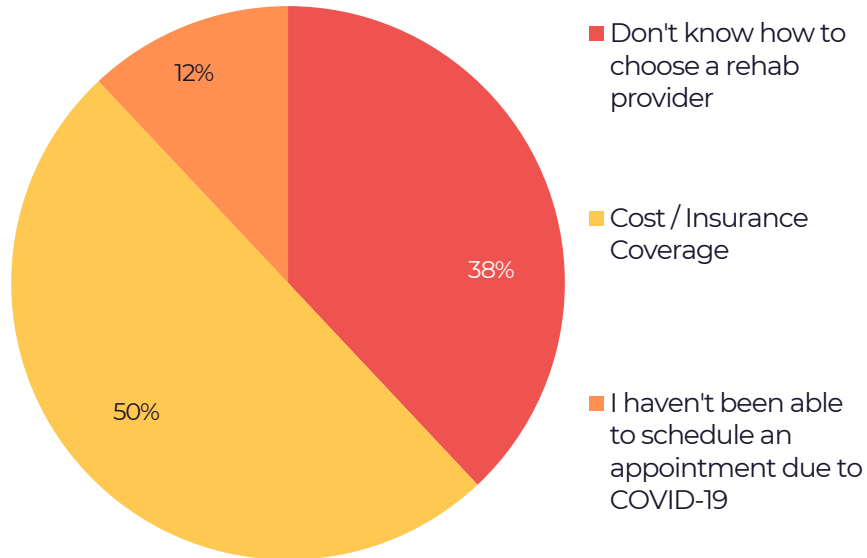
How long ago was your most recent cardiac event, surgery, or procedure?



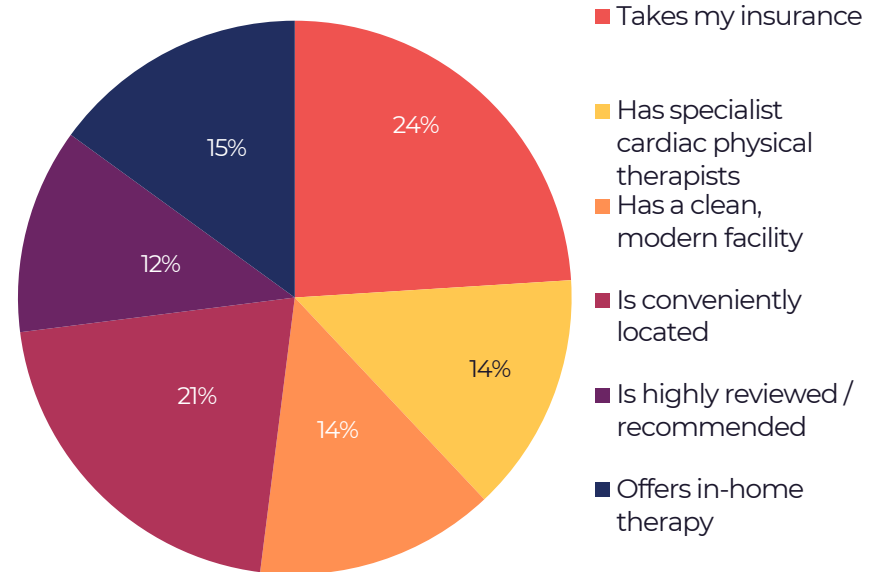
Have you selected a cardiac rehab facility or provider?



What is the greatest barrier to researching and starting cardiac rehabilitation?



What are the most important factors when selecting a cardiac rehab facility?



Conclusion

- **There are significant numbers of cardiac patients who are not receiving guideline recommended cardiac rehab therapy.** In just 2 days, we were able to engage 44 potential cardiac rehab patients and get 8 of them to submit contact details.
- **Physicians are not adequately supporting cardiac patients to find and start cardiac rehab therapy.** 50-80% of survey respondents were not recommended a cardiac rehab provider and not knowing how to select a provider and concerns about cost/insurance coverage were the greatest barriers to treatment.
- **Cardiac patients need local cardiac rehabilitation therapy that is covered by their insurance plan.** 100% of patients were not willing to travel more than 30 minutes from their home for cardiac rehab services. Messaging should focus on convenient and clean locations, insurance coverage.
- **83bar can identify and activate potential candidates for cardiac rehabilitation therapy.** We recommend a targeted search and social media campaign combined with a call center activation program to drive candidates into local facilities for a free initial consult/assessment.



For more information email
www.83bar.com

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