



Market Report

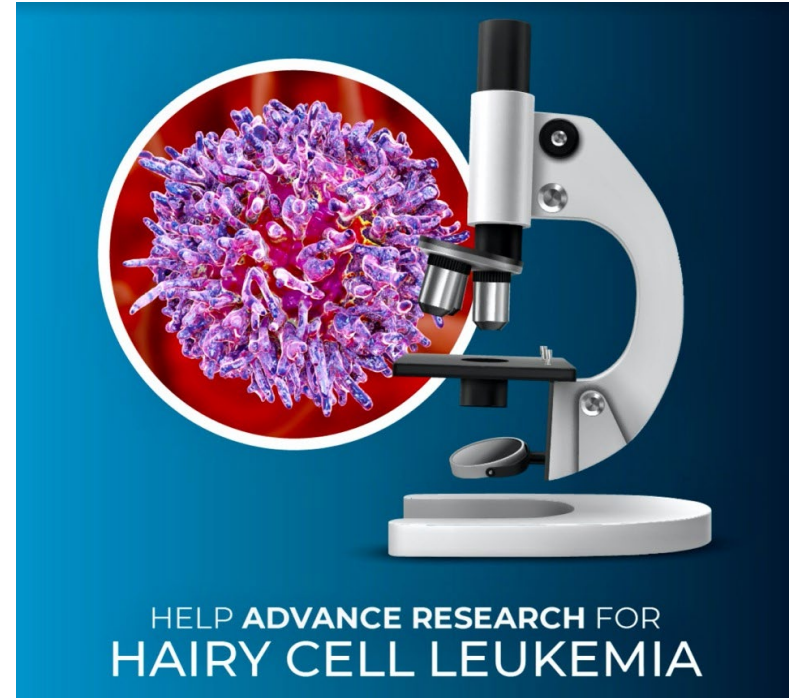
# Chronic Lower Back Pain

## Objective

- Targeted chronic lower back pain ads served to a national audience of men and women ages 30-65+ hoping to attract those still suffering from chronic lower lateral back & leg pain that may actually be suffering from SI joint dysfunction.

## Campaign Dates

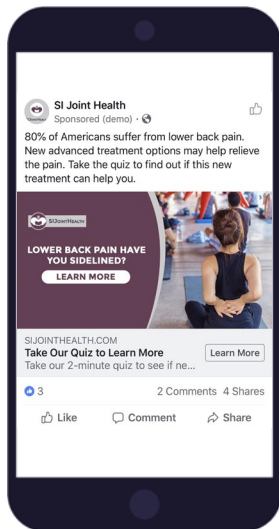
- Ads ran August 10-13, 2018
- Targeted adults nationwide, 30-65+



# Attract patients who need treatment

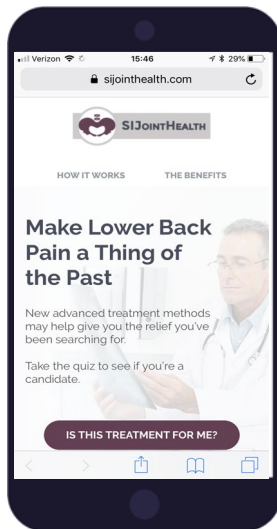
Optimized to ensure high consumer engagement

## Social Media



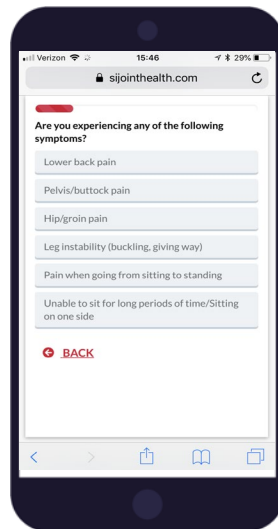
Attract

## Landing Page



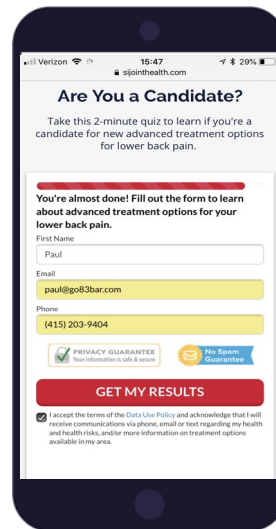
Engage

## Symptoms



Qualify

## Submit



Collect

## Our Goals

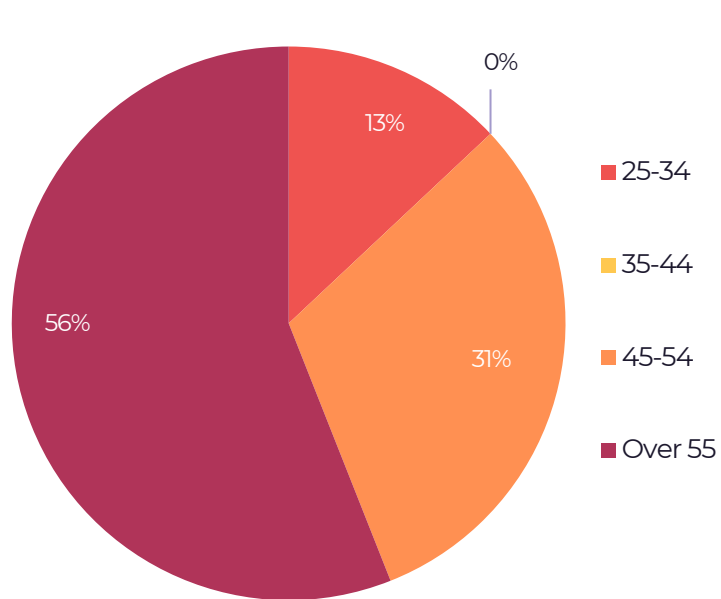


Generate clicks with illustrated ads that stand out in social newsfeed

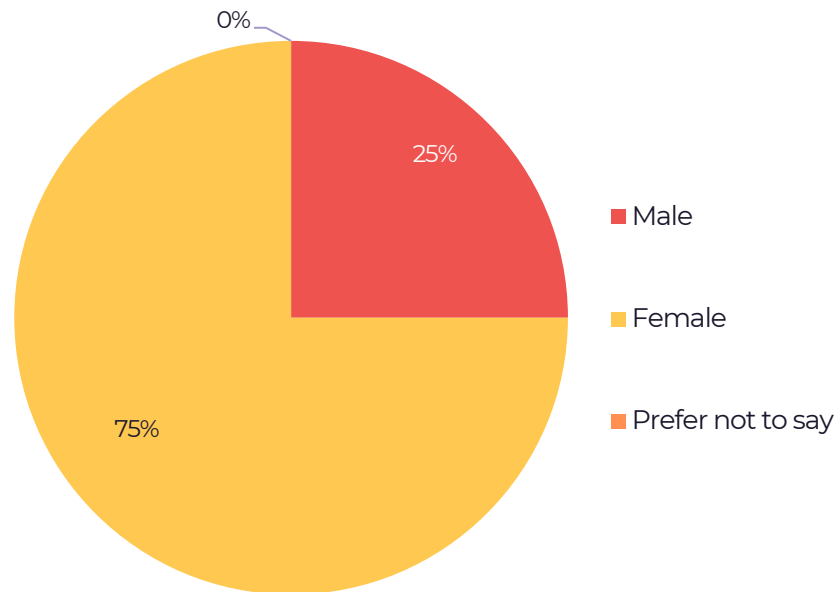


Optimize percentage of respondents who complete survey with engaging experience

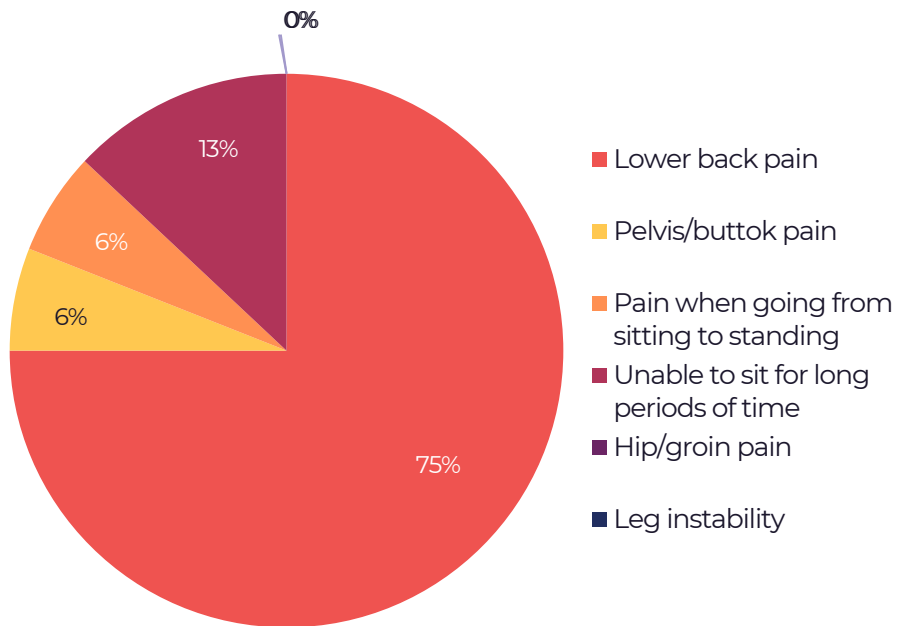
## How old are you?



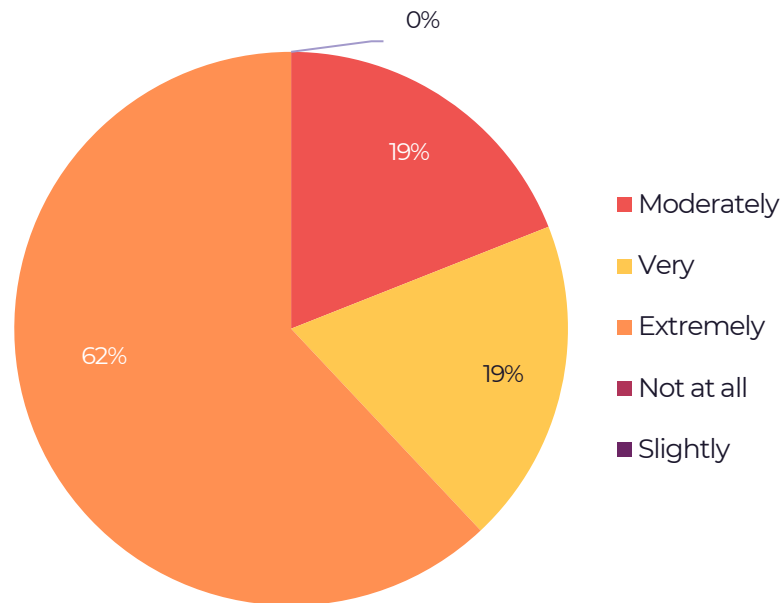
## What is your gender?



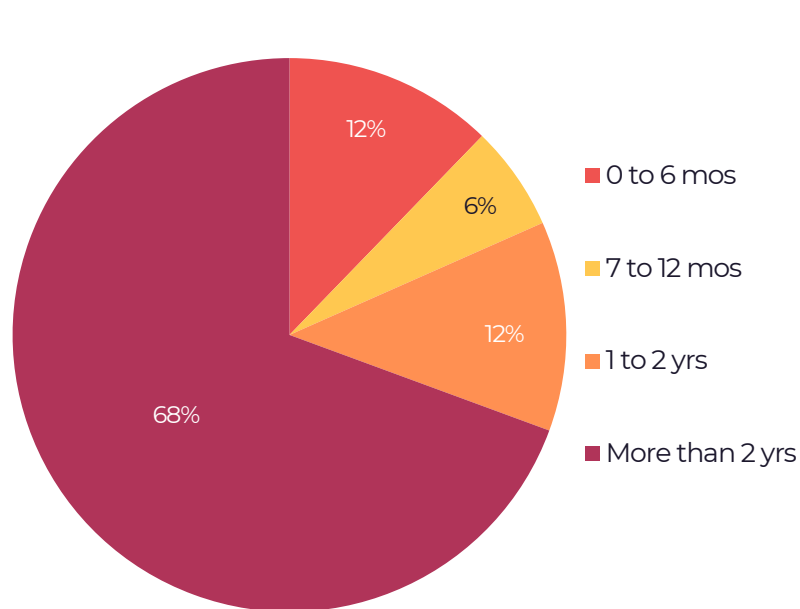
## Are you experiencing any of the following symptoms?



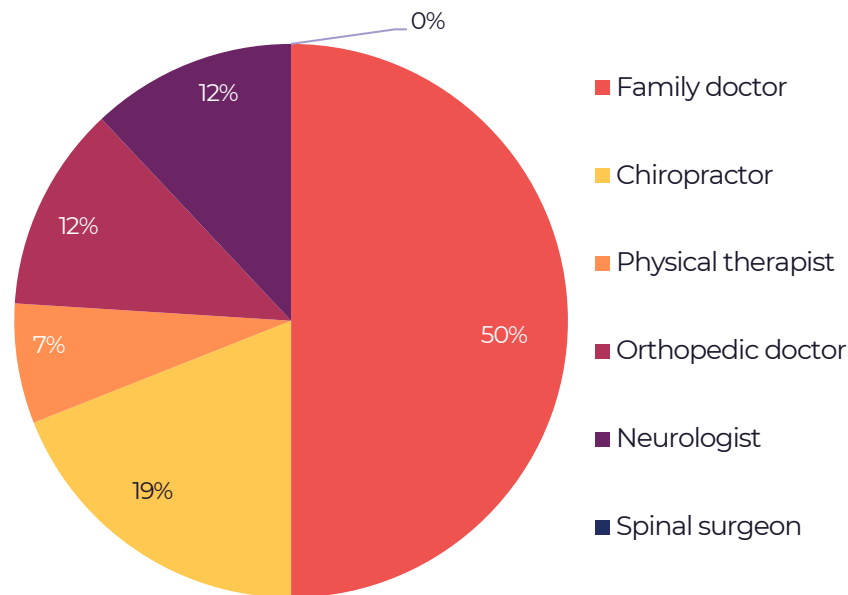
## How much has your symptoms impacted your daily life?



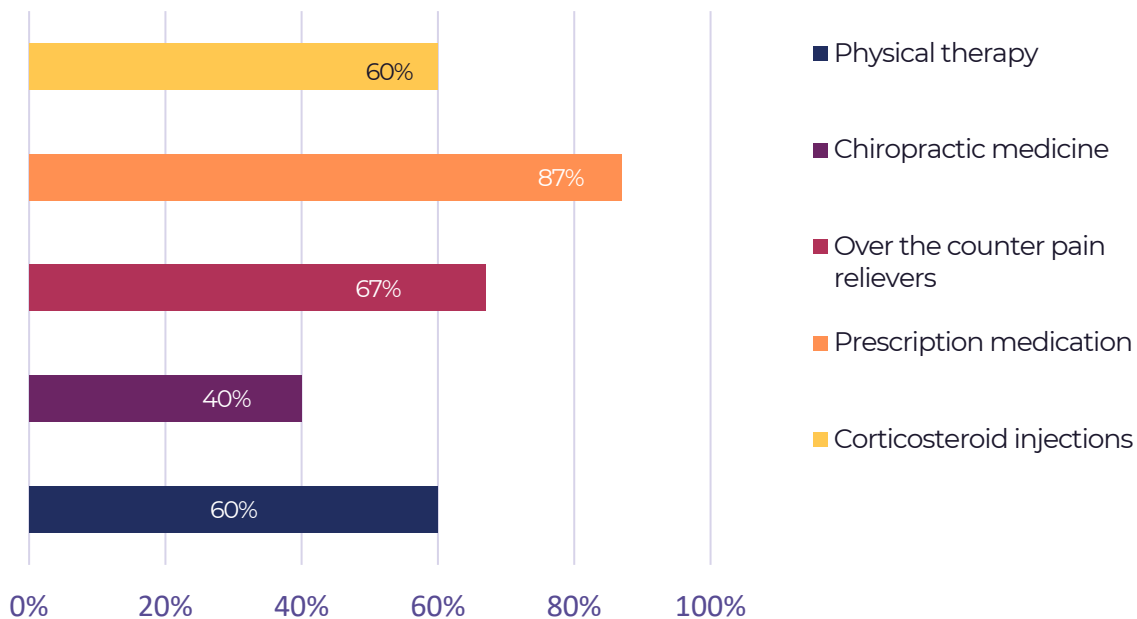
## How long have you been struggling with your symptoms?



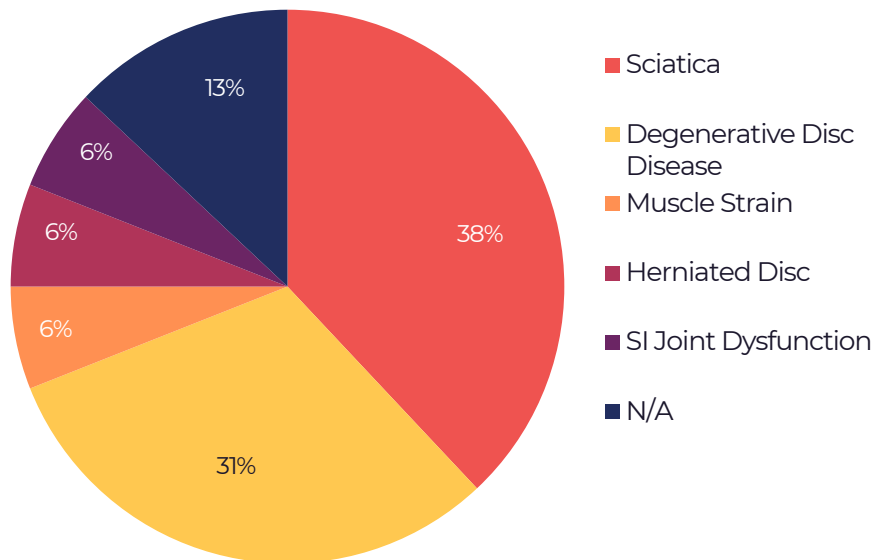
## What type of doctor are you currently seeing?



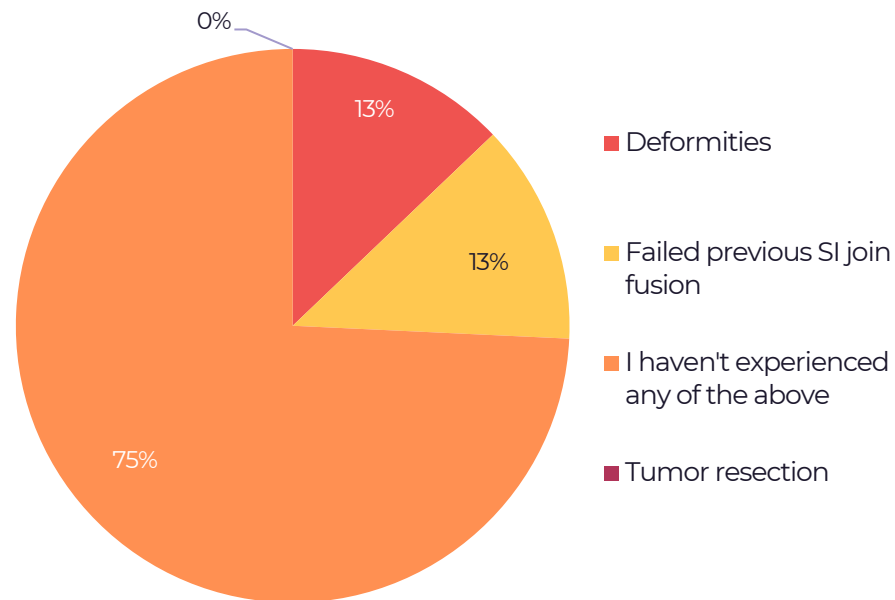
## Have you tried any of the following methods to manage your symptoms?



## Have you been diagnosed with any of the following?



## Do you have or have ever experienced any of the below?





## Key Findings

- 56% of leads over 55 years old, 31% 45-54 years old, 12.5% 25-34 years old
- 75% female, 25% male
- 75% experiencing lower back pain, 13% unable to sit or sit on one side for long periods
- 63% report their symptoms EXTREMELY impact their daily life, 19% report VERY much impacted their daily life
- 69% have been struggling with symptoms for 2+ years, 13% 1-2 years, 6% 7 to 12 months, 13% 0 to 6 months
- 87% tried prescription meds to manage symptoms, 67% OTC pain relievers (aspirin, ibuprofen), 60% physical therapy, 60% cortico-steroid injections, 40% chiropractic medicine
- 31% Very dissatisfied with current treatment plan, 50% somewhat dissatisfied, 19% somewhat satisfied
- 50% currently seeing GP, PCP, Family doc for symptom treatment, 19% chiropractor, 13% orthopedic doc, 13% neurologist, 6% physical therapist, 0% spine surgeon
- 38% diagnosed with sciatica, 31% degenerative disc disease, 6% SI joint dysfunction, 6% herniated disc, 6% muscle strain, 13% other
- 75% have NEVER experienced failed previous SI joint surgery, tumor resection, deformities
- 44% would be EXTREMELY likely to have minimally invasive procedure to correct SI Joint if recommended by a SI Joint treatment specialist, 19% VERY likely, 31% MODERATELY likely, 6% NOT AT ALL



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