

A detailed, semi-transparent illustration of a human torso and head, showing the internal organs and a complex network of blue and red vessels. The heart is highlighted in a bright orange-red color, and the kidneys are visible in the lower abdomen. The overall aesthetic is futuristic and medical.

Market Report

**Chronic  
Heart Failure**

## Objective

- Conduct market research to locate patients with Preserved Ejection Failure (EF) and determine their eligibility to participate in a clinical trial
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online screener survey

## Key Metrics

- Ads ran September 20 – 24, 2019
- Targeted men and women, over 18, within 15 miles of downtown Dallas, TX

## Definition of a Qualified Lead

- Men and women, ages 18+
- Diagnosed with hypertension AND chronic heart failure
- Also diagnosed or unsure of diagnosis of Preserved Ejection Fraction (EF)



## Inclusion / Exclusion Criteria

- Patients excluded if they do not have a diagnosis of hypertension and chronic heart failure
- Patients are excluded if they have or had any of the following:
  - Myocardial infarction (heart attack)
  - Major cardiovascular surgery
  - Stroke or TIA in the past 90 days
  - Ketoacidosis
  - Chronic kidney disease
  - Abnormal kidney function
- Patients are excluded if they have received a heart transplant or are currently on a heart transplant waiting list
- Patients are excluded if they are pregnant, breastfeeding, or planning to become pregnant

## Process

### Facebook Ad Targeting

- Men and Women / Age 18+

### Geo-Target

- 15 miles of downtown Dallas, TX

## Results

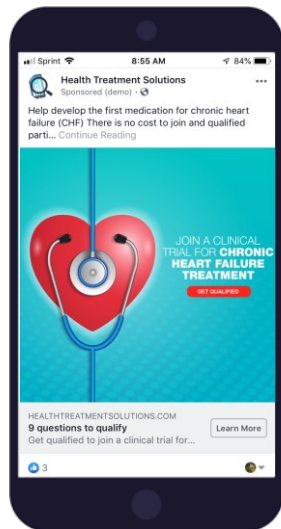
### Run Dates

- September 20 – 24, 2019

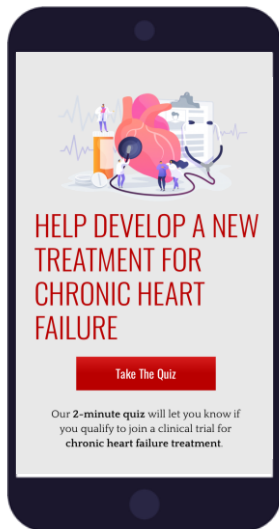
# Attract patients who need treatment

Optimized to ensure high consumer engagement

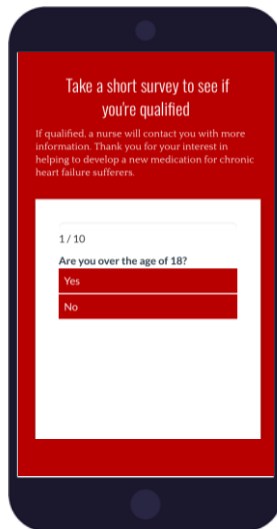
## Social Media



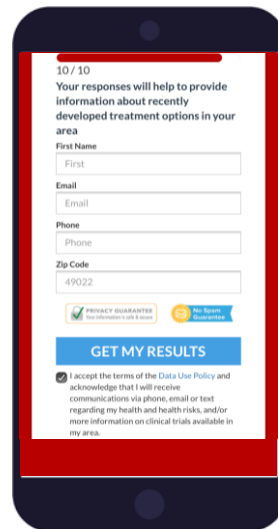
## Landing Page



## 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

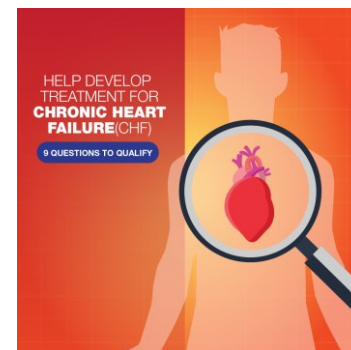
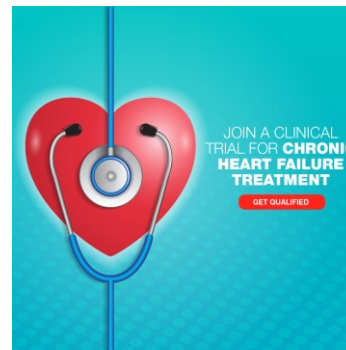
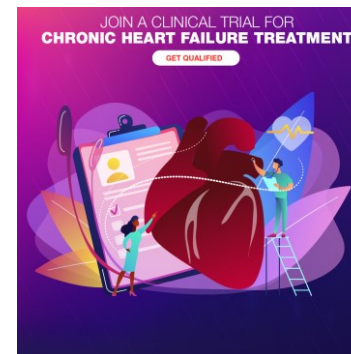
Qualify

Collect

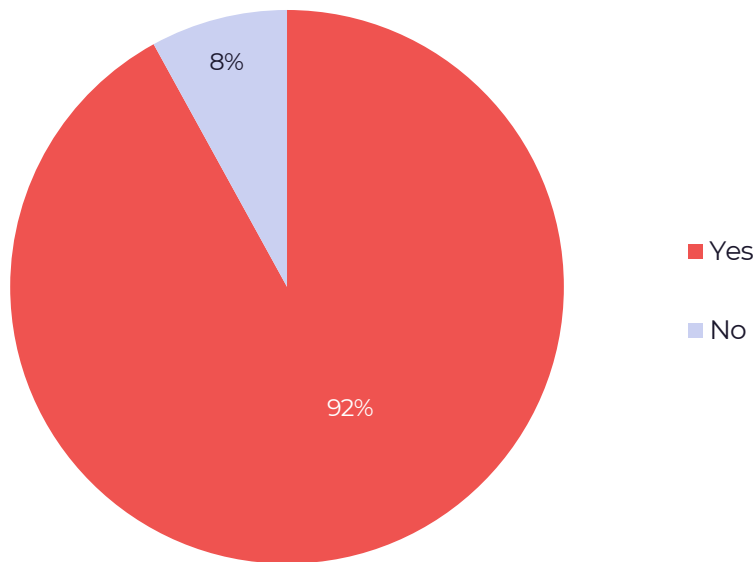
## Process

- Twelve Facebook ads that point to one unique landing page with an embedded survey. Four graphics were used with three altruistic copy variants.
- One market research survey designed to connect with patients who have EF and would be candidates to participate in a clinical trial for the condition
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page with links to educational websites

## Image Assets Tested



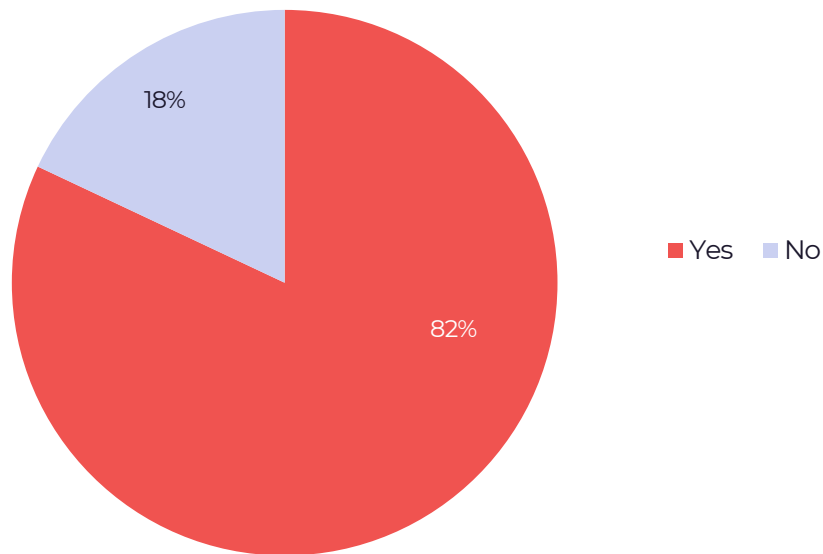
## Are you over the age of 18?



### Key Findings

- 92% of survey respondents were over 18
- 8% of survey respondents indicated they were under 18 and were disqualified

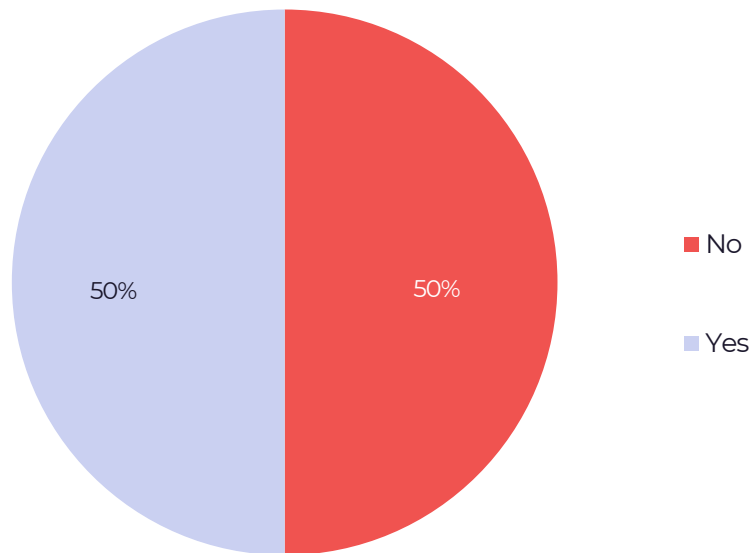
## Have you been diagnosed with hypertension?



### Key Findings

- 82% of survey respondents were diagnosed with hypertension
- 18% of survey respondents indicated they were not diagnosed with hypertension and were disqualified

## Have you been diagnosed with chronic heart failure?

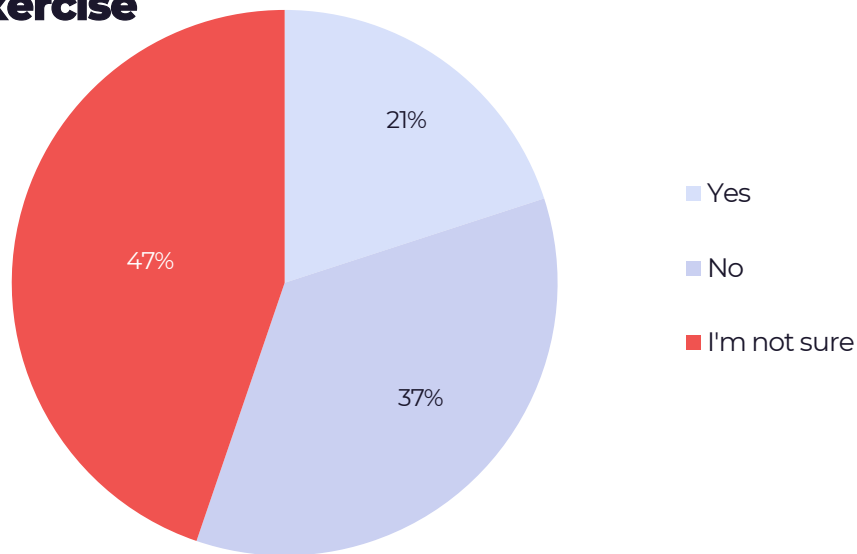


### Key Findings

- 50% of leads indicated they were diagnosed with chronic heart failure, and 50% of leads indicated they were not diagnosed with chronic heart failure. The 50% that were diagnosed are considered qualified, the 50% that were not diagnosed were disqualified
- 83bar's RN contact center could help leads understand what chronic heart failure was, and could thus increase the qualified rate



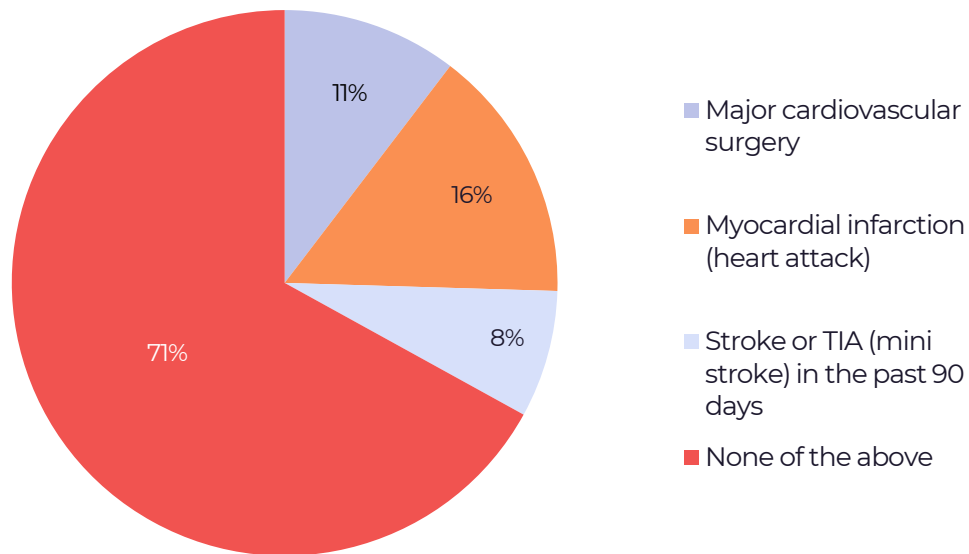
## Has your doctor diagnosed you with a “preserved ejection fraction” This means your heart pumps normally, but is too stiff to fill fully, especially under exercise



### Key Findings

- This is a conditional question – served to leads that answered “yes” to question 3 (diagnosis of chronic heart failure)
- 37% of leads that responded no to having EF were disqualified
- 83bar found 21% of leads were diagnosed with EF, and 47% were not sure. Our RN contact center could further educate and screen the 47% of leads who are unsure of their diagnosis of EF

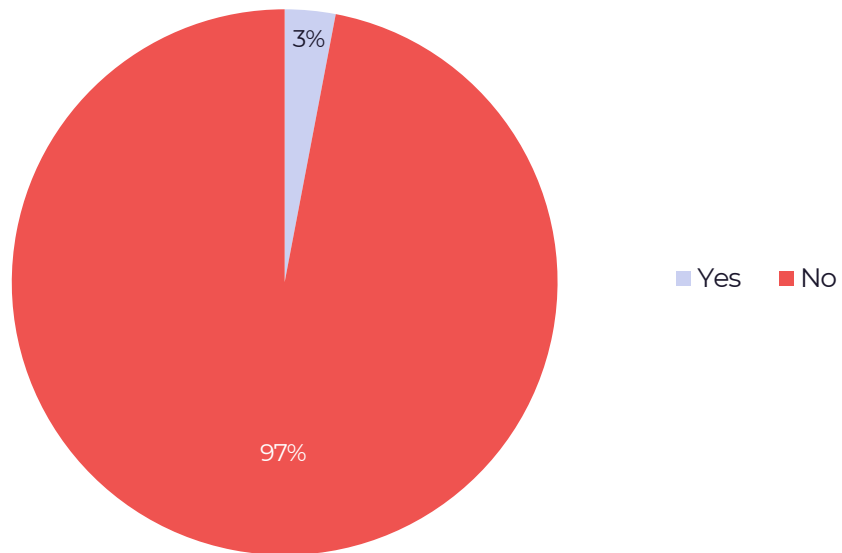
## Have you experienced any of the following?



## Key Findings

- 71% of leads had not experienced any of the disqualifiers
- 16% of leads have had a heart attack; this was the most prevalent disqualifier across the market research study.
- **Major cardiovascular surgery and stroke and/or mini strokes were also disqualifiers**

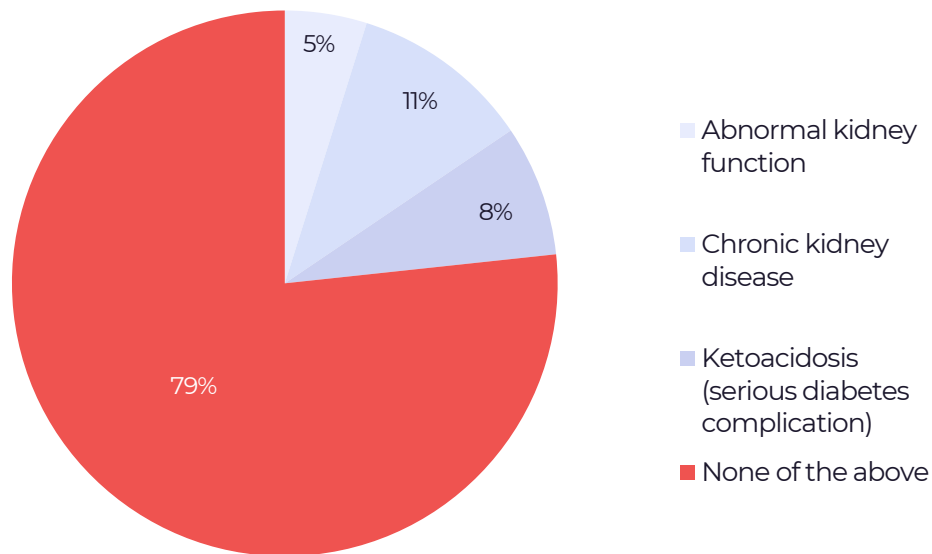
## Have you ever had a heart transplant or are you currently on a heart transplant waiting list?



### Key Findings

- 3% of leads have had a heart transplant or were on the waiting list to receive one; these leads were disqualified

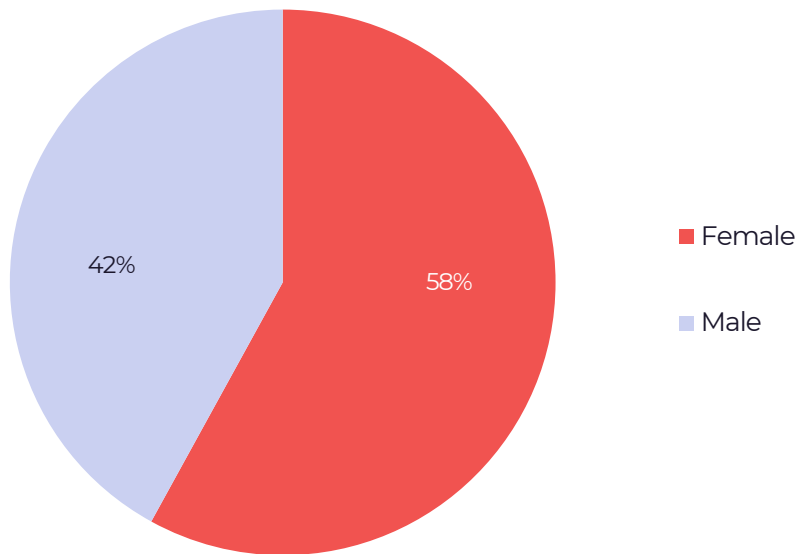
## Have you ever had any of the following conditions?



## Key Findings

- 79% of leads have not had any of the disqualifiers listed
- Leads who indicated they had any of the following were disqualified:
  - Abnormal kidney function
  - Chronic kidney disease
  - Ketoacidosis
- The most common disqualifier of the three asked in this question was chronic kidney disease with 11% indication

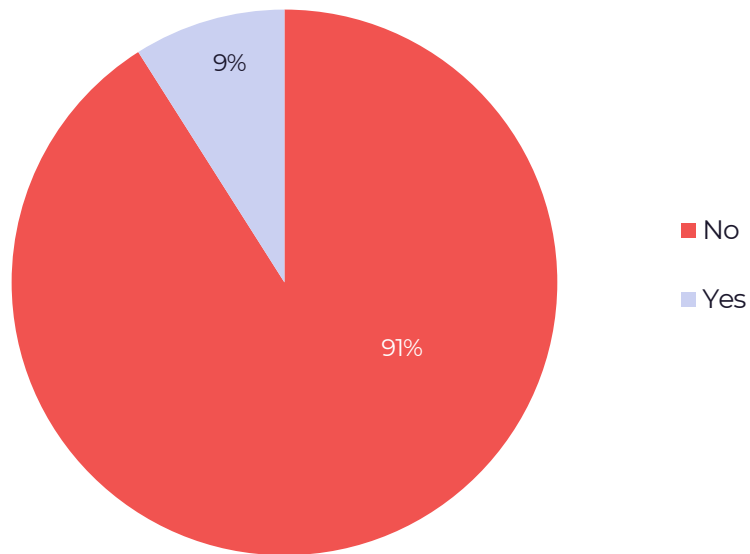
## Please select your gender



## Key Findings

- 58% of leads were female, and 42% of leads were male
- 74% of Facebook users are female, so 83bar generated a good balance of both male and female leads

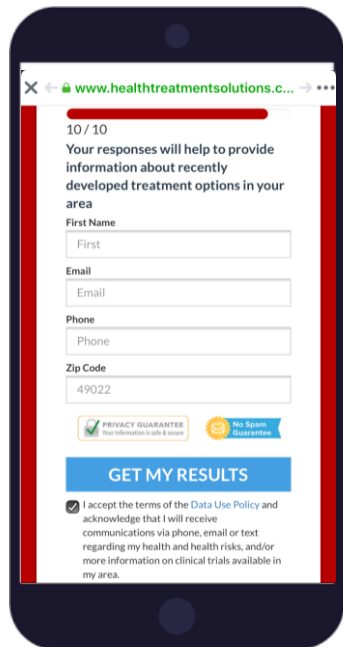
## Are you currently pregnant, breastfeeding, or planning to become pregnant?



### Key Findings

- This is a conditional question – served to leads that answered “female” to question 8 (gender)
- 91% of leads were not pregnant, breastfeeding, or planning to become pregnant
- 9% of leads were disqualified because they were pregnant, breastfeeding, or planning to become pregnant

## Form Fill



10 / 10

Your responses will help to provide information about recently developed treatment options in your area

First Name

First

Email



Email

Phone

Phone

Zip Code

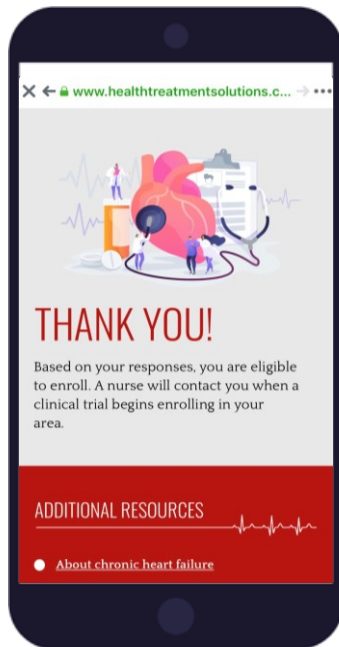
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 PRIVACY GUARANTEE Your information is safe & secure  No Spam Guarantees

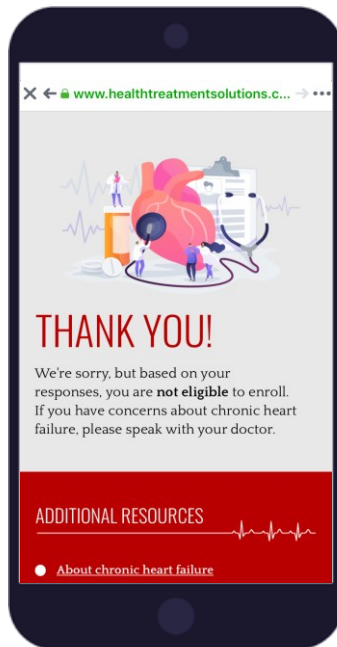
**GET MY RESULTS**

I accept the terms of the Data Use Policy and acknowledge that I will receive communications via phone, email or text regarding my health and health risks, and/or more information on clinical trials available in my area.

## Qualified



## Disqualified



## Key Findings

- Contact information collected for 38 total leads (4 qualified)
- 83bar can find leads in the Dallas/Ft. Worth Metroplex (as well as nationally) who are candidates for PF Clinical trial.
- Integrating our RN Contact Center will assist in finding more qualified leads who need help understanding some medical terminology (i.e. chronic heart failure diagnosis) and further educate leads about the trial.

## Conclusions

- 83bar can find and qualify individuals that are diagnosed with:
  - Hypertension
  - Chronic Heart Failure
  - Preserved Ejection Failure
- 4 Qualified leads were found within 15 miles of Downtown Dallas
- The most common disqualifiers are: past heart attack, chronic kidney disease, and major cardiovascular surgery
- Messaging prompted leads to take a HRA specifically for a clinical trial, thus qualified leads were interested in participating
- Given the highly clinical inclusion/exclusion criteria for the clinical study, utilization of the 83bar Call Center is recommended to further qualify leads and better establish timelines
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
  - Industry leading CPL
  - Ad concepts that strongly connect with a highly targeted EF audience





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

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