



Market Report

Coronary Artery Disease

Objective

- Conduct market research to locate patients with heart disease to 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 survey

Acquisition Metrics

- 169 total survey submissions
- 25 qualified and interested leads

Campaign Dates

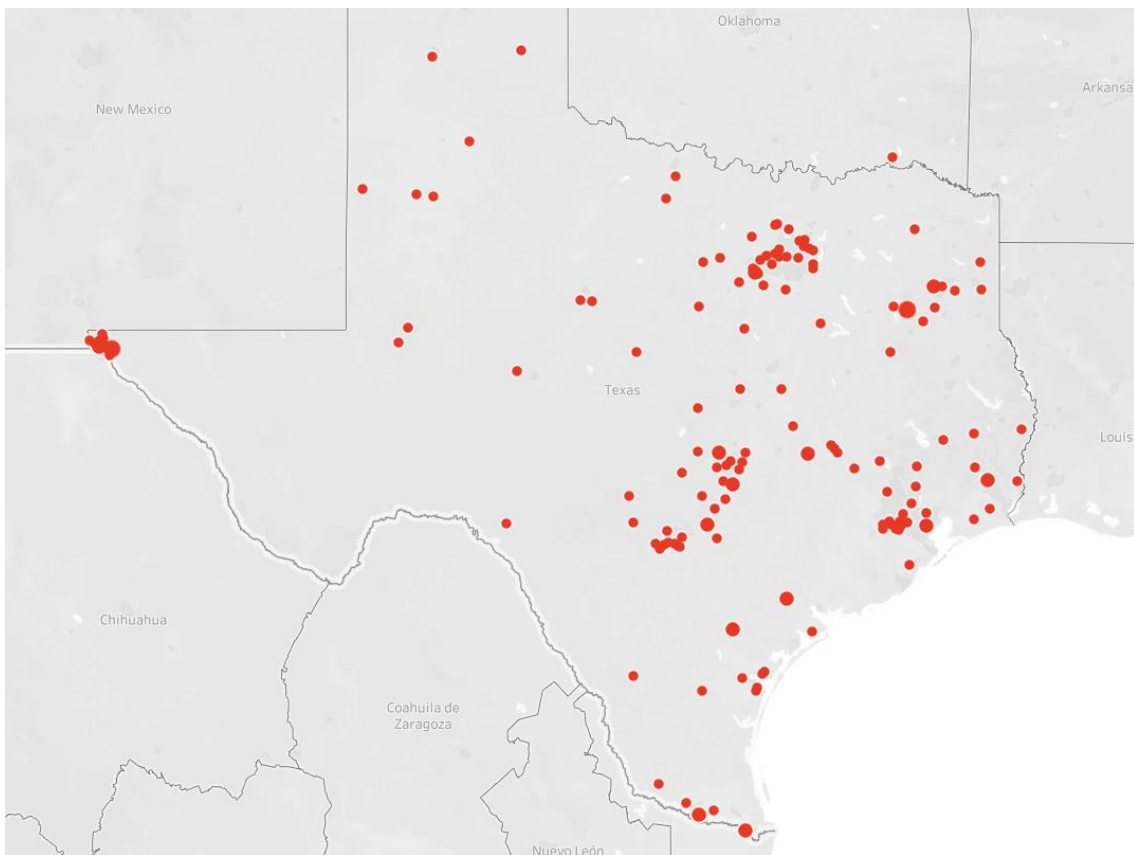
- Ads ran January 31 – February 3, 2020
- Targeted men and women, 50+, located in Texas

Inclusion Criteria

- Female, 55 to 80 years of age
- Male, 50 to 80 years old years of age
- Diagnosed with coronary artery disease
- Has not had a heart attack or stroke

Exclusion Criteria

- Currently taking a cholesterol-lowering drug such as evolocumab or alirocumab
- Had coronary artery bypass graft surgery (CABG) less than three months ago
- Uncontrolled high blood pressure
- Has Afib but not taking anti-coagulant medication (blood thinner)
- Suffering from end stage renal disease and/or undergoing dialysis
- Has not been cancer-free from more than five years



83bar located leads throughout Texas. This is a strong indicator that we will be able to find leads near the site location at a comparable cost.

The cities that generated the most leads are:

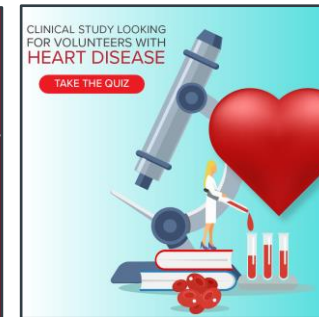
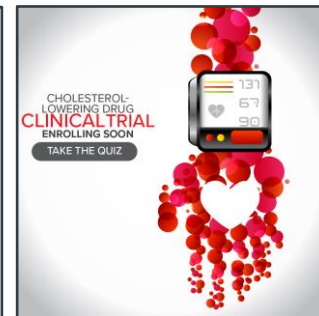
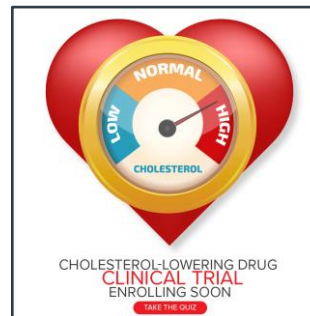
- DFW – 33
- Houston – 30
- San Antonio – 17
- Waco – Temple – 11
- El Paso – 11
- Austin – 10
- Tyler – 7

*The map is representative of all lead locations. The list is not a comprehensive list of all lead locations.

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 heart disease and could be candidates to participate in the clinical study
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page
- The ad images featured heart-related imagery designed to quickly resonate with the patient population
- Ad copy tested two key word groups – “cholesterol-lowering drug” and “heart disease”

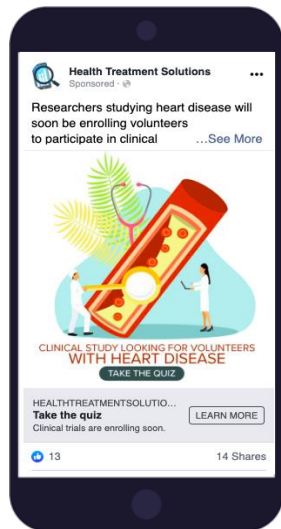
Image Assets Tested



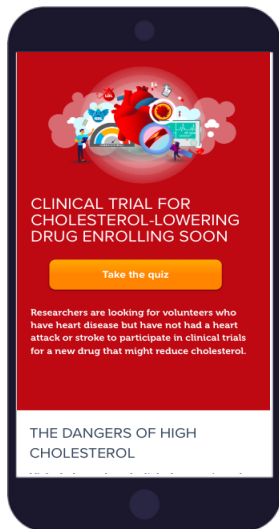
Attract patients who need treatment

Optimized to ensure high consumer engagement

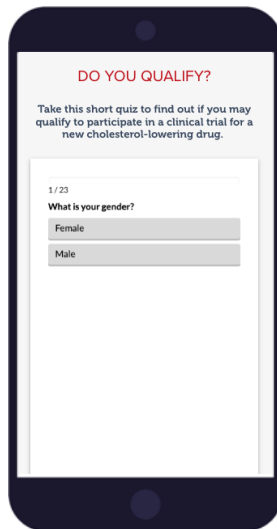
Social Media



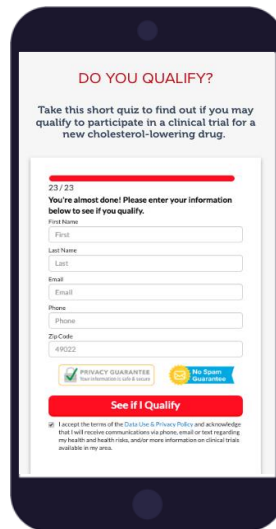
Landing Page



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



CLINICAL TRIAL FOR CHOLESTEROL-LOWERING DRUG ENROLLING SOON


Take the quiz

Researchers are looking for volunteers who have heart disease but have not had a heart attack or stroke to participate in clinical trials for a new drug that might reduce cholesterol.

THE DANGERS OF HIGH CHOLESTEROL


CHOLESTEROL

High cholesterol can be linked to a variety of very serious health concerns. Without an effective management plan to lower cholesterol, you may be at increased risk for:



- Stroke
- Heart attack
- Memory loss
- Chest pain
- Gallstones
- and more

Take the quiz



Your participation will help to advance research and potentially improve the lives of others like you in the future.



Study volunteers receive the highest standard of care from medical professionals and specialists.



You may be eligible to be reimbursed for any study-related expenses.

DO YOU QUALIFY?

Take this short quiz to find out if you may qualify to participate in a clinical trial for a new cholesterol-lowering drug.

1 / 23

What is your gender?

Female

Male

DO YOU QUALIFY?

Take this short quiz to find out if you may qualify to participate in a clinical trial for a new cholesterol-lowering drug.

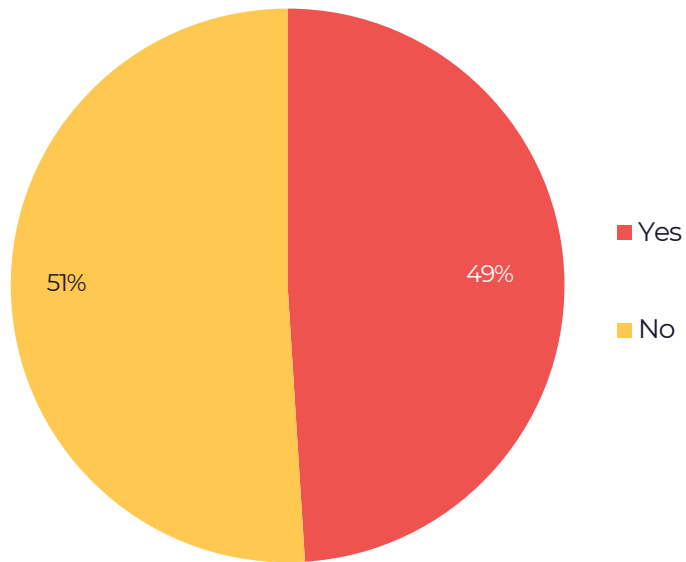
1 / 23

What is your gender?

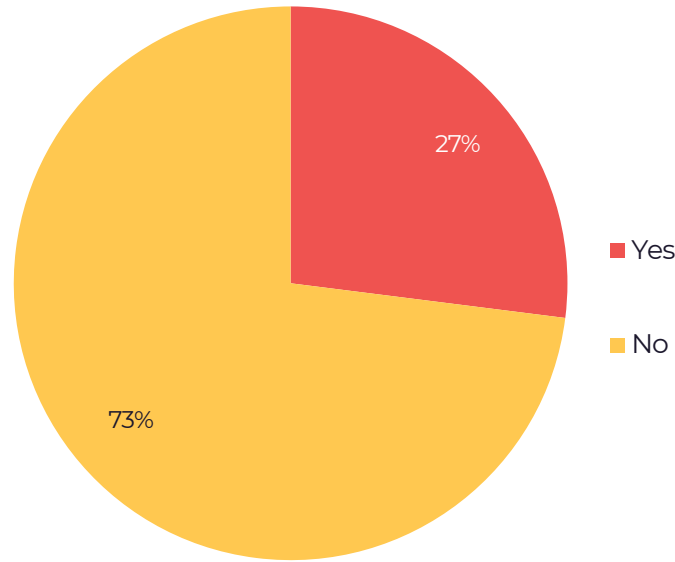
Female

Male

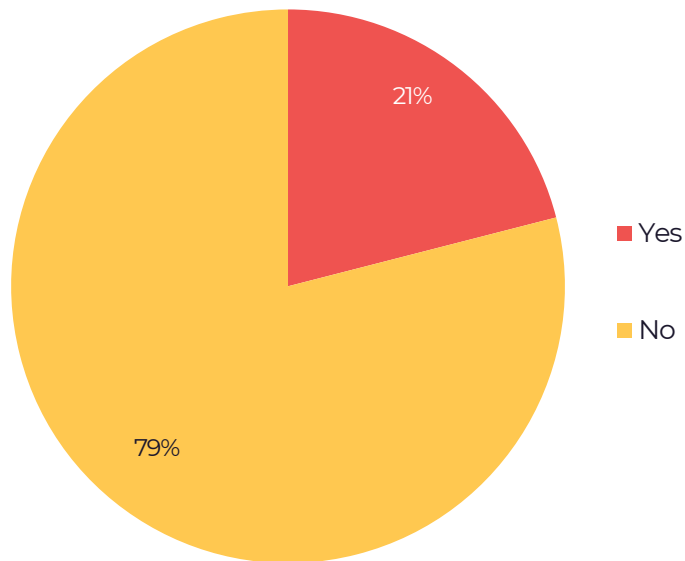
Have you been diagnosed with coronary artery disease?



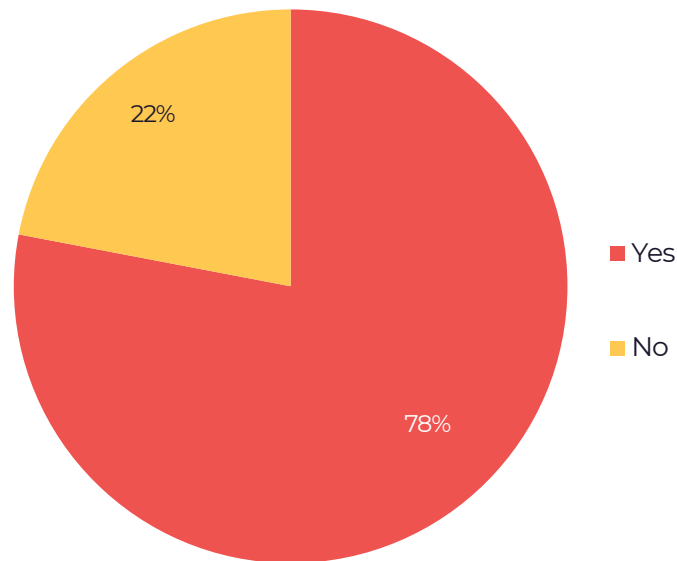
Have you ever had a heart attack?



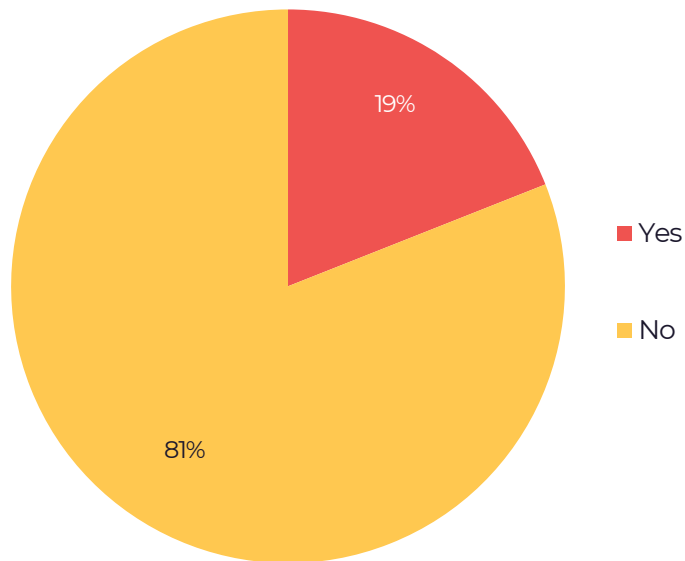
Have you ever had a stroke?



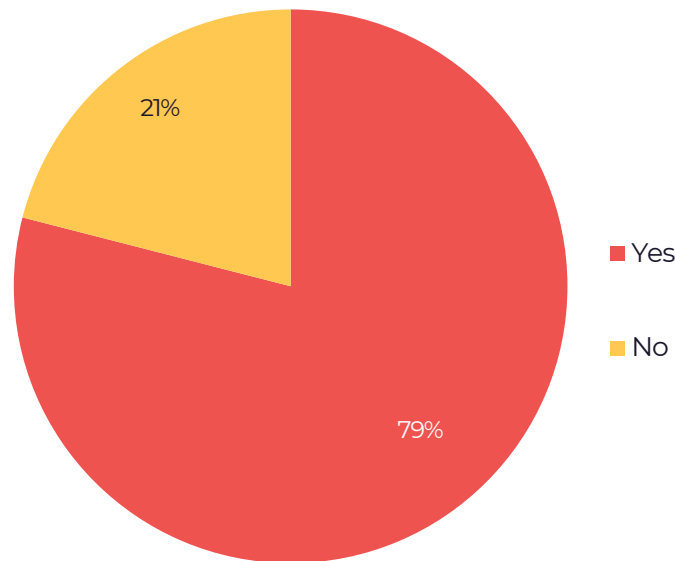
Do you have high LDL (bad) cholesterol?



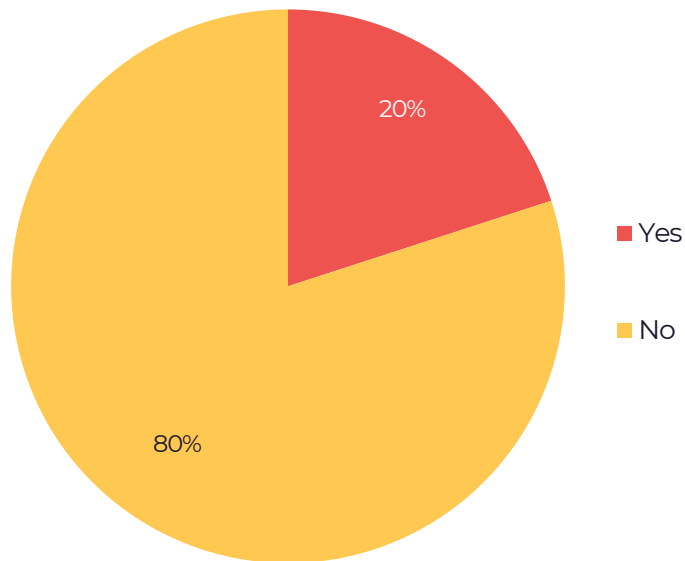
Are you currently taking medication to lower your LDL (bad) cholesterol?



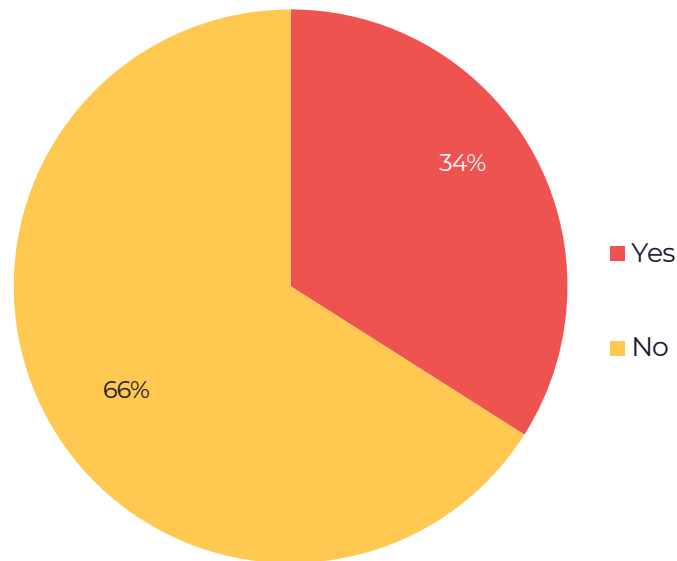
Have you been diagnosed with high blood pressure?



Have you been diagnosed with Atrial Fibrillation (AFib)?



Have you been diagnosed with either Type 1 or Type 2 Diabetes?



Summary and Conclusion

- **The respondents were 61% female and 39% male.** Overall prevalence indicates heart failure is slightly more common in males than females. The results prove our ability to reach intended audience.
- **Over half of all qualified leads have high cholesterol (76%).** Of these 19 leads, 15 are taking medication to lower their cholesterol. However, none of the 19 leads are taking evolocumab or praluent to lower their cholesterol.
- **89% of respondents are interested or may be interested in participating in trial.** We are able to find highly motivated patients, located in Texas that are willing to learn more and take the next step.
- **Our qualified lead rate is 15%.** Although we would like to see a higher total number of qualified, by screening out via the online survey, we are able to save time at the call center and site level and increase overall efficiency. Our learnings have suggested that leads will answer more than 20 questions online.
- We received **16 qualified female and 9 male leads** (for the purpose of the pressure test, a qualified female lead is 55 to 80 years of age, has coronary artery disease but has not had a heart attack or stroke).
- **83bar can find and qualify leads who are**
 - Located in Texas, in the targeted age range, and suffering from heart disease
 - Willing to take an extensive online screening questionnaire to find out if they qualify to participate in a study
 - Willing to be contacted if/when the study is enrolling in their area
- **Twenty-five qualified leads were found in Texas.** Qualified leads were interested in speaking to someone about the study and had high intent to follow study requirements
- Due to the extensive inclusion/exclusion criteria, 83bar's Call Center should be utilized **to further qualify and clarify the questions** candidates may be unsure about



For more information email
www.83bar.com

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