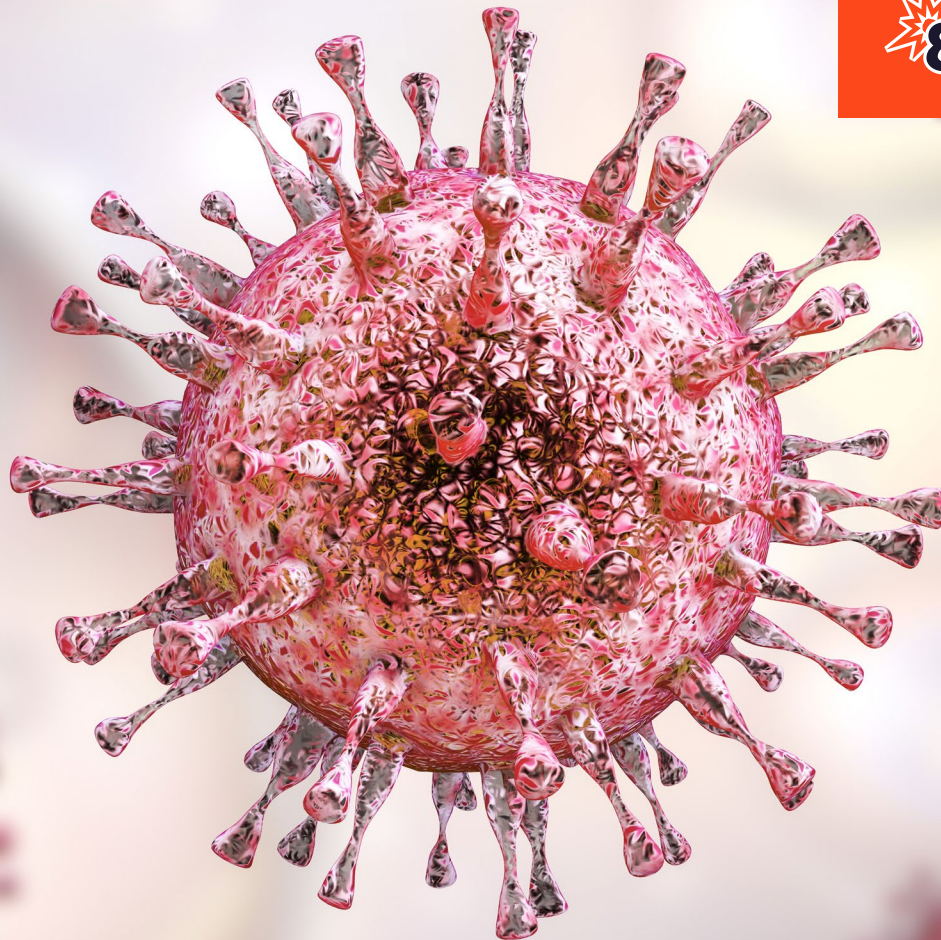


Market Report

Cytomegalovirus (CMV) Vaccine



Objective

- Determine likely volume and cost of qualified candidates who complete an online screening survey
- Provide insight on how to message, support, and activate moms and childcare workers to participate in CMV/vaccine trials

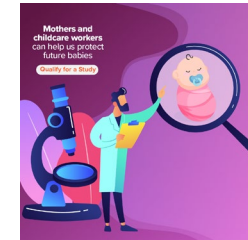
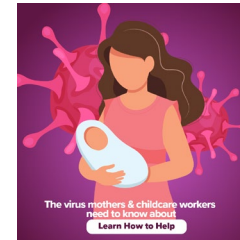
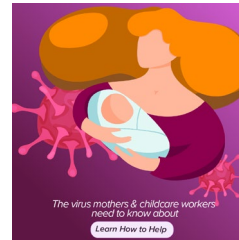
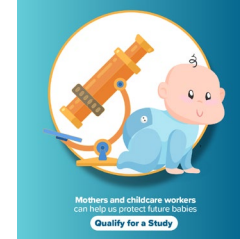
Key Metrics

- Qualified Leads (and CPQL)
- Survey Data

Definition of a Qualified Lead

- Include moms or childcare workers with regular exposure to children under the age of 5
- Women should be aged 18-40 and open to the possibility of future pregnancies, though not in the next 6-7 months and willing to use adequate contraception for the duration of the study

Campaign Assets



Process

Creative Development

- 6 total ad variants
- 1 unique landing page variant
- A custom, 10-question health risk assessment survey to capture exposure to children, openness to future pregnancies and willingness to use contraception for the duration of the study

Facebook Ad Targeting

- Women 18-40, New Parents, toddler parents, preschooler parents and match to expand
- Connecticut, Florida, Illinois, Michigan, Ohio, and Texas (statewide)

Results

- ✓ "Altruism" language seemed to outperform "Risk/Danger" language
- ✓ Ad set in general (these adds in particular) had very high engagement and shares -- Prominent "Vaccine" language may increase engagement

Run Dates

- February 7 – February 10

Acquisition Metrics

- 64 qualified leads based on protocol out of 160 survey completions.

Attract patients who need treatment

Optimized to ensure high consumer engagement

Social Media



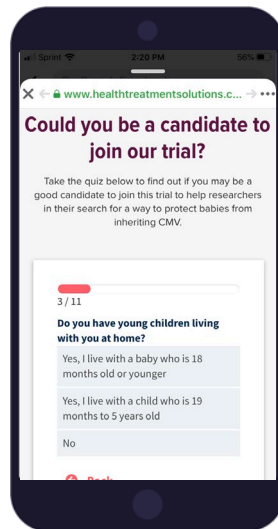
Attract

Landing Page



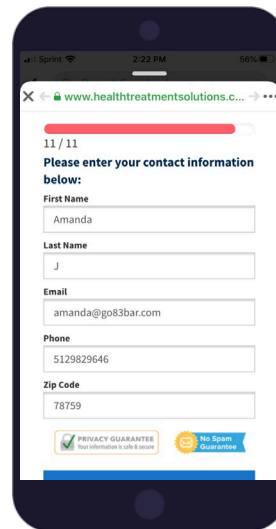
Engage

Symptoms



Qualify

Submit



Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



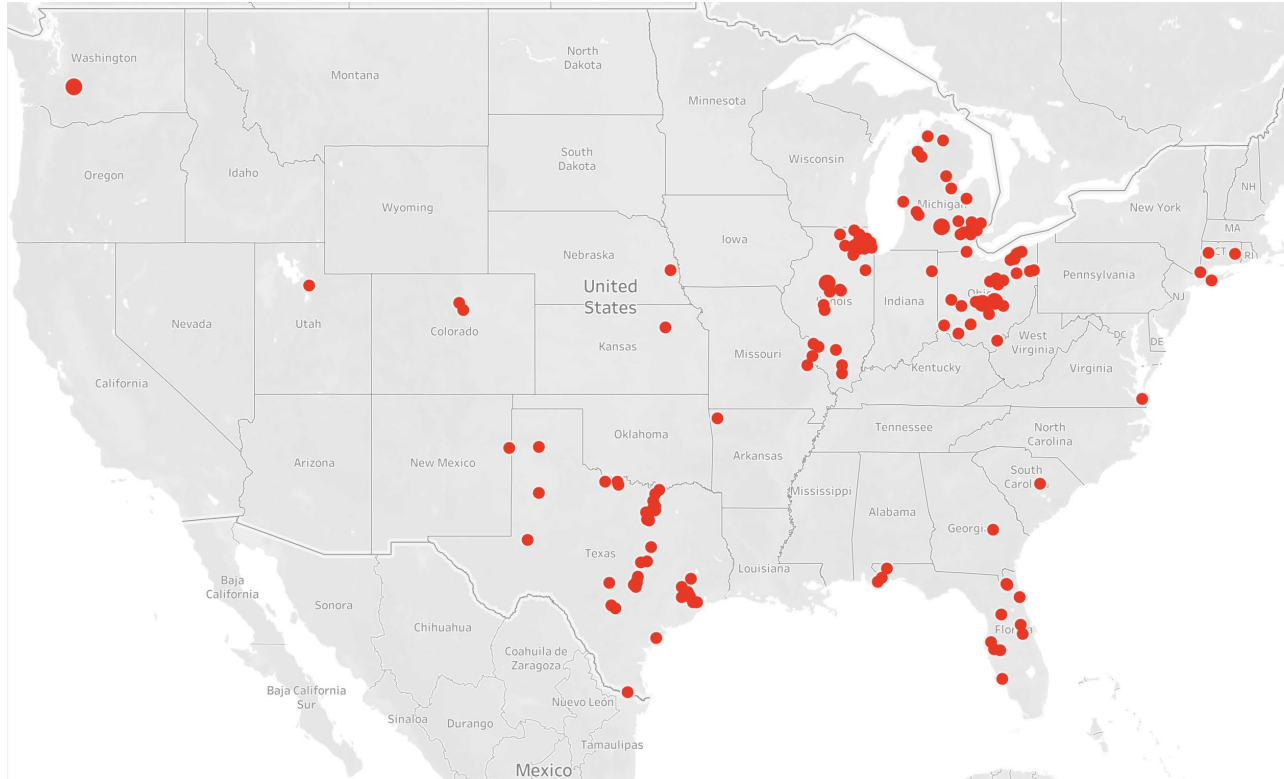
Optimize percentage of respondents who complete survey with engaging experience



Top Performing Facebook Ad

Key Findings

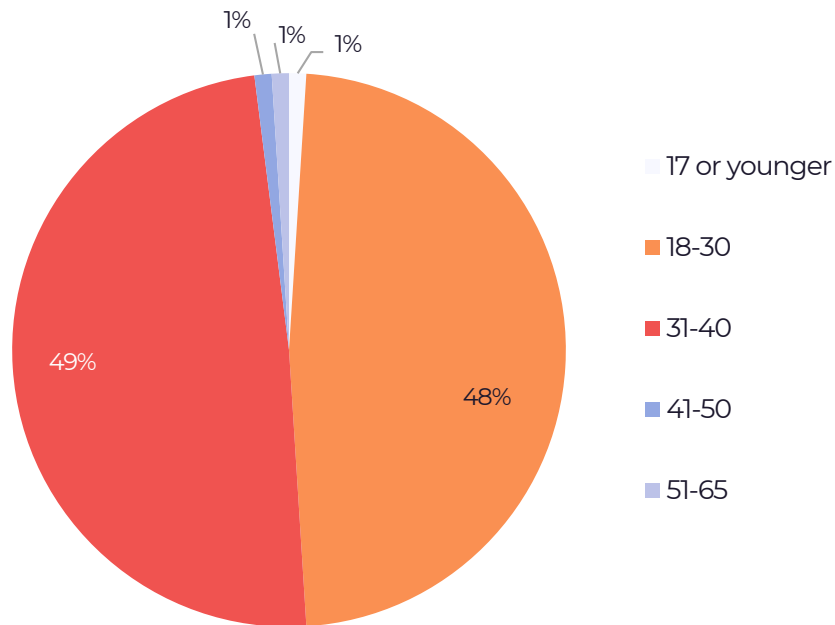
- 118 leads generated
- 401 link clicks
- 4.76% click-through rate
- Almost all anti-vaccine comments were rebutted by other users
- Team theorizes that anti-vaccine activity promotes engagement, click-throughs and conversions from pro-vaccine audience
- Many users were interested in participating and showed support for the study



Key Findings

- Due to high engagement, our ads were seen by and shared with people outside the Facebook targeted areas (ie, their friend in Texas commented on the ad, so someone in Kansas saw it as well and engaged)
- Survey questions on location and/or nurse call center outreach to verify location and willingness/ability to travel to site is recommended

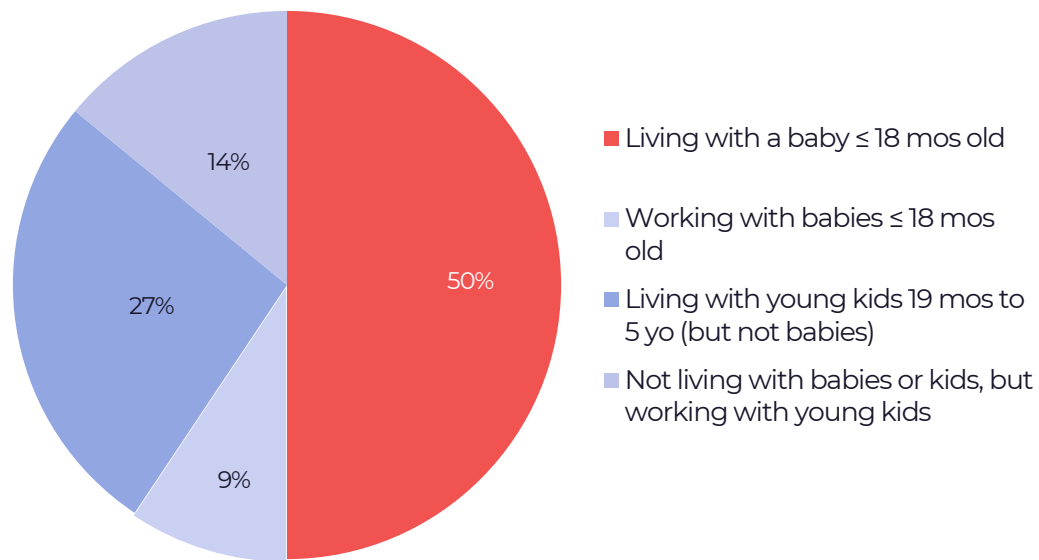
How old are you?



Key Findings

- Facebook targeting meant we had low rates of DQ by age and gender
- 100% of respondents were female (targeted)
- 97% if leads are between 18 and 40 years old

Do you live with babies or young children? Do you work with babies or young children



Key Findings

- Of the 64 total qualified leads, 38 were exposed on a regular basis to babies 18 months or younger
- 26 were exposed to preschoolers but not babies

Do you suffer from any of the following health conditions?

PERCENT OF LEADS (N=160)

Condition	Total lead count
Heart disease	0
Liver or kidney disease	0
Cancer	1

Key Findings

- Though not specified in the provided patient profile, we included a question on health conditions
- Only 1 lead disqualified due to health reasons, cancer
- Depending on the complexity of the final exclusion criteria, survey questions or nurse call center outreach can screen patients for other medical conditions

Summary

Overview

- 83bar can identify and activate motivated mothers and childcare workers to participate in a CMV clinical trial in key states.

Ad Performance

- Vaccines are a hot button topic, with the potential for high engagement and some indirect/extra funnel traffic and leads.

Survey Data

- The biggest barriers to enrollment will be timing/openness to future pregnancies.

Recommendations

- 83bar can help recruit for this trial by delivering a predictable stream of moms and childcare workers who are motivated to help protect kids
- Comment moderation may be considered to address misleading comments.

Commercial Recommendations

- Targeted social-media outreach with high patient activation is feasible approach and recommended given:
 - Competitive CPL
 - Ability to reach potential customers at time of cold cap purchasing decision
 - Majority of respondents are cold-cap naïve and motivated to learn more
 - Former patients' interest indicates willingness to be a referral source
 - Focused patient information sources (doctor and online) with ability to leverage digital collateral for all
- Explore the male population's key value drivers and behavior motivations
- Conduct further testing to develop larger sample size, adjusted for financial ability score, to refine price sensitivity insights
- Target people with higher financial ability scores if insurance reimbursement is not an option



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CEO, founder, advisor, investor and fundraiser with a particular focus on health care, technology and service sectors. Bias toward rapid growth and development while creating new market niches in technology-enabled health care and wellness fields. Currently operating 83bar, LLC. with directional strategic guidance to The Gents Place, Texas Metabolic Centers, Replenish Hydration, and Optimal Thyroid Program, LLC.



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More than 20 years of experience as a corporate entrepreneur for companies like Intel Corp, Wyeth, Pfizer, Bristol-Myers Squibb, as well as late-stage start-ups. Known for her effective, and incisive ability to grow emerging and mature businesses. Proven track record of success bridging health technology to patients for biopharma, from new product development to in-line commercialization.



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