

Market Report

# Estrogen-free Birth Control



## Objective

- Conduct market research to locate patients who may benefit from estrogen-free birth control and determine their interest level in learning more
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

## Key Metrics

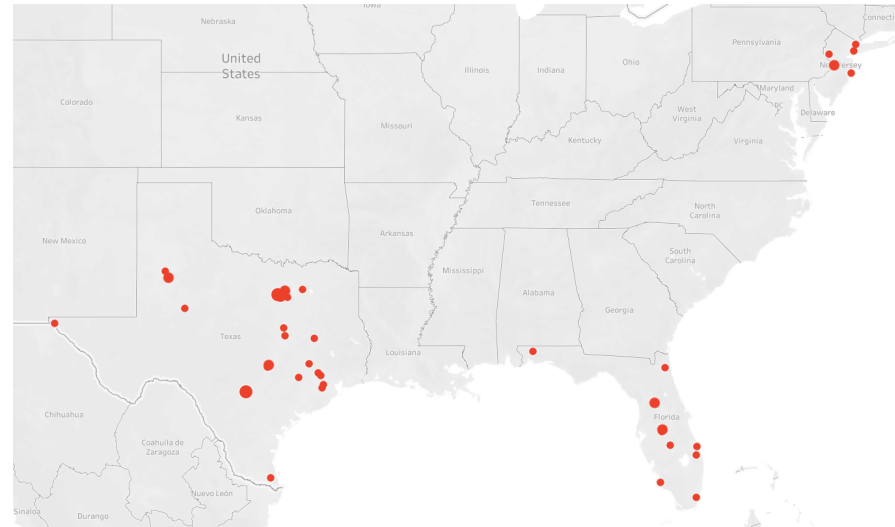
- Ads ran January 30th–February 3rd, 2020
- Targeted women, 18+, in New Jersey, Florida, and Texas

## Acquisition Metrics

- 64 total survey submissions
- 63 qualified and interested leads
- Disqualifications: Age (under 15) and interest in pill (not at all interested)

## Lead Locations

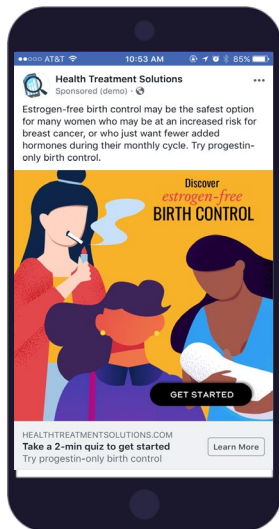
- 83bar targeted our ads to people in Texas, New Jersey, and Florida due to the high penetration/coverage. We were able to find leads in each location, and the state that generated the most leads was Texas (41), followed by Florida (18) and New Jersey (5). Texas generated the lowest cost per lead.



# Attract patients who need treatment

Optimized to ensure high consumer engagement

## Social Media



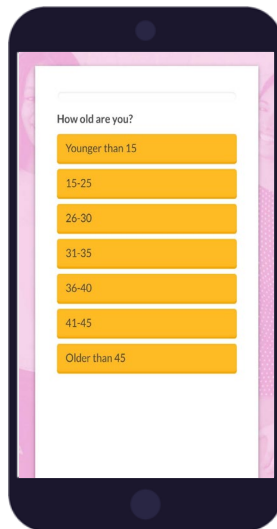
Attract

## Landing Page



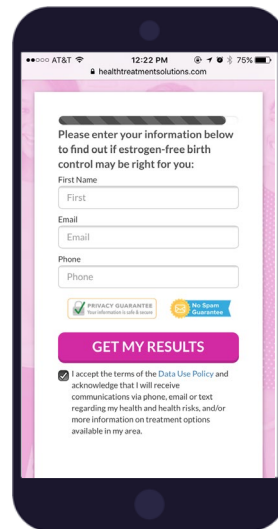
Engage

## Symptoms



Qualify

## Submit



Collect

## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



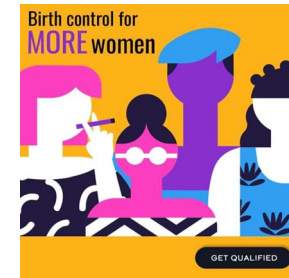
Optimize percentage of respondents who complete survey with engaging experience

## Process

- Six Facebook ads that point to one unique landing page with an embedded survey. Three graphics were used with two copy variants.
- One market research survey designed to connect with patients who could benefit from estrogen-free birth control and determine their level of interest in trying a new option
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page
- Using colorful, vibrant imagery resonates with the patient population and highlighting “birth control” in the ad text helps to attract patients who may be interested in a new pill

## Image Assets Tested

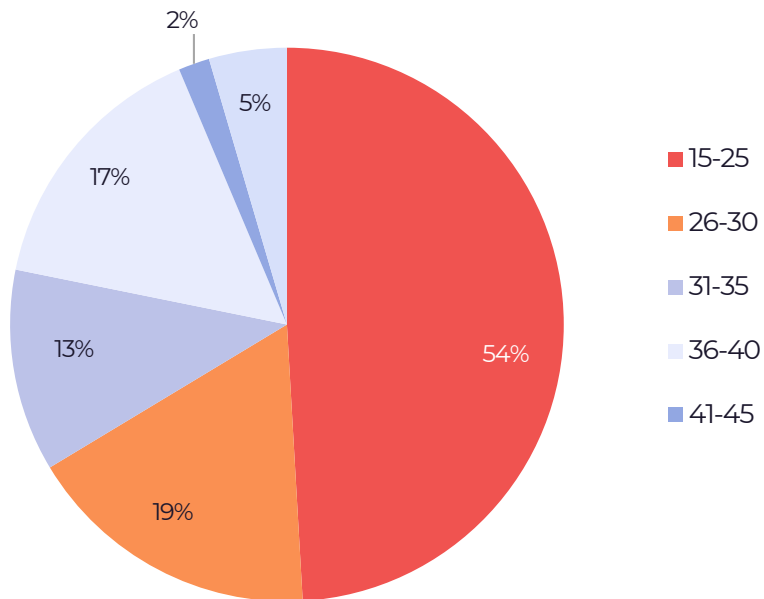
### More Women



### Estrogen-free



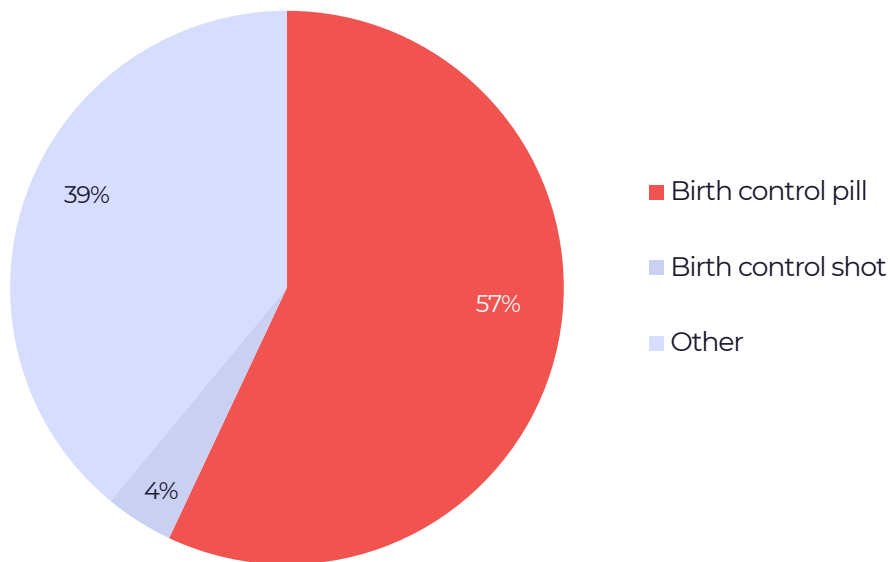
## How old are you?



## Key Findings

- Captures responses from all leads
- The majority of respondents are 15-25 years old (45%)
- 24% (above 35) could benefit from progestin-only birth control as it is a safer alternative for this group, especially if they smoke
- Those who selected “younger than 15” (0 responses) disqualified

## What method of contraception do you use?

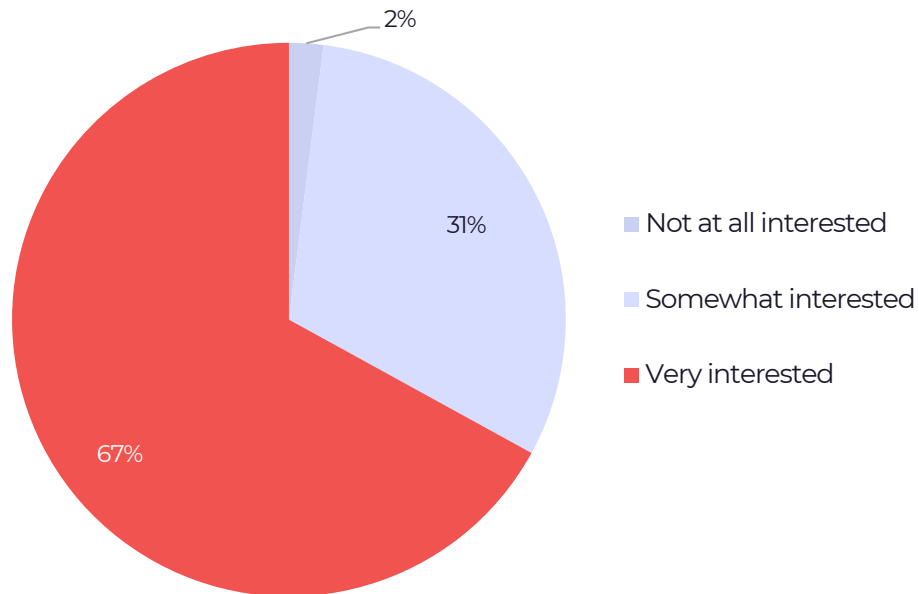


IUD (0%) / Birth Control Patch (0%)

### Key Findings

- Captures responses from leads who are taking a form of birth control
- Leads could select all that apply
- The most common form of birth control taken is the pill (57%)
- 39% are taking a form not listed which could include a ring, condoms, etc.

## How satisfied are you with your current form of birth control?

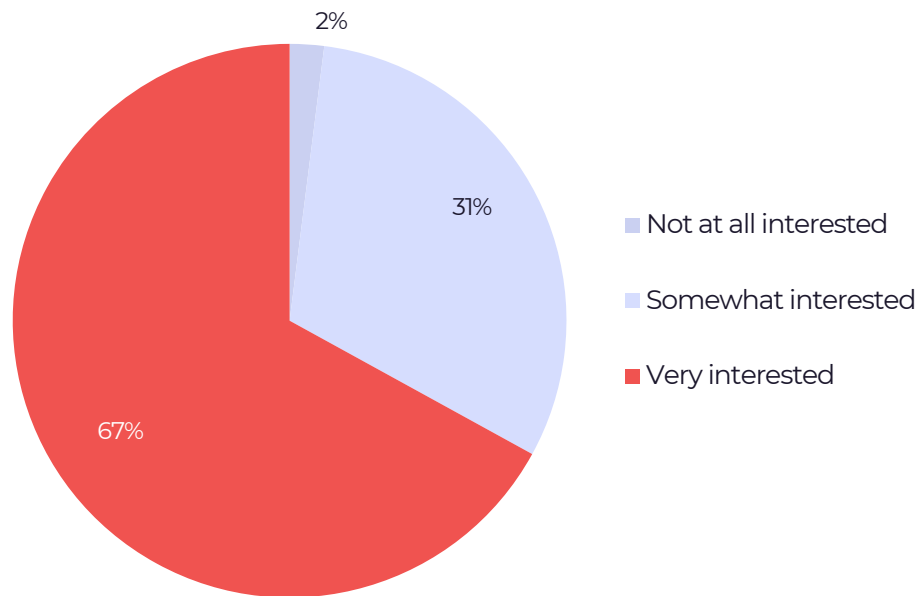


IUD (0%) / Birth Control Patch (0%)

## Key Findings

- Captures responses from all leads
- 98% are somewhat or very interested in trying an estrogen-free birth control; ability to find highly motivated patients
- Those who said “not at all” were disqualified

## How interested would you be in trying a birth control pill that is estrogen free?



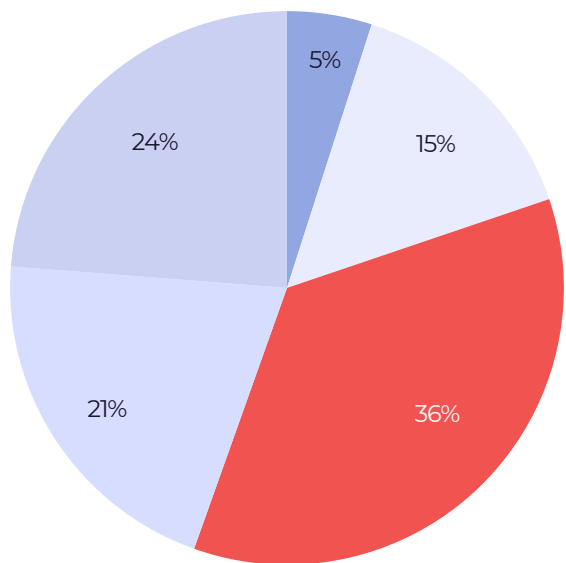
IUD (0%) / Birth Control Patch (0%)

### Key Findings

- Captures responses from all leads
- 98% are somewhat or very interested in trying an estrogen-free birth control; ability to find highly motivated patients
- Those who said “not at all” were disqualified



## Why are you interested in an estrogen-free birth control pill?

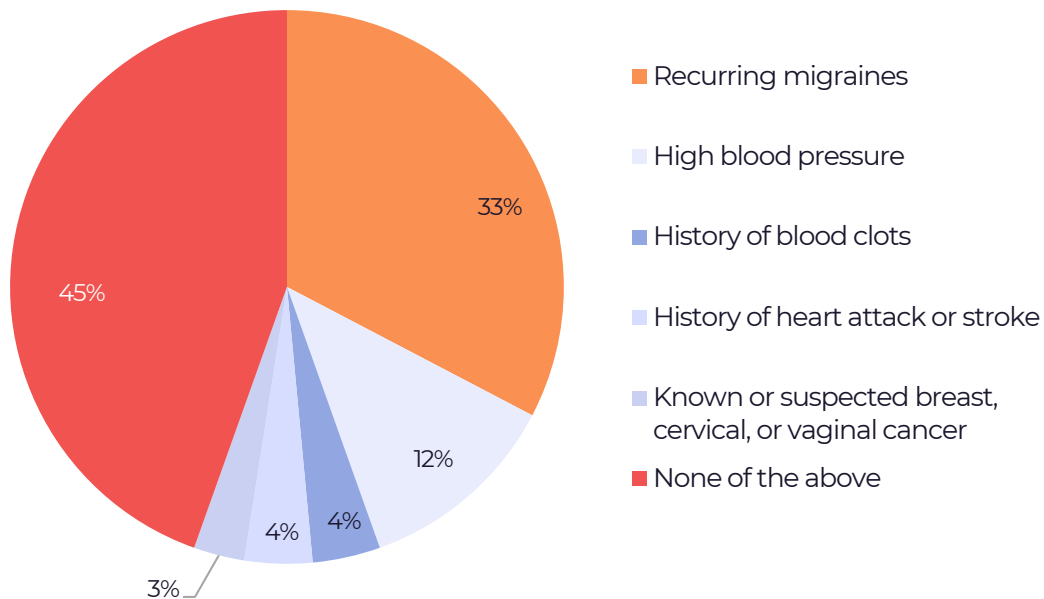


- I am breastfeeding and don't want estrogen to decrease the amount or quality of my breast milk
- I smoke or have cardiovascular conditions and want to reduce the risk of further heart problem
- I want a pill that better fits my body type (high BMI)
- I want to reduce the cancer risk associated with estrogen
- Other

## Key Findings

- Captures responses from leads who said they were interested in estrogen-free birth control
- Leads could select all that apply
- The most common reason was that they wanted a pill that fit their body type (high BMI)
- The second most common response was "other" which may be people who just prefer taking less hormones
- Can further segment into groups to cater creative/targeting to fit these different types of patients

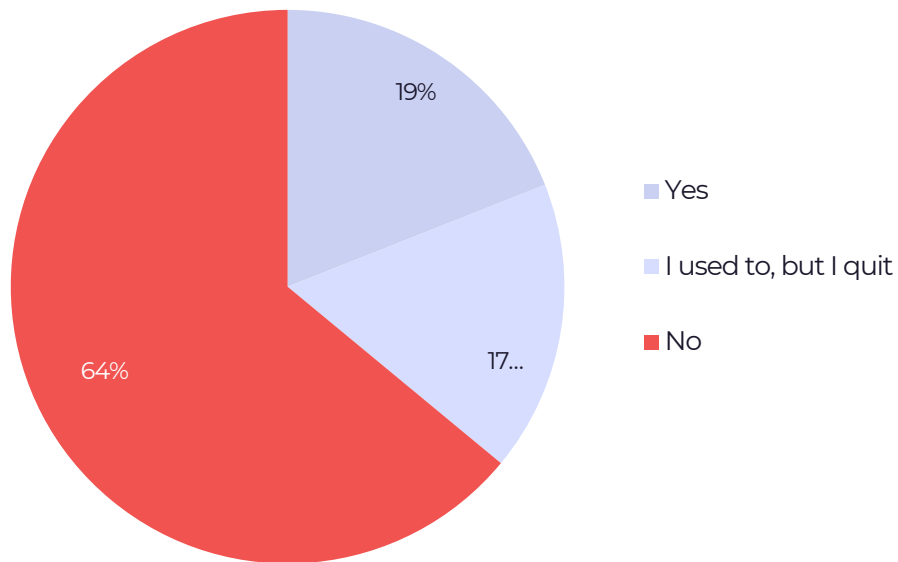
## Do you have any of the following?



## Key Findings

- Captures responses from all leads
- 55% of respondents have at least one of the following conditions, which puts them at risk for taking birth control with estrogen; ability to find ideal patient population/target market
- Opportunity to educate patients on why Slynd would be a better alternative for them

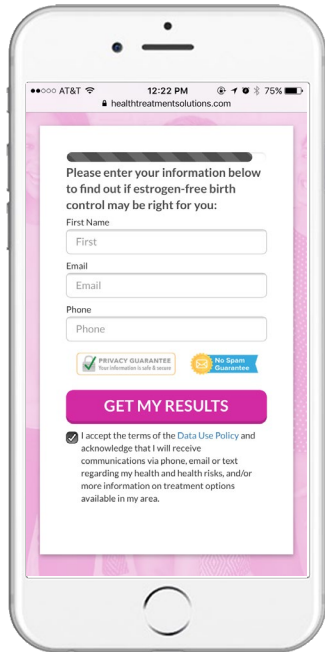
## Do you smoke?



IUD (0%) / Birth Control Patch (0%)

## Key Findings

- Captures responses from all leads
- 36% could benefit from estrogen-free birth control due to possible complications with smoking



12:22 PM 75%

healthtreatmentsolutions.com

Please enter your information below to find out if estrogen-free birth control may be right for you:

First Name  
First

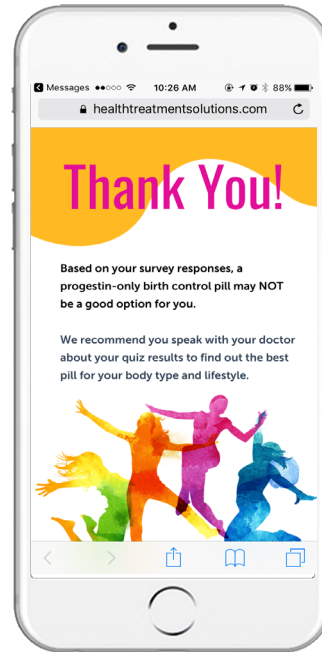
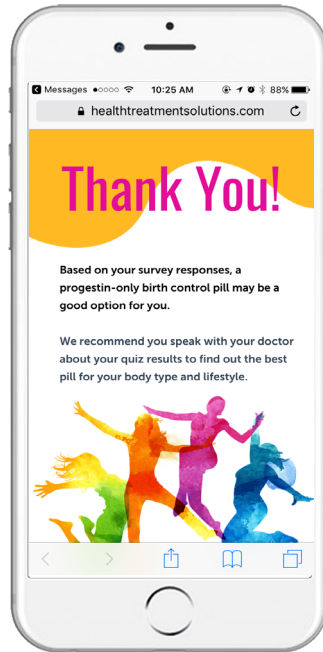
Email  
Email

Phone  
Phone

PRIVACY GUARANTEE  
No Spam Guarantee

**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 treatment options available in my area.



## Key Findings

- Contact information collected for 64 total leads (63 qualified)
- 83bar can find leads in Texas, New Jersey, and Florida who are interested in estrogen-free birth control
- These leads are willing to take an online survey and are interested in learning more

## Summary

- 83bar can find and qualify individuals that are:
  - ✓ Looking for a new form of birth control
  - ✓ Interested in estrogen-free birth control for various reasons
  - ✓ Willing to learn more or speak to a nurse
- 63 qualified leads were found across the Texas, New Jersey, and Florida who are 15+ and interested in progestin-only pill
- Messaging prompted leads to take a survey (health risk assessment or HRA) specifically to learn about the pill and see if they qualify
- 83bar's call center can be utilized to further educate candidates on birth control and encourage them to speak to their doctor if it may be a good fit and capture doctor information
- 83bar can create different targeting and creative for different types of patients who could benefit from this pill to better cater to and attract each patient population
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
  - ✓ Industry leading CPL
  - ✓ Ad concepts that strongly connect with patient population



## **Bob Baurys**

### **President & CEO**

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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.



For more information email  
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