



Market Report

**Gout**

## Objective

- Conduct market research to locate patients living with gout and determine their eligibility and interest in participating in a clinical study. Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey
  - Targeted men and women, 18 – 65+, living in 2 large, medium and small sized markets each
  - Child-bearing females current or future were excluded

## Acquisition Metrics

- 122 total survey submissions
- 118 qualified and interested leads

## Campaign Dates

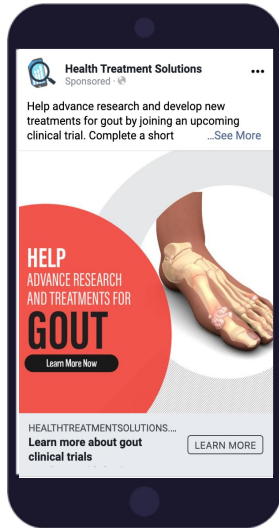
- Ads ran September Dec 7 - 10, 2020



# Attract patients who need treatment

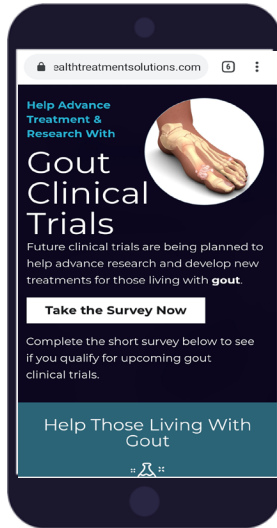
Optimized to ensure high consumer engagement

## Social Media



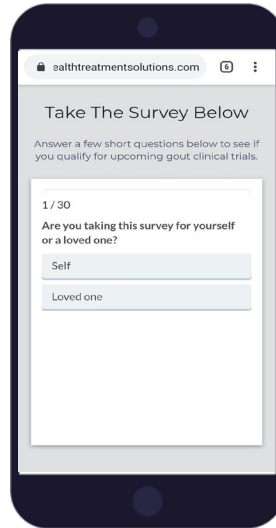
Attract

## Landing Page



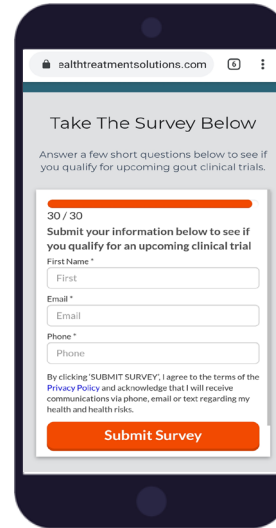
Engage

## 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

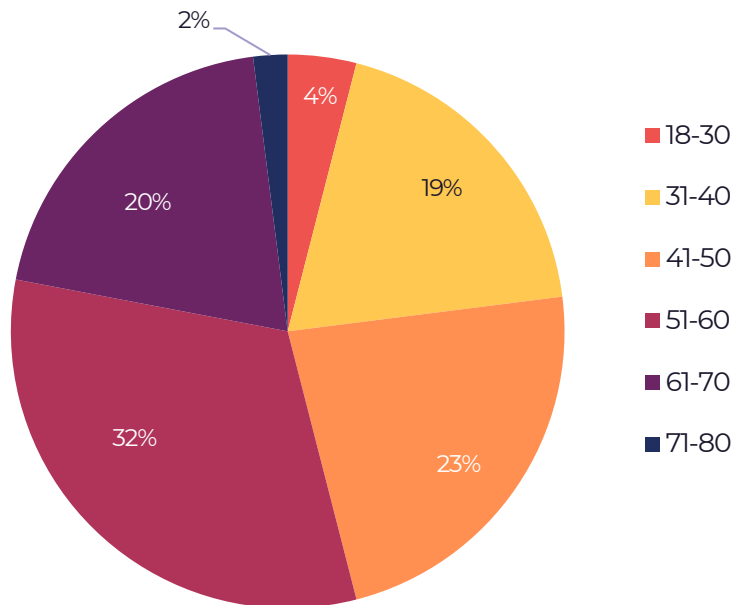
## Process

- Eight Facebook ads that point to one unique landing page with an embedded survey
- Four graphics were used with two copy variants
- One market research survey designed to connect with patients who have gout
- One unique thank you page with links to educational websites
- The ad images featured imagery designed to quickly resonate with the patient population

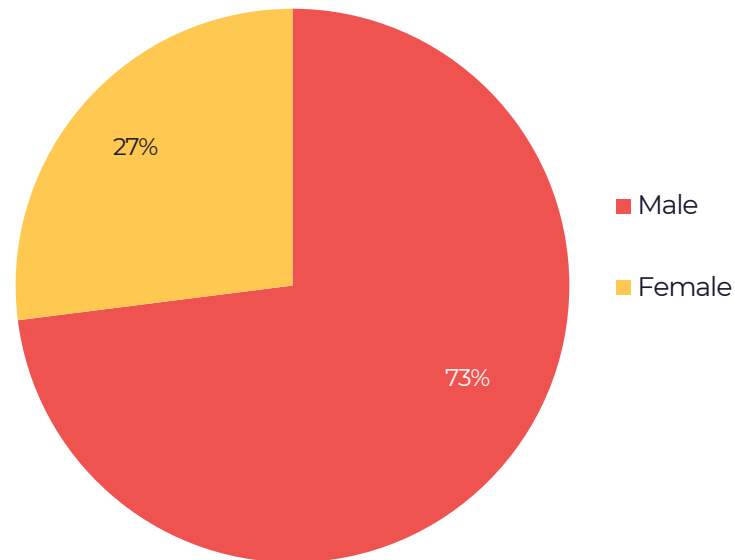
## Image Assets Tested



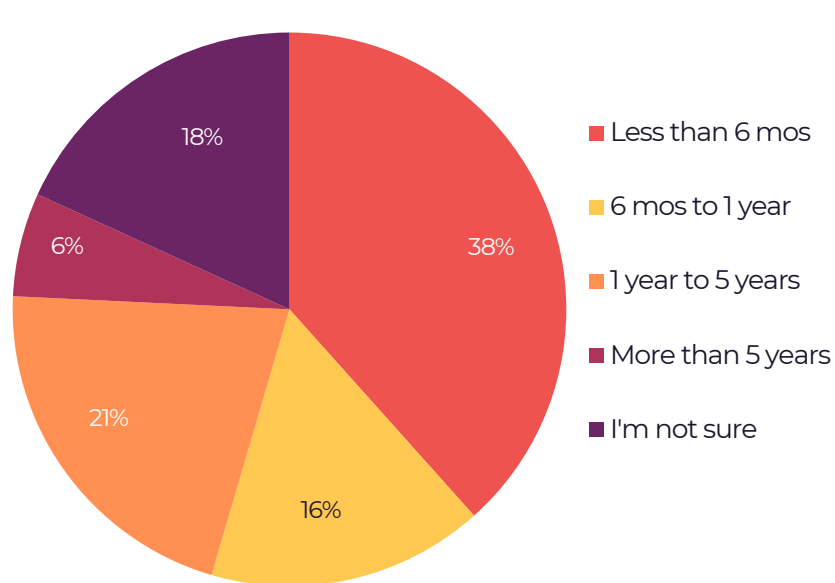
## How old are you?



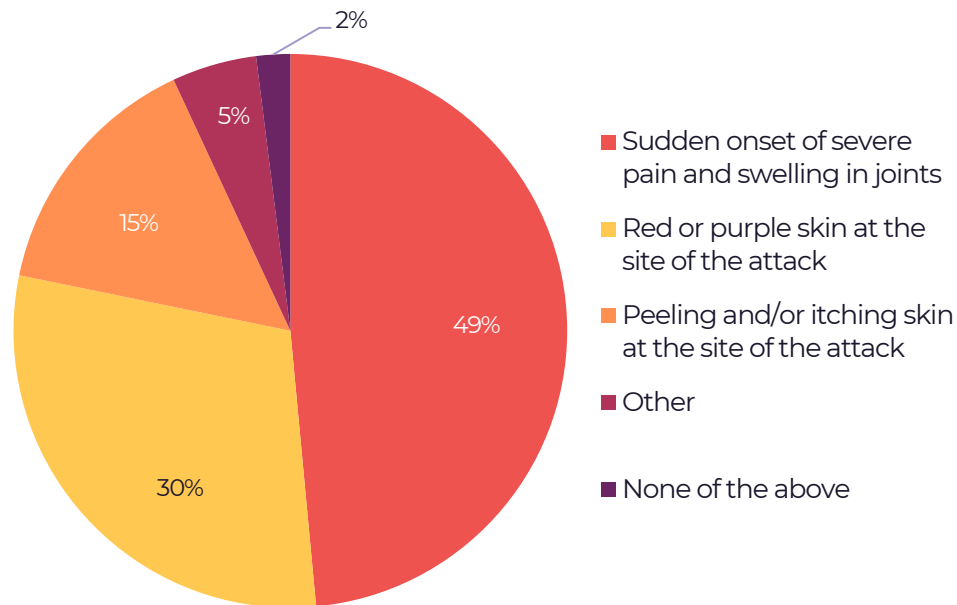
## What is your gender?



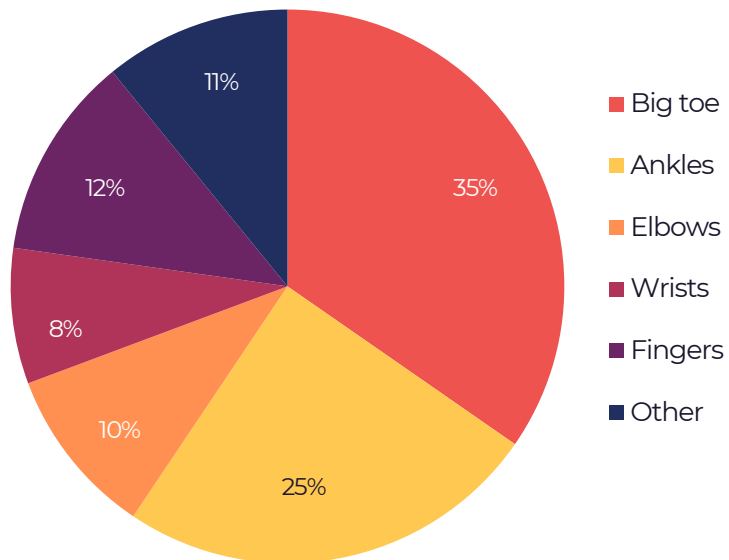
## How long did you experience symptoms of gout before being diagnosed?



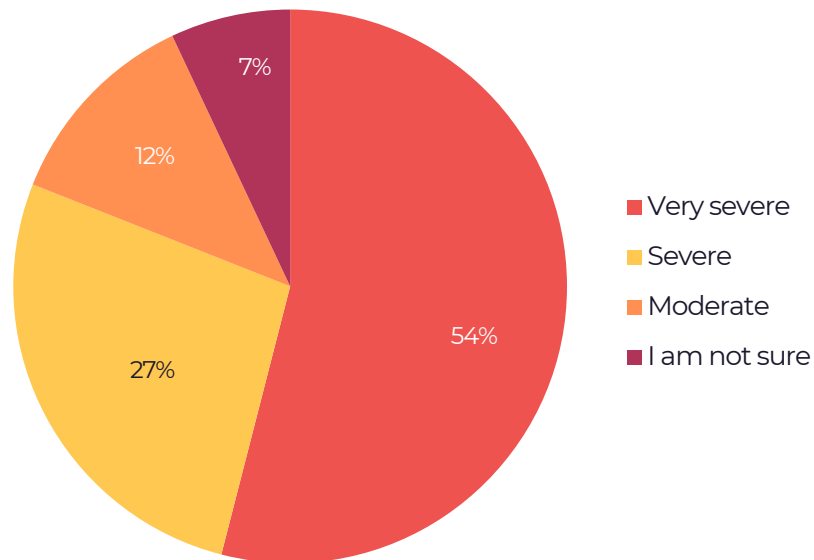
## Have you experienced any of the following symptoms?



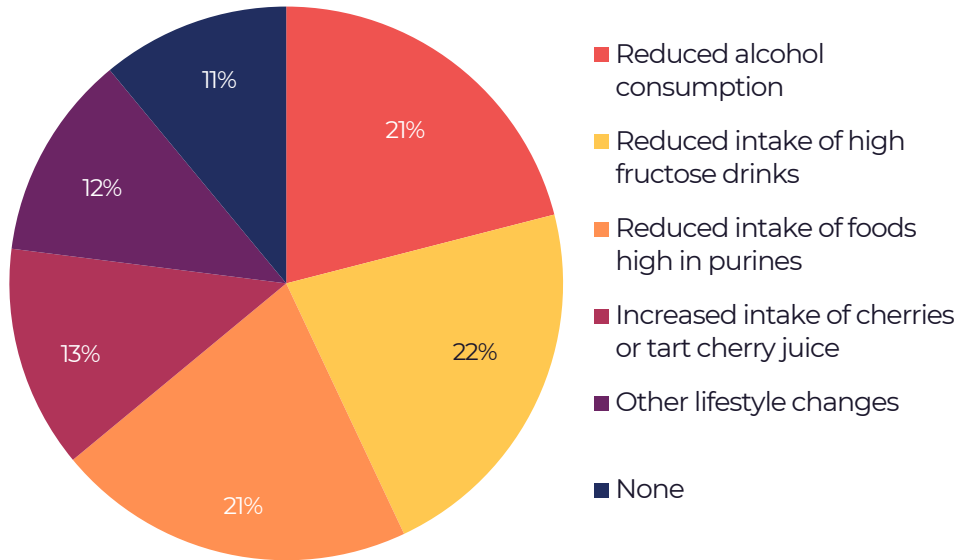
## Where do you experience swollen painful joints?



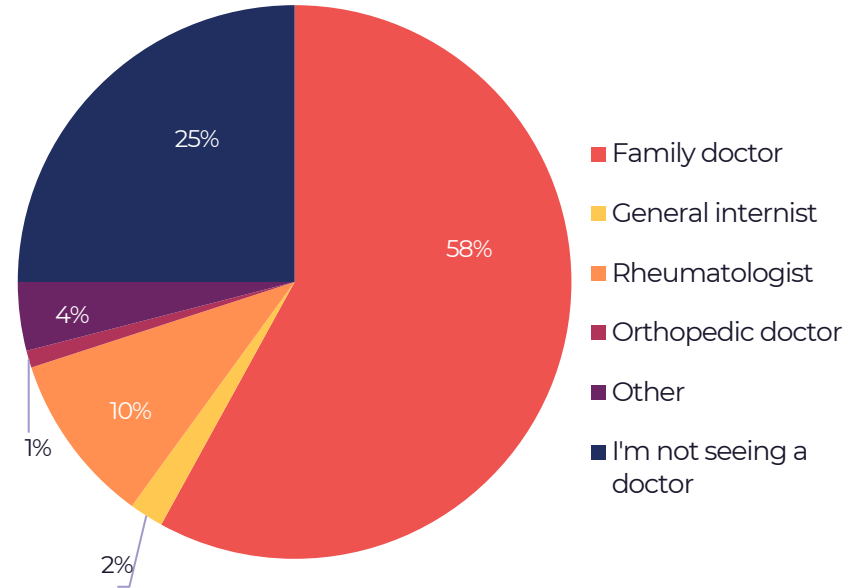
## How severe are your symptoms?



## Have you made any diet or lifestyle changes due to gout?

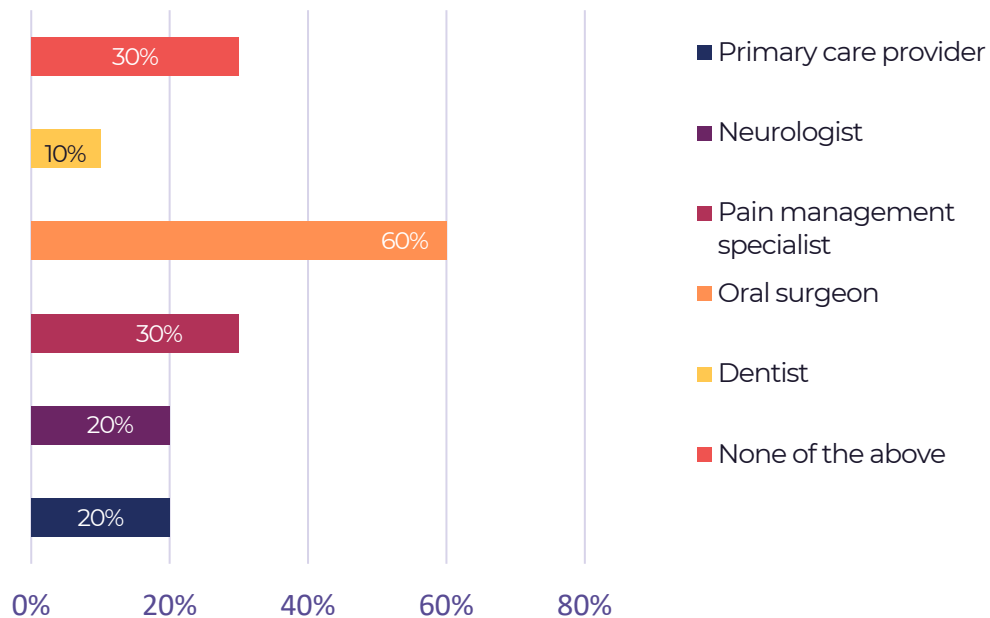


## What type of doctor are you seeing for gout?





## Have you been referred to any of the following nerve specialists?



## Key Findings

- Captured responses from all leads
- 60% of respondents have been referred to an oral surgeon for treatment

## Conclusion

- **83bar can identify and activate motivated patients with gout to participate in a clinical trial.** 122 leads took an extensive online questionnaire, to share their experience living with gout. Of 122 leads, 88 qualified respondents are willing to take part in gout clinical trials lasting 12 -24 months. 83bar has typically attracted a female demographic but found 75% of qualified male respondents. According to the American College of Rheumatology, gout affects males more often than women. 83bar found this target audience in just three days.
- **51% of survey respondents experience painful gout attacks/flare 3-6 times per year.** There are a variety of gout treatment options available, yet survey respondents are not satisfied with treatment outcomes. Gout sufferers experience a similar number of gout attacks, even among those that take urate-lowering medications. These patients need help and are likely to be receptive to new options, including helping to find new therapies. 74% of survey respondents would also consider consulting with a doctor specializing in gout.
- **83bar call center can ensure that patients meet the specific inclusion and exclusion criteria clinical trials.** Our patient education specialists can help walk leads through a study's more complex eligibility criteria to correctly identify qualified participants, educate, and ease any concerns potential patients may have.



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

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