

Market Report

# Hepatocellular Carcinoma & Head and Neck Squamous Cell Carcinoma

## Objective

- Conduct market research to locate patients diagnosed with Hepatocellular Carcinoma & Head and Neck Squamous Cell Carcinoma, gauge their interest in participating in a clinical study, and determine their eligibility to participate
- Utilize Facebook ads to attract patients and direct them to a dedicated landing page and survey

## Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Survey data

## Definition of a Qualified Lead

- Men and women who have been diagnosed with either Hepatocellular carcinoma (HCC) or Head and Neck Squamous cell carcinoma (HNSCC) and have the following:

### HNSCC

- Recurrent or metastatic disease
- Received at least one dose of immunotherapy for treatment of their cancer alone or in combination with approved chemotherapy
- Not received immunotherapy in the newly diagnosed, curative setting

### HCC

- ECOG score of 0 or 1
- No known diagnosis of fibrolamellar HCC, sarcomatoid HCC, or mixed cholangiocarcinoma and HCC
- No prior liver transplant
- No suspected or known diagnosis of the top 8 autoimmune diseases

## Inclusion/Exclusion Criteria

- While certain inclusion/exclusion criteria was asked in the online survey, further questions to determine eligibility would be better suited at nurse call center or physician's office, including but not limited to the following:
- PFS/OS/RECIST score
- Not eligible for surgical and/or locoregional therapies; or progressive disease after surgical and/or locoregional therapies
- Any known autoimmune disease
- Child-Pugh classification

## HCC Incidence Rates

- HCC is more common among males with a male/female ratio of 2.4 worldwide
- Predominant in Asian countries (incidence rates in men of 35 per 100,000 population)
- HCC is the third leading cause of cancer deaths worldwide
- HCC is much less common in developed countries than developing countries (1:2)
- North America and Western Europe are generally considered to be low-incidence regions (incidence 2.6 to 9.8 per 100,000 population)

## HCC Incidence Rates

- Annual incidence of 15 per 100,000 people in the United States
- Annual incidence of 43 per 100,000 in Europe
- In Eastern Europe and China (high tobacco consumption rates), a rise in HNSCC is anticipated
- Most common in central Asia
- Accounts for 3% of all cancers in the United States
- HNSCC is more common in males than females

## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who have been diagnosed with HCC or HNSCC

### Facebook Ad Targeting

- Men & Women ages 25+ in the United States

### Measure Results

- Determine CPL for two ad concepts, qualified leads generated by each concept, and analysis of survey responses

## Results

- ✓ Captured willingness to share information
- ✓ Refined understanding of HCC & HNSCC patients
- ✓ Determined qualification for trial based on survey questions

### Run Dates

- September 16th – 20th, 2019

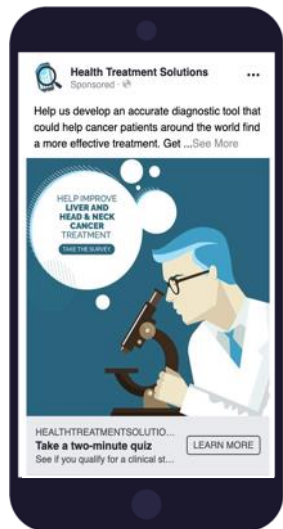
### Acquisition Metrics

- Nationwide ad spend
- 20 total leads (a.k.a. survey completions)
- 2 leads were qualified (based off protocol criteria)
- \$25 CPL (avg. cost per lead)

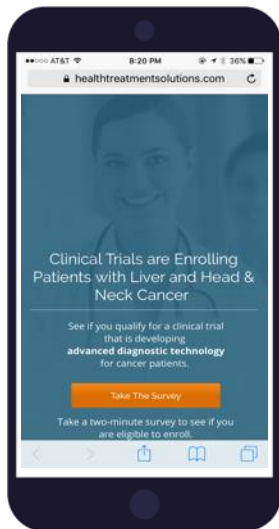
# Attract patients who need treatment

Optimized to ensure high consumer engagement

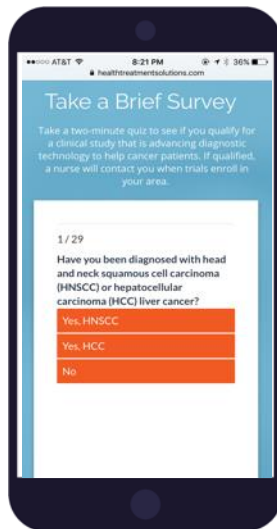
## Social Media



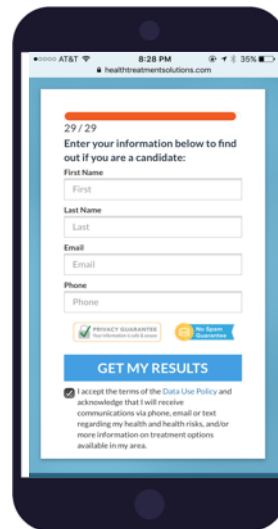
## Landing Page



## 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

- Two ad concepts that point to one unique landing page with an embedded survey
- One market research survey designed to connect with patients who have HCC & HNSCC and gauge their interest in participating in a clinical study as well as determine their eligibility to participate
- 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

### Altruism

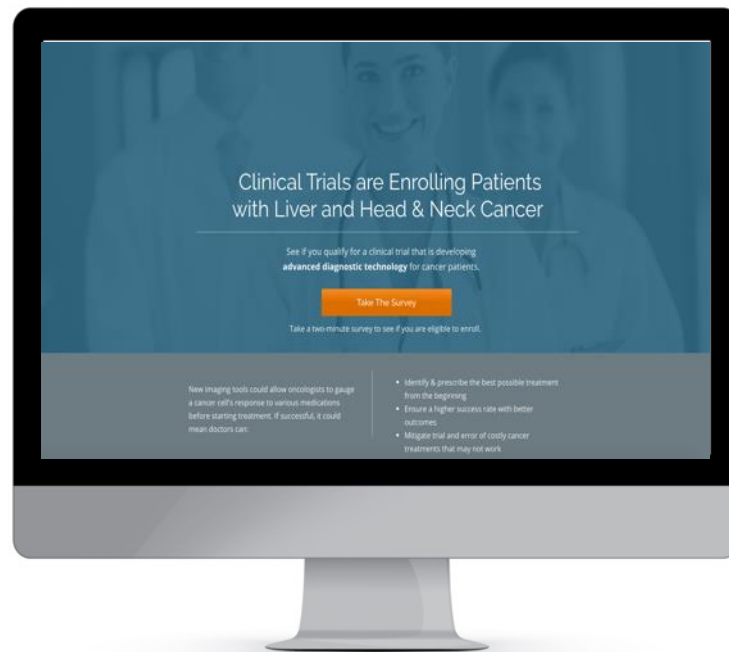


### Clinical Trials



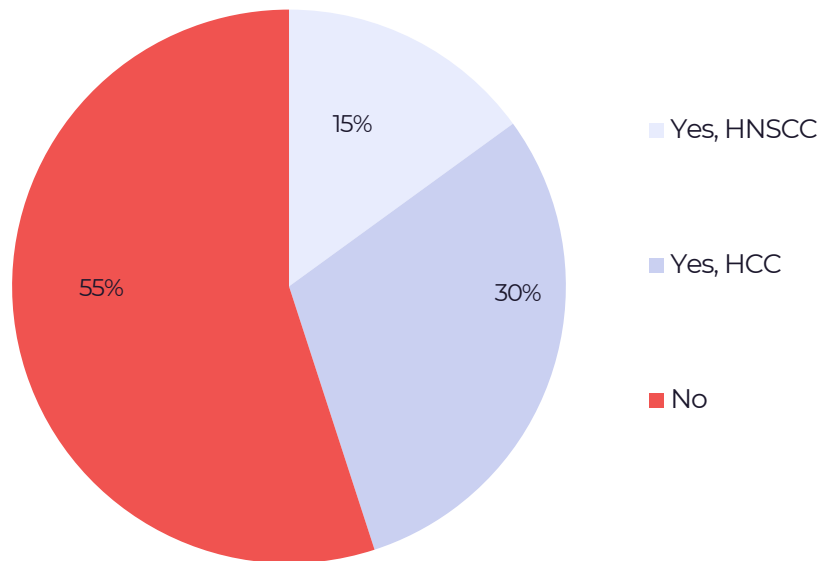


Top Performing Facebook Ad



Landing Page

## Have you been diagnosed with head and neck squamous cell carcinoma (HNSCC) or hepatocellular carcinoma (HCC) liver cancer?

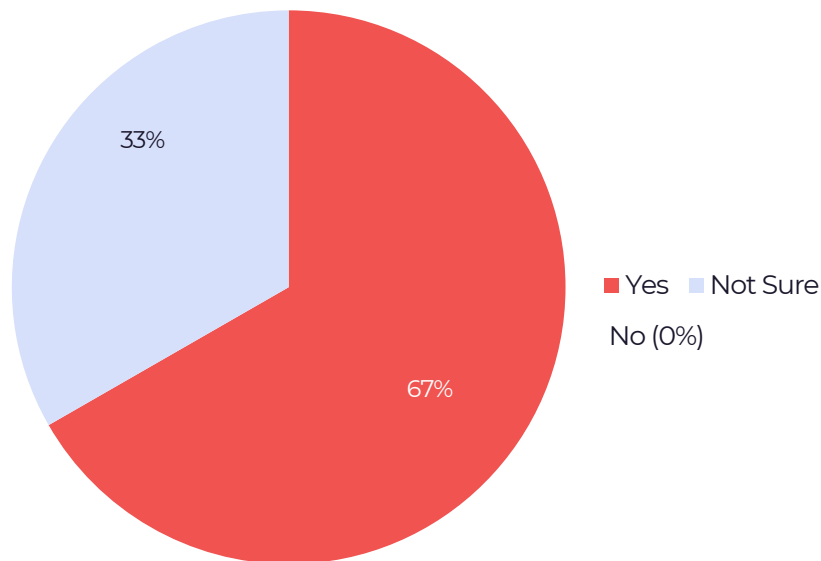


## Key Findings

- The graph depicts responses from all leads
- Respondents could select all that apply
- 82% have received at least one of the following treatments
- 35% of respondents selected two or more treatments
- The two qualified leads have had chemotherapy (both) and immunotherapy (one)
-



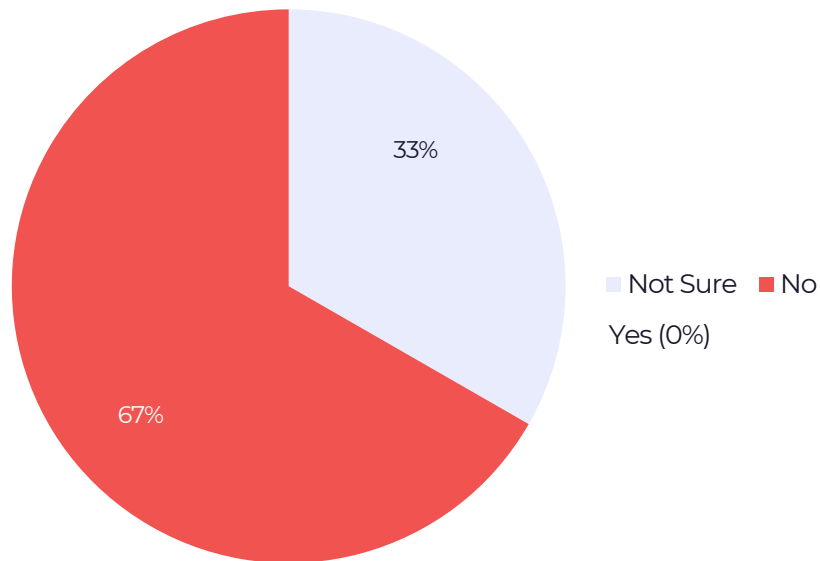
## Do you have recurrent (same location) or metastatic (spread to different location) disease?



### Key Findings

- The graph depicts responses from all leads with HNSCC
- The majority of leads with HNSCC have recurrent or metastatic disease; 33% may have it, but are unsure

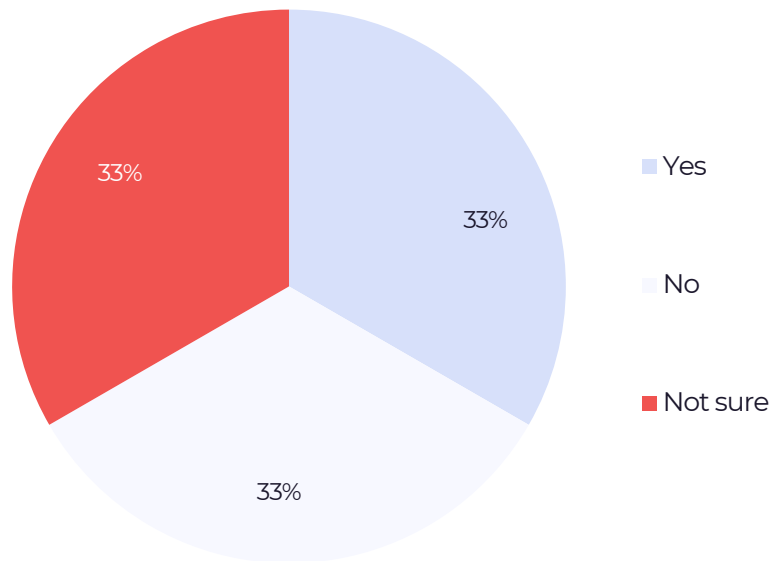
## Have you been diagnosed with the HPV virus (human papillomavirus; a very common sexually transmitted infection)?



### Key Findings

- The graph depicts responses from all leads with HNSCC
- 67% of respondents do not have HPV
- 33% are unsure; they may have it and not know (commonly asymptomatic)

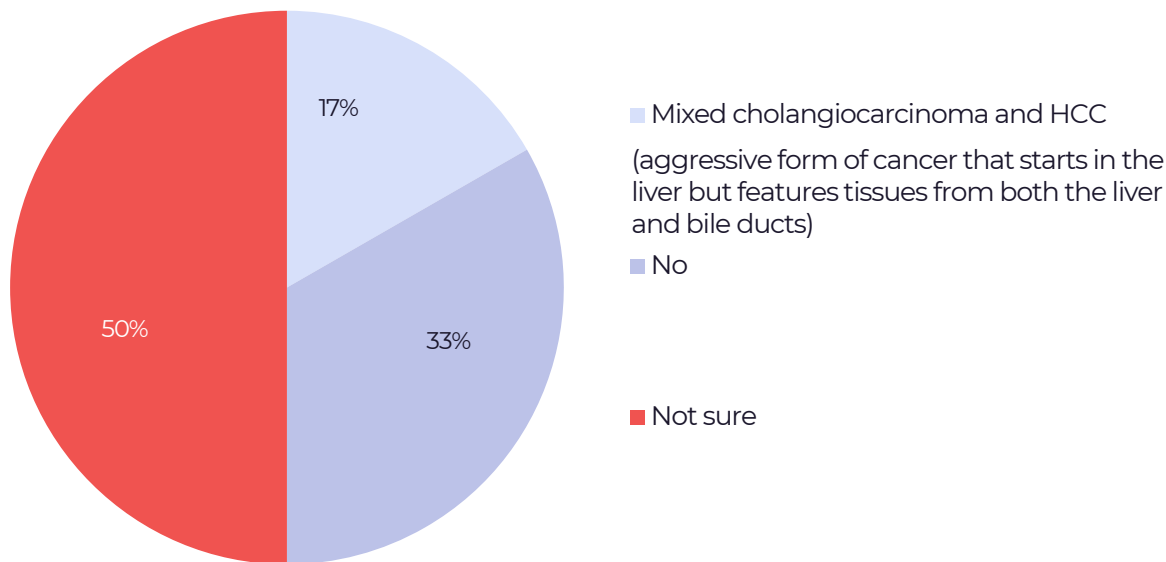
## Have you previously received locoregional (restricted to one area of your body) therapy for your hepatocellular carcinoma (HCC)?



### Key Findings

- The graph depicts responses from all leads with HCC
- 33% of respondents have not received locoregional therapy
- 33% have, and 33% are not sure

## Do you have any of the following types of HCC?



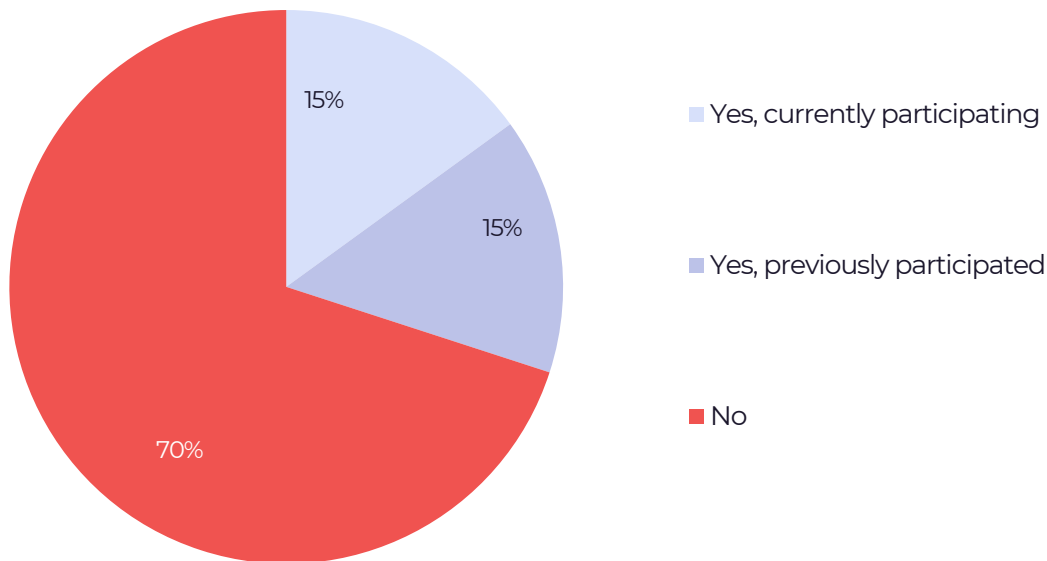
Fibrola mellar HCC (rare, malignant tumor that arises from the liver) (0%)

Sarcomatoid HCC (fast spreading cells) (0%)

## Key Findings

- The graph depicts responses from all leads with HCC
- Respondents could select all that apply
- 33% of respondents do not have any of the following types of HCC
- 50% are unsure and could be further educated on the different types

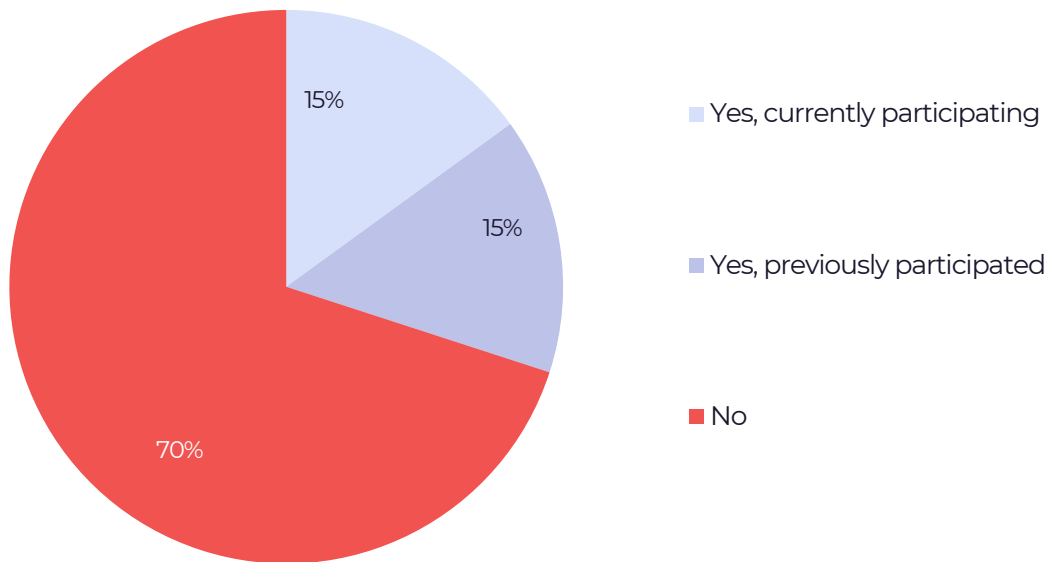
## Are you currently participating or have you previously participated in a study of an investigational drug or device?



## Key Findings

- The graph depicts responses from all leads
- 70% of leads have never participated in a study of an investigational drug or device
- Of the two qualified leads, one has never participated and one is currently participating

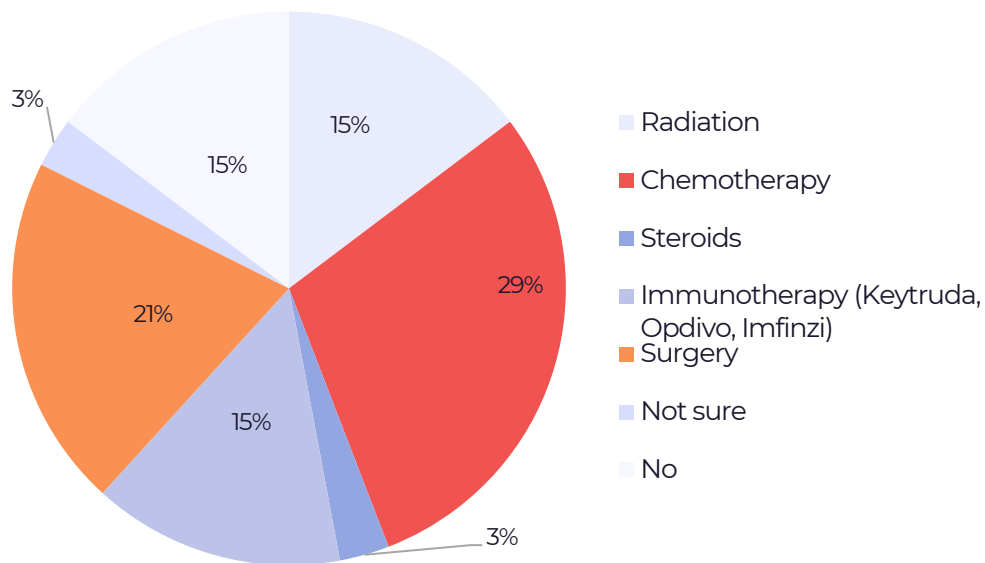
## Have you previously had any of the following treatments?



## Key Findings

- The graph depicts responses from all leads
- Respondents could select all that apply
- 82% have received at least one of the following treatments
- 35% of respondents selected two or more treatments
- The two qualified leads have had chemotherapy (both) and immunotherapy (one)

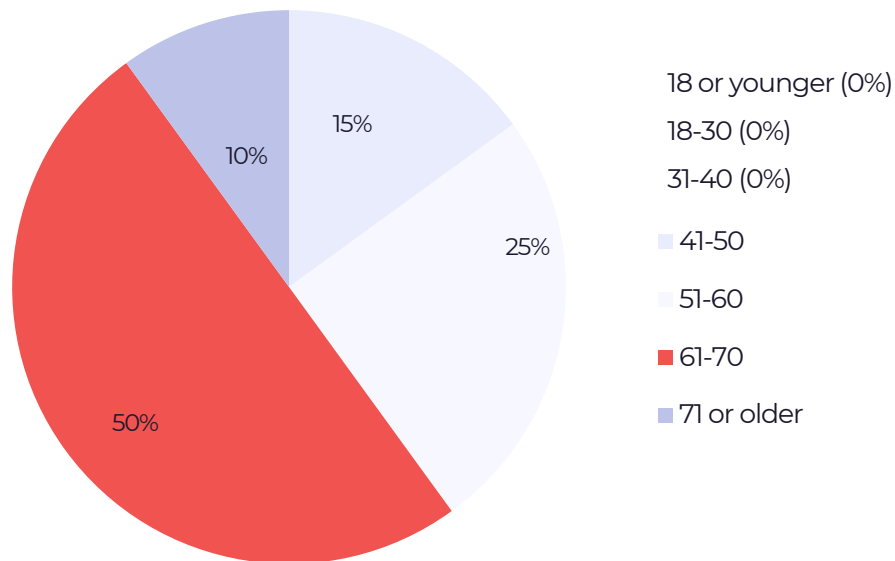
## Have you previously had any of the following treatments?



## Key Findings

- The graph depicts responses from all leads
- Respondents could select all that apply
- 82% have received at least one of the following treatments
- 35% of respondents selected two or more treatments
- The two qualified leads have had chemotherapy (both) and immunotherapy (one)

## What age range do you fall in?

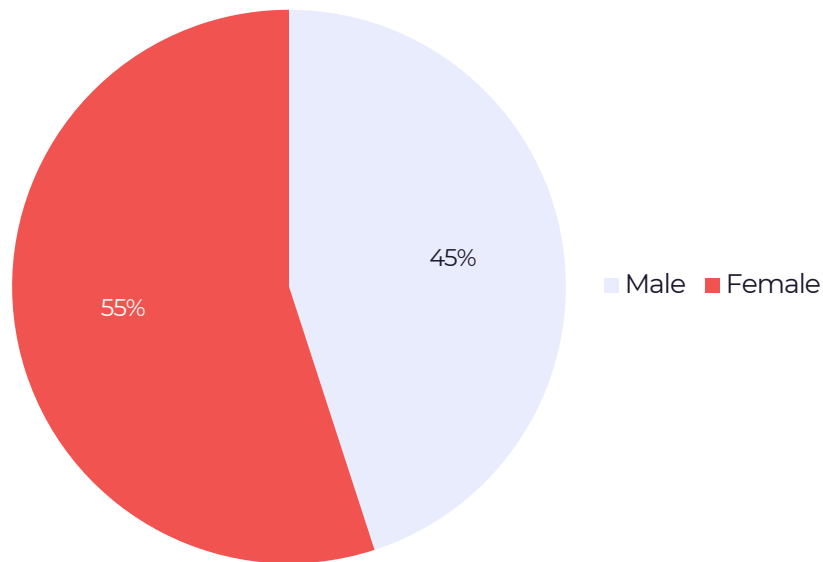


## Key Findings

- The graph depicts responses from all leads
- 50% of respondents are 61-70 years old
- One qualified lead is 41-50 and the other is 61-70
- The median age for HCC diagnosis is 64
- Average age for HNSCC diagnosis is 50-70 years old

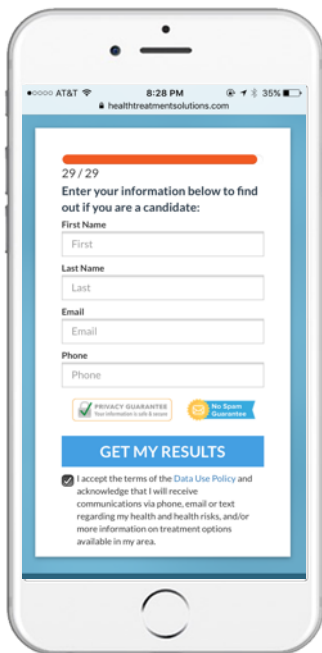


## What is your gender?



## Key Findings

- The graph depicts responses from all leads
- Slightly more females than males responded
- One qualified lead is male, one is female
- In general, HCC and HNSCC are more common in males than females (opportunity to capture female caregivers)



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Enter your information below to find out if you are a candidate:

First Name  
First

Last Name  
Last

Email  
Email

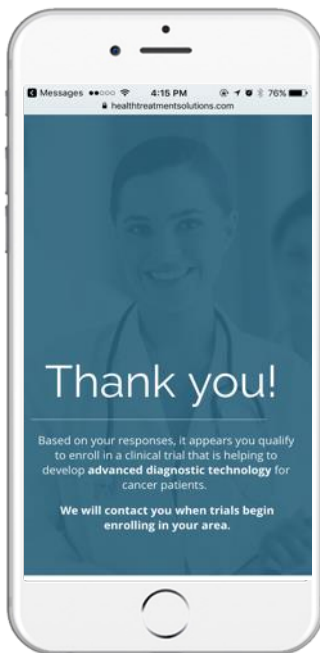
Phone  
Phone

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.

**PRIVACY GUARANTEE**  
Your information is safe & secure

**No Spam Guarantee**

**GET MY RESULTS**



## Key Findings

- Contact information collected for 20 total leads (2 qualified)



## Fits the following criteria

- ECOG score of 1
- No previous liver transplant or known autoimmune diseases
- No diagnosis of fibrolamellar HCC, sarcomatoid HCC, or mixed cholangiocarcinoma and HCC

He's been recently diagnosed with HCC and has chronic hepatitis B. He does not have any previous cancers and is not sure on the stage of his current tumor. He is very willing to participate in a trial and release his medical records for a study.

- Male / Age 61-70
- Diagnosed with HCC
- Currently smokes

- 83bar can find individuals that are diagnosed with HCC and HNSCC who are willing to answer eligibility questions, interested in participating in a clinical trial, and willing to release their medical records
- The majority of respondents fall between the ages of 61 and 70 with a majority of those respondents indicating they previously or currently smoke cigarettes, a risk factor for these cancer types
- Despite the relatively small incidence levels for these cancers, 83bar is able to find diagnosed patients who are looking to join a trial and willing to help develop new treatment options
- 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, as well as help educate patients to better understand the criteria and medical requirement
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
  - Industry leading CPL
  - Ad concepts that strongly connect with the HCC and HNSCC audience



## **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.



## **Kate Hermans**

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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  
[www.83bar.com](http://www.83bar.com)

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