



Market Report

Knee Pain

Objective

- Determine the feasibility of the 83bar approach to identifying patients with undiagnosed chronic knee pain or osteoarthritis of the knee who meet the topline inclusion and exclusion criteria, and are interested in participating in the study
- Use Facebook & Instagram ads to attract candidates and direct them to a dedicated landing page in order to complete an online screening survey

Key Metrics

- Ads ran May 21 – 22nd, 2020
- Targeted men and women, 35-65+ nationwide, using a custom 83bar joint pain audience

Acquisition Metrics

- 74 total survey completions
- 22 potential qualified participants based on the selected topline criteria

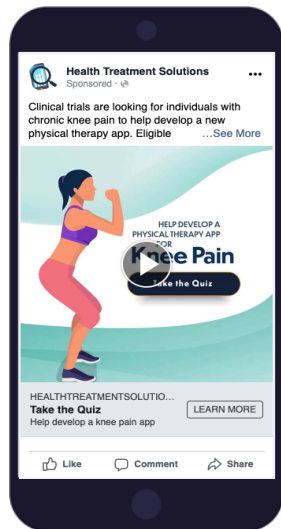
Qualified Leads

- Diagnosed with osteoarthritis of the knee or chronic knee pain without a diagnosis of osteoarthritis
- NOT diagnosed with fibromyalgia, rheumatoid arthritis or another type of inflammatory disorder that affects the knee
- No injury or surgery on the knee within the last 3 months
- Aged 22-75
- Knee pain severity of 4 or greater in the last week (on a 0-10 Numeric rating pain scale)
- No current or planned use of injections (eg, steroid/joint injections), surgery, physical therapy, acupuncture or chiropractic care
- No use of prescription opioid medications in the last 30 days and no opioid addiction or dependency in the last year
- Has a smartphone with camera and internet capability and can download apps (with or without directions)

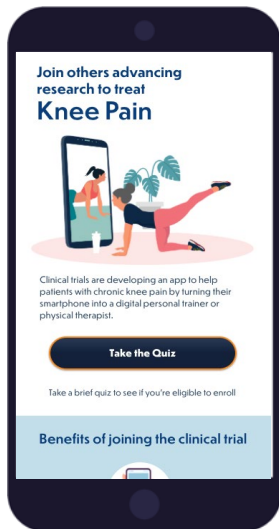
Attract patients who need treatment

Optimized to ensure high consumer engagement

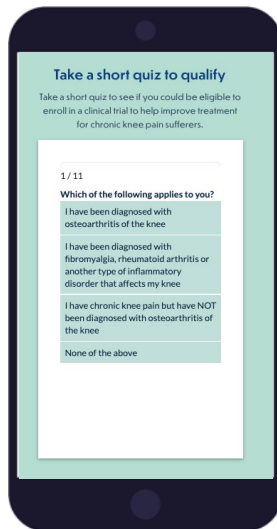
Social Media



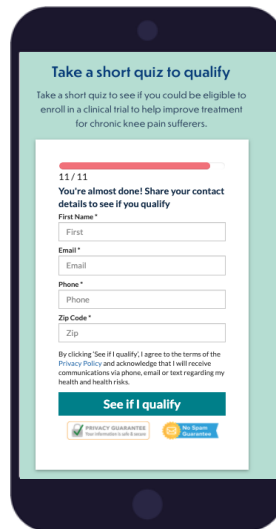
Landing Page



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

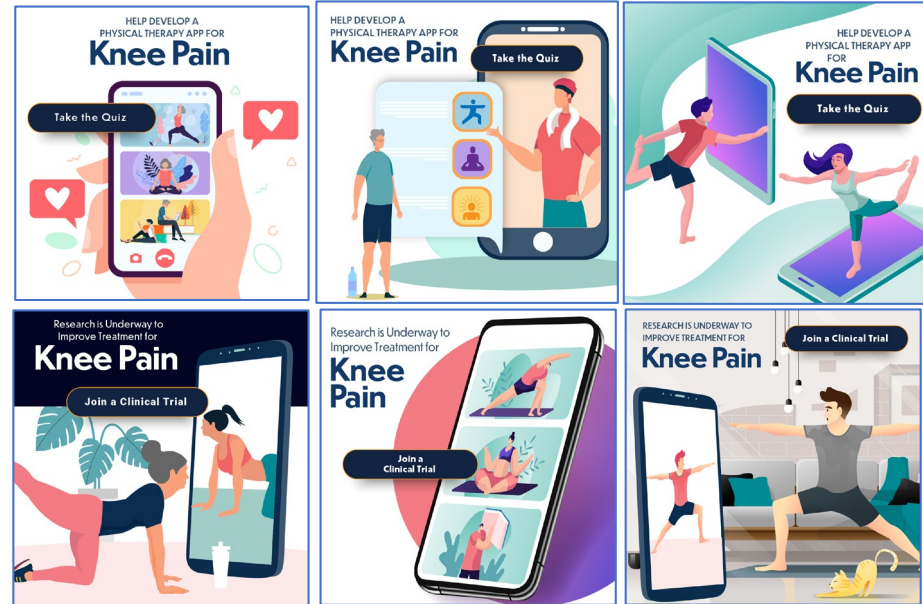
Qualify

Collect

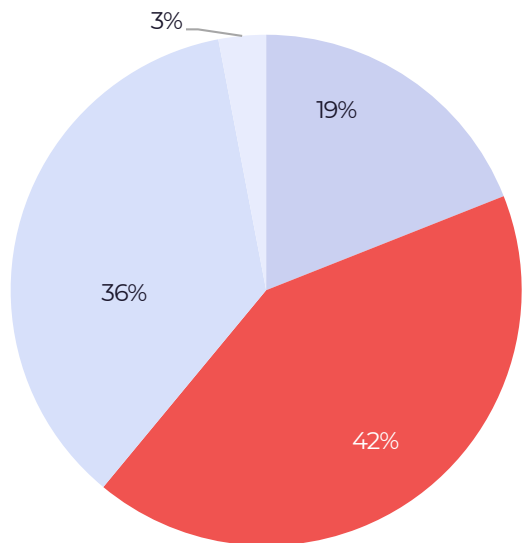
Process

- Seven Facebook ads (6 static images and 1 gif) that point to one unique landing page with an embedded survey
- One 10-question screening survey designed based on protocol inclusion and exclusion criteria
- Thank-you page with links to educational information on knee pain and trial participation
- Disqualified page with links to educational information on knee pain and trial participation
- The ad images featured lung imagery designed to quickly resonate with the patient population
- Ad copy tested different key word concepts and text to find the most appropriate and engaged potential participants

Image Assets Tested

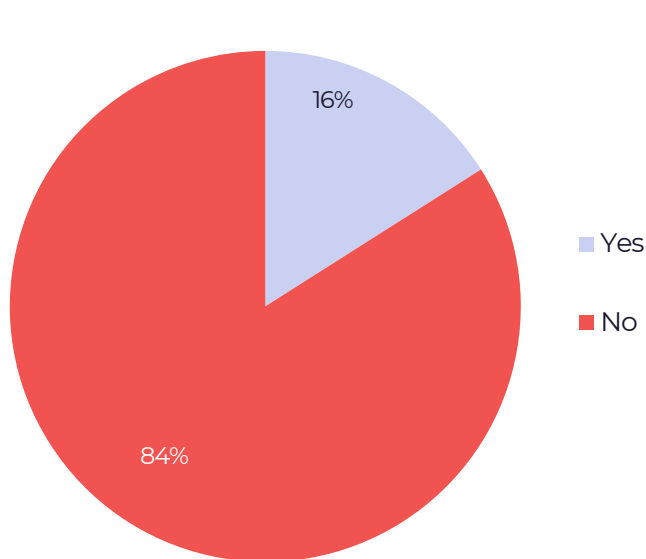


Which of the following applies to you?

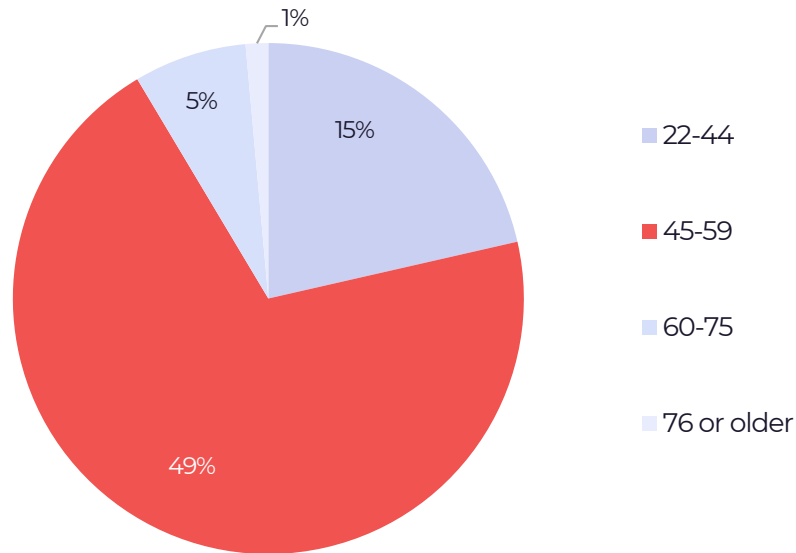


- I have been diagnosed with fibromyalgia, rheumatoid arthritis or another type of inflammatory disorder that affects my knee
- I have been diagnosed with osteoarthritis of the knee
- I have chronic knee pain but have NOT been diagnosed with osteoarthritis of the knee
- None of the above

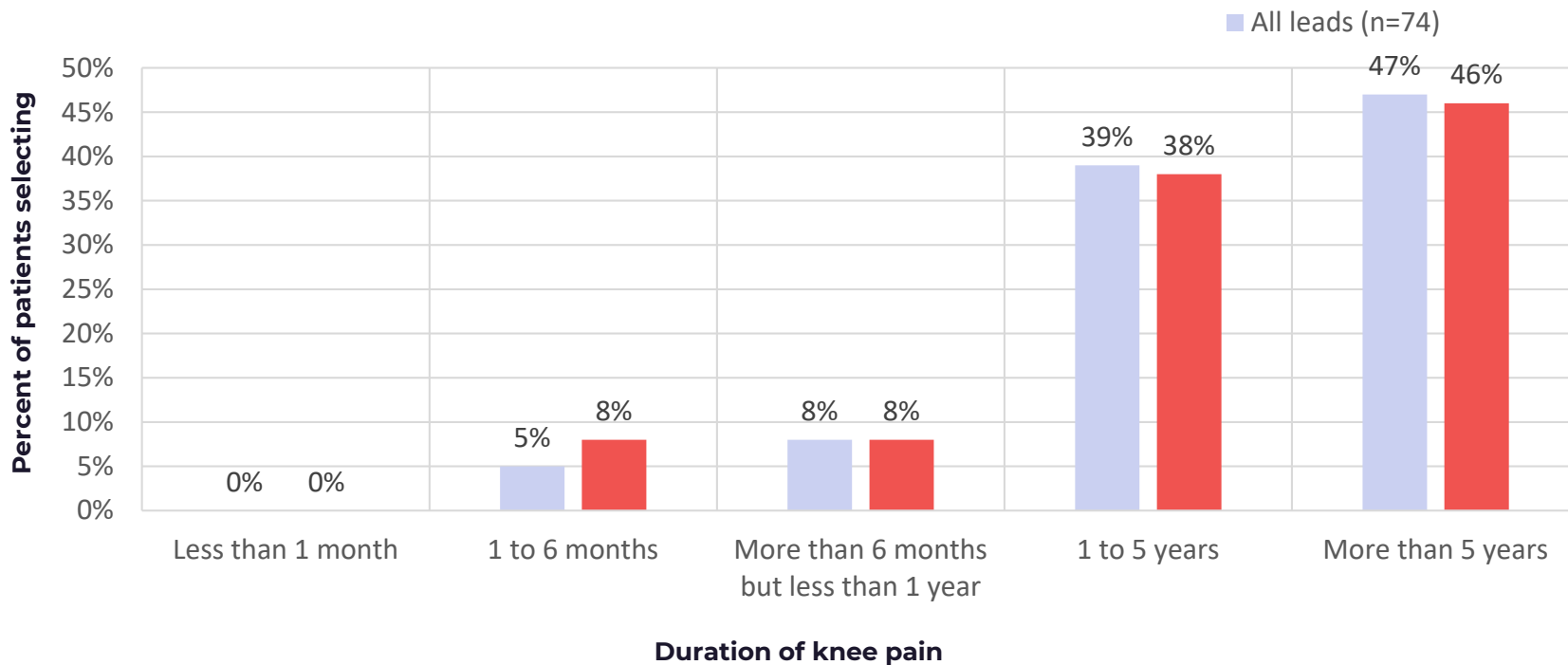
Have you injured or had surgery on your knee in the last 3 months



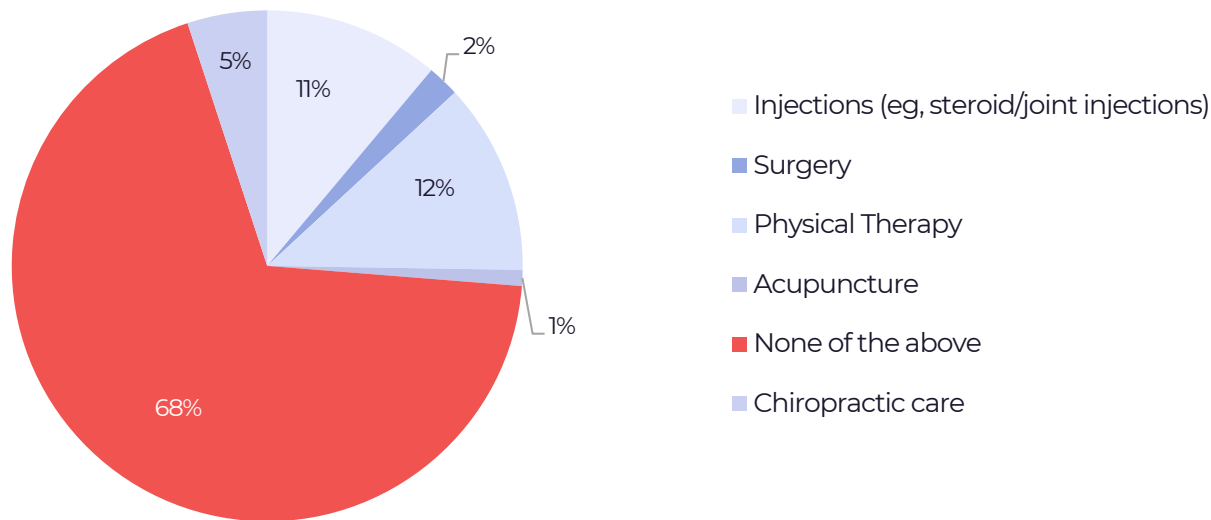
How old are you?



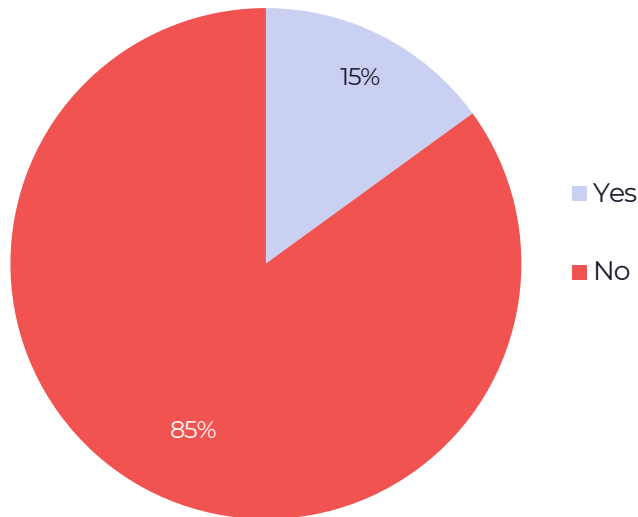
How long have you suffered from knee pain?



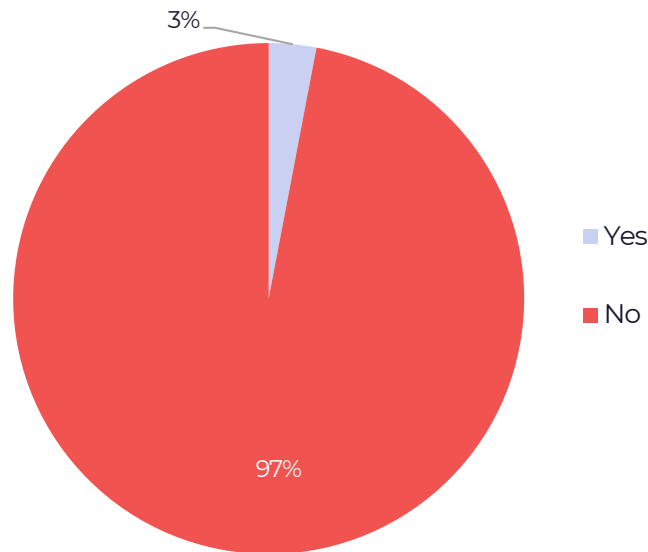
Are you currently using any of the following treatments for your knee pain (or planning to in the next month)?



Have you taken prescription opioid medication (eg, oxycodone, hydrocodone, VICODIN, PERCOCET) in the last 30 days?



Have you experienced opioid addiction or dependency within the last year?



Take a short quiz to qualify

Take a short quiz to see if you could be eligible to enroll in a clinical trial to help improve treatment for chronic knee pain sufferers.

11/11

You're almost done! Share your contact details to see if you qualify

First Name *

First

Email *

Email

Phone *


Phone


Zip Code *

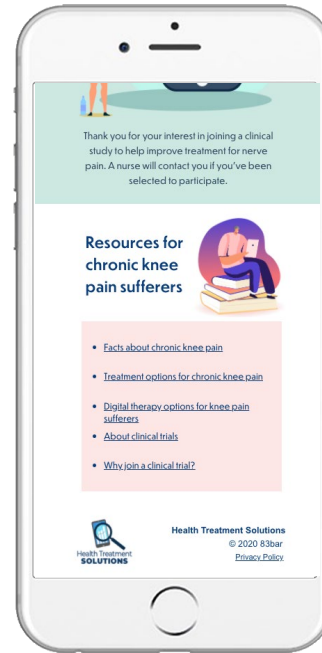
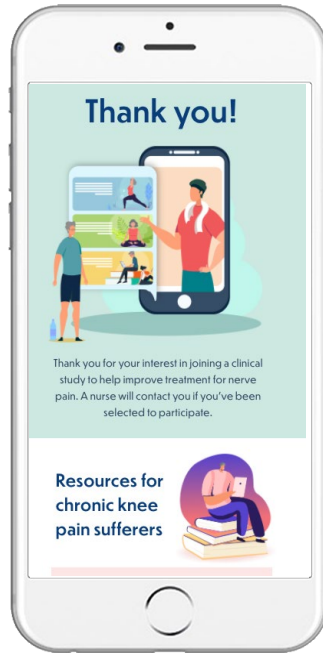
Zip

By clicking "See if I qualify," I agree to the terms of the Privacy Policy and acknowledge that I will receive communications via phone, email or text regarding my health and health risks.

See if I qualify

 **PRIVACY GUARANTEE**
Health Treatment Solutions & 83bar

 **No Spam Guarantee**



Key Findings

- Contact information collected for 105 total leads (26 qualified)
- 83bar can find leads located across the U.S. who may be candidates for a mid-range EF research study
- These leads are willing to take an online survey and are willing to be contacted
- In four days, 105 leads were willing to share their health history and information, and activated to take the next step and learn more about a clinical trial

Summary

- **83bar can rapidly identify sufficient knee pain trial candidates using social media advertising.** 22 potential trial candidates were identified in less than 24 hours. Lead cost was sufficiently low that we could also screen for different cohorts based on age or disease criteria should that prove necessary.
- **Moderately high disqualification rates were seen based on current and planned treatments.** Our pressure test experience suggests there will be 3-4 disqualified leads for every one who qualifies.
- **17% of qualified patients would like assistance in downloading an app on their smartphone.** We disqualified 24% of respondents based on lack of access to smartphone technology or lack of confidence in using App/Google play store.
- **Knee pain patients are keen to try an app to help manage their knee pain but skew older and may need support in accessing and using the technology.** 83bar can find highly motivated clinical trial candidates and educate and support them throughout the trial experience.



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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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