

A photograph of a person's back and right shoulder, overlaid with a semi-transparent anatomical illustration of the skeletal structure and muscles. The illustration shows the spine, ribs, and the complex musculature of the shoulder and upper arm in shades of red and orange. The person's right arm is raised and bent at the elbow, with the hand near the top right corner of the frame.

Market Report

**Lambert-Eaton
myasthenic
syndrome (LEMS)**

Objective

- Conduct market research to locate patients with Lambert-Eaton myasthenic syndrome (LEMS) who are looking to restore muscle strength and determine their eligibility and interest in a LEMS treatment
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

Acquisition Metrics

- 22 total survey submissions
- 0 with a formal diagnosis, but all 22 have at least one LEMS symptom

Campaign Dates

- Ads ran October 1st – 3rd, 2020
- Targeted men & women, 18+, nationwide

Inclusion / Exclusion Criteria

- Age 17+
- Diagnosed with LEMS
- Have never had a seizure
- Are not allergic to amifampridine phosphate, or another aminopyridine
- Interested in a LEMS treatment and willing to be contacted

Process

- Nine Facebook ads that point to one unique landing page with an embedded survey
- Three graphics were used with three copy variants
- One market research survey designed to connect with patients who have LEMS or LEMS symptoms and could be candidates for a treatment
- Two unique thank you pages with qualified and disqualified language and links to educational websites
- The ad images featured muscle-related imagery designed to quickly resonate with the patient population

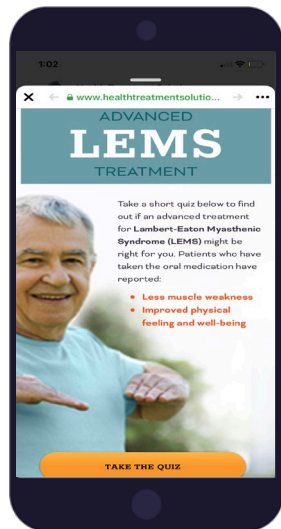
Image Assets Tested



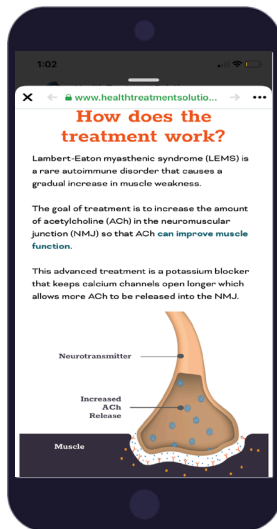
Attract patients who need treatment

Optimized to ensure high consumer engagement

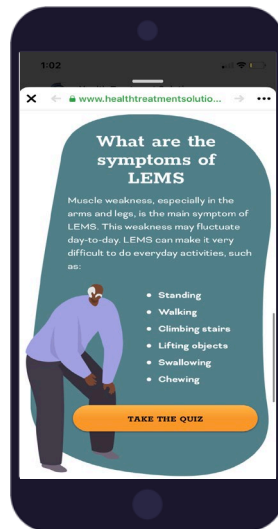
Social Media



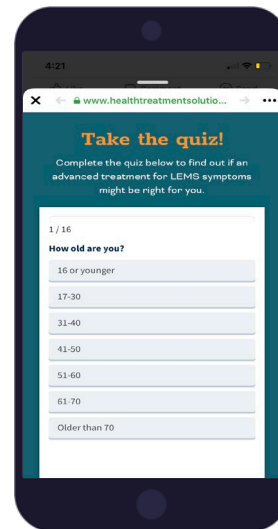
Landing Page



Symptoms



Submit



Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



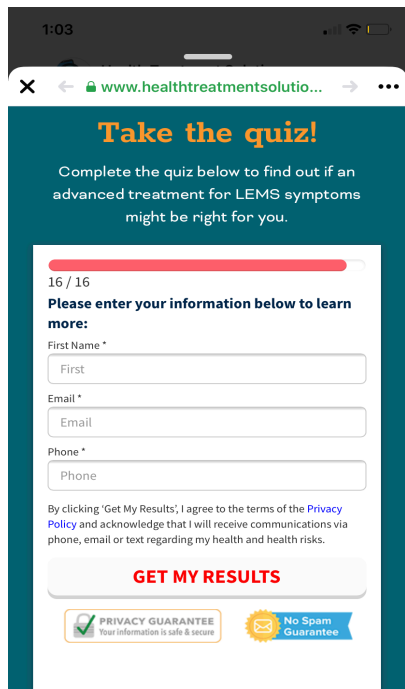
Optimize percentage of respondents who complete survey with engaging experience

Attract

Engage

Qualify

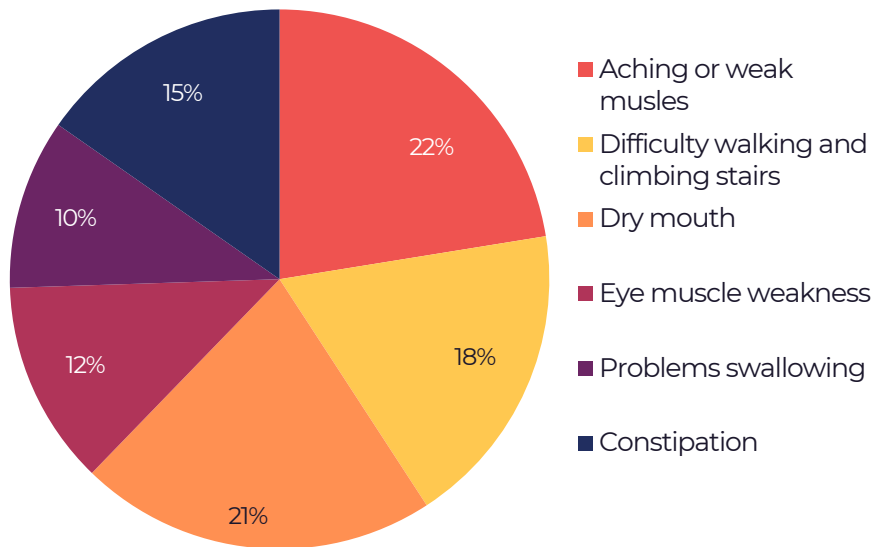
Collect



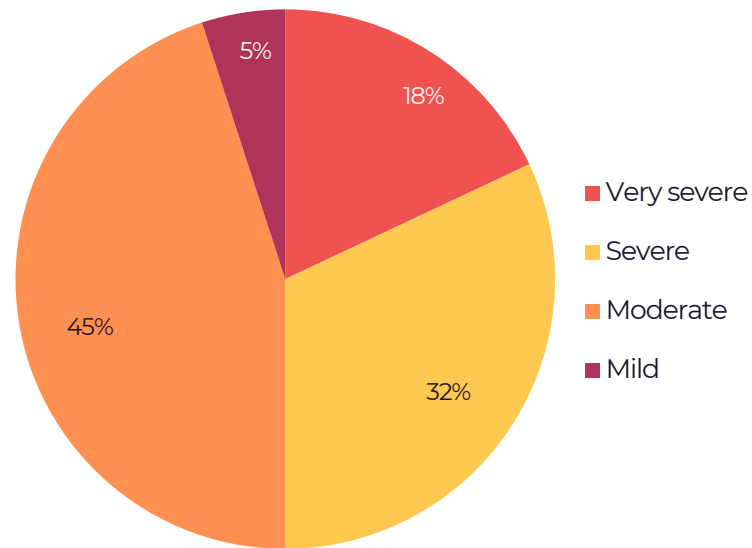
Key Findings

- Contact information collected for 22 total leads
- 83bar can find leads located across the United States who are experiencing LEMS symptoms and could be candidates for treatment
- These leads are willing to take an online survey and are willing to be contacted
- In three days, 22 leads were willing to share their health history and information, and activated to take the next step and learn more about an advanced treatment

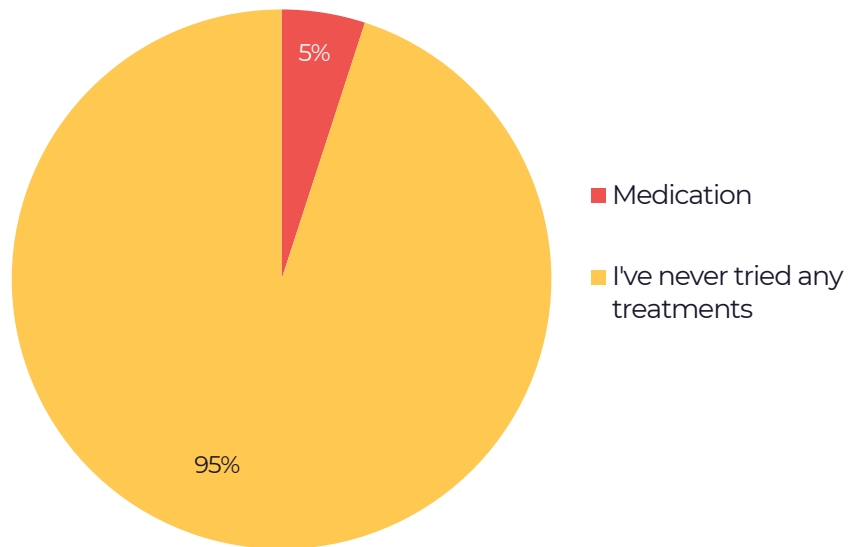
Do you experience any of the following symptoms?



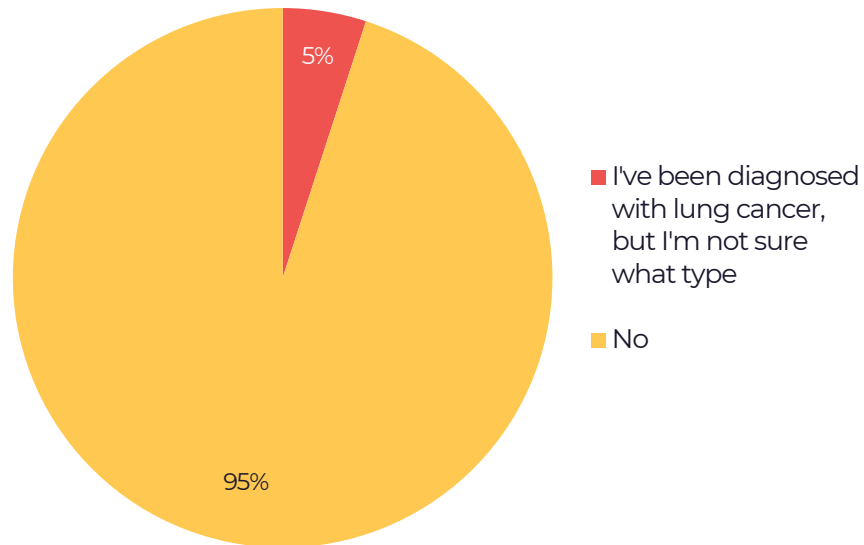
How severe are your symptoms?



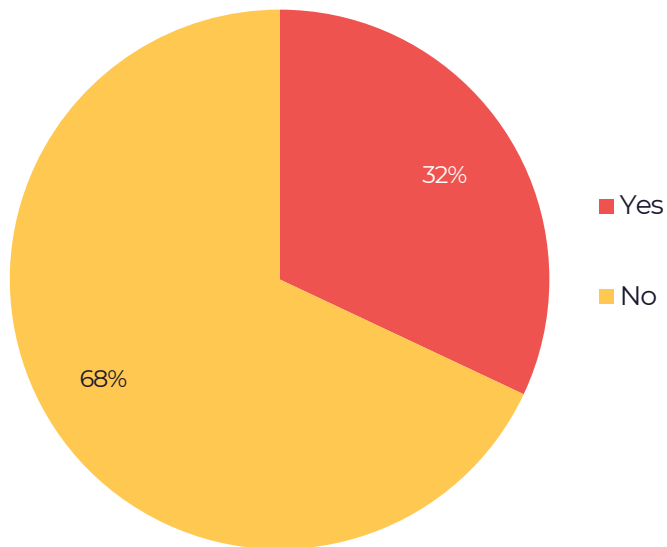
Which treatments have you tried for your LEMS symptoms?



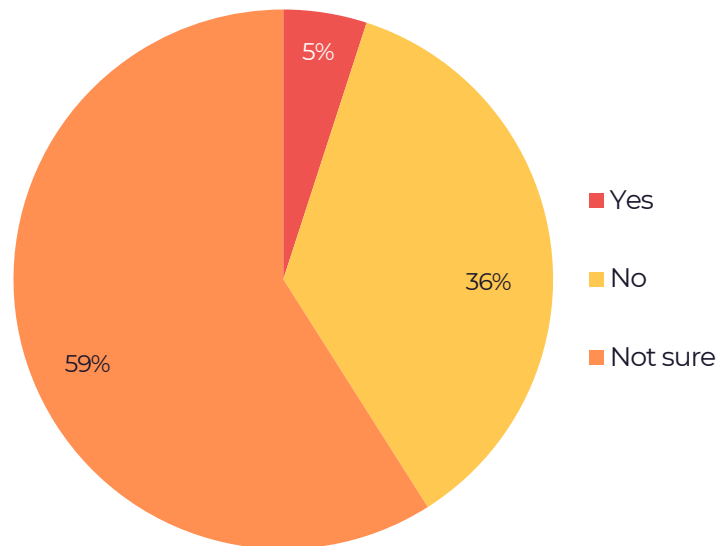
Have you been diagnosed with a small cell lung cancer (SCLC)?



Have you ever had a seizure?



Are you allergic to amifampridine phosphate, or another aminopyridine?



Conclusion

- **83bar can identify and activate motivated patients with LEMS symptoms who are interested in treatment.** 95% are somewhat or very interested in an advanced treatment for LEMS and over half are willing to be contacted by a nurse to discuss further. 22 leads took an extensive online questionnaire and provided their contact information.
- **83bar can identify the intended patient population.** All 22 respondents experience aching or weak muscles, and 12 experience both eye muscle weakness and aching/weak muscles (a higher likelihood for LEMS than MG). Based on the symptoms experienced, they may still be candidates for the treatment but need to speak with their doctor and be formally diagnosed.
- **These patients have not explored treatment options or discussed treatment with their doctor.** Although the majority experience moderate-to-severe symptoms, the majority have never tried treatment or even spoken with their doctor about options. These leads are early in the treatment process and need to be educated and guided on what might be best for them.
- **83bar call center can be utilized to discuss symptoms and educate patients.** Our patient education specialists will be able to help determine if the leads could be candidates for treatment and help steer them in the right direction to speaking with a doctor and exploring treatment options.



For more information email
www.83bar.com

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