

Market Report

# Liver Disorder

## Objective

- Conduct market research to locate mothers of young children who may be suffering from a liver disorder, gauge their interest in participating in a clinical study, and determine their eligibility to participate
- Utilize Facebook ads to attract these mothers and direct them to a dedicated landing page and survey

## Key Metrics

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

## Definition of a Qualified Lead

- Adult females, age 22-40
- With children for whom liver function may be a concern



## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target mothers of young children who may be experiencing symptoms of a liver disorder

### Facebook Ad Targeting

- Women / Age 22-40

### Geo-Target

- United States (Nationwide)

## Results

### Run Dates

- July 8 - 15, 2019

### Acquisition Metrics

- 368 total survey submissions
- 333 unique leads
- 45% of leads were qualified
- \$0.85 CPL (average cost per lead)
- \$1.89 CPQL (average cost per qualified lead)

# Attract patients who need treatment

Optimized to ensure high consumer engagement

## Social Media



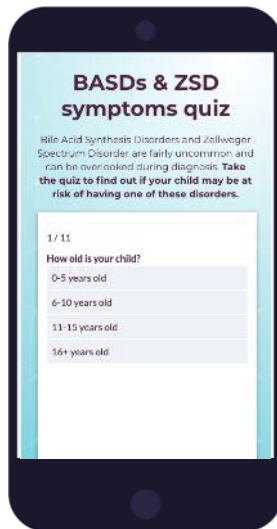
Attract

## Landing Page



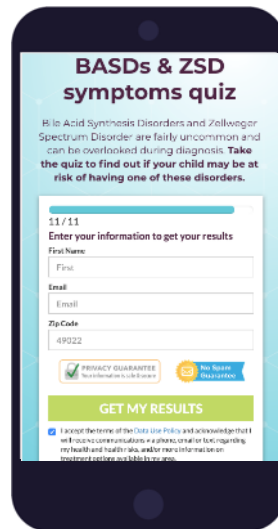
Engage

## Symptoms



Qualify

## Submit



Collect

## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed

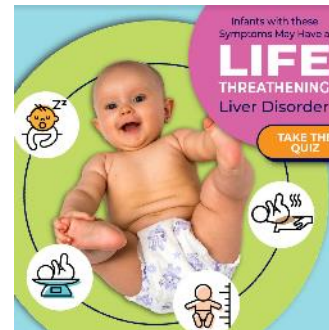
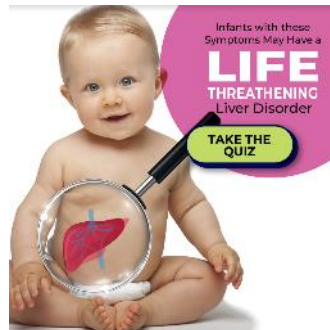
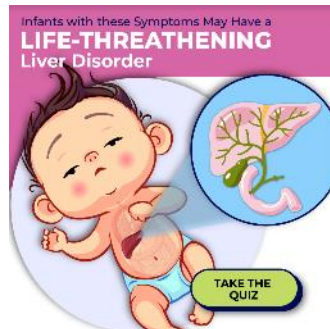


Optimize percentage of respondents who complete survey with engaging experience

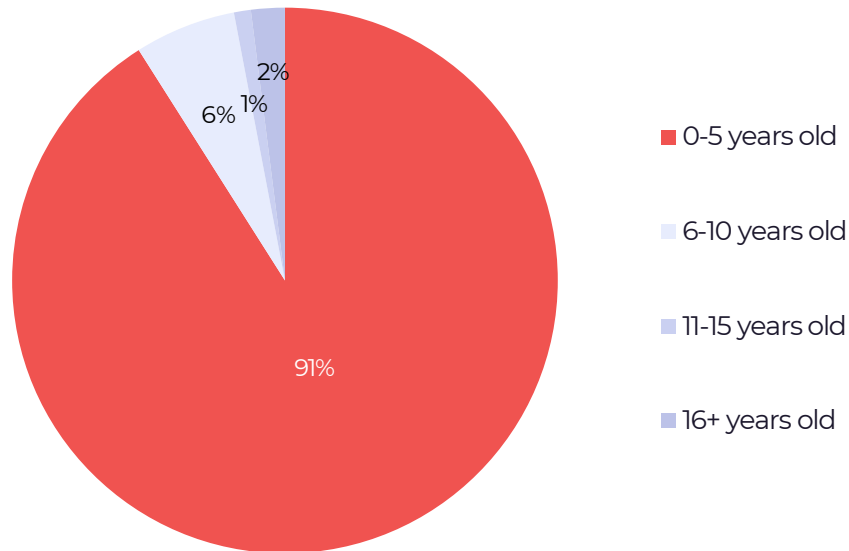
## Process

- Four Facebook ad concepts that point to one unique landing page with an embedded survey (Two concepts were photos of real infants while the other two concepts were animated designs made by our in-house creative team)
- One market research survey designed to connect with mothers of young children who may be experiencing symptoms of liver disorder
- One qualified thank you page with links to educational information
- One disqualified thank you page with links to educational information
- The ad images featured imagery designed to resonate with the target population
- Ad copy tested different keyword concepts and text to find the most appropriate and engaged potential participants

## Image Assets Tested



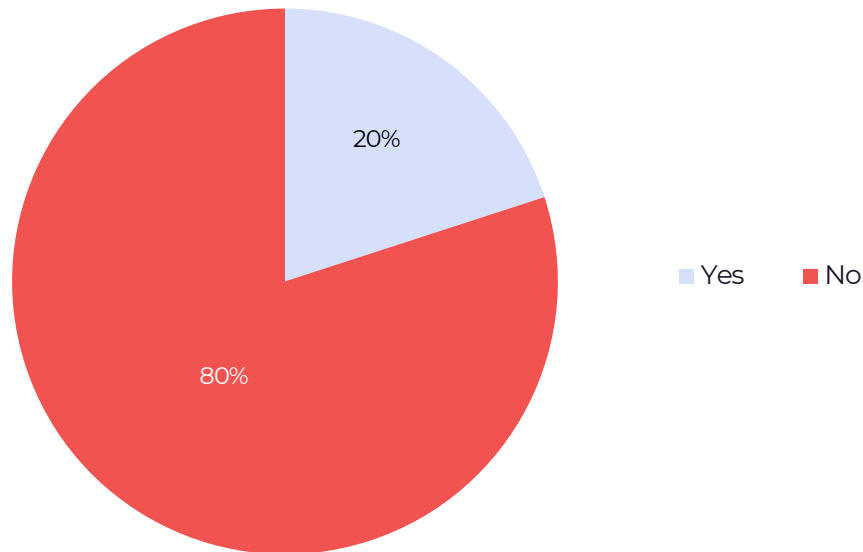
## How old is your child?



## Key Findings

- Captures responses from all leads
- 90% of leads had children that were 5 years or younger

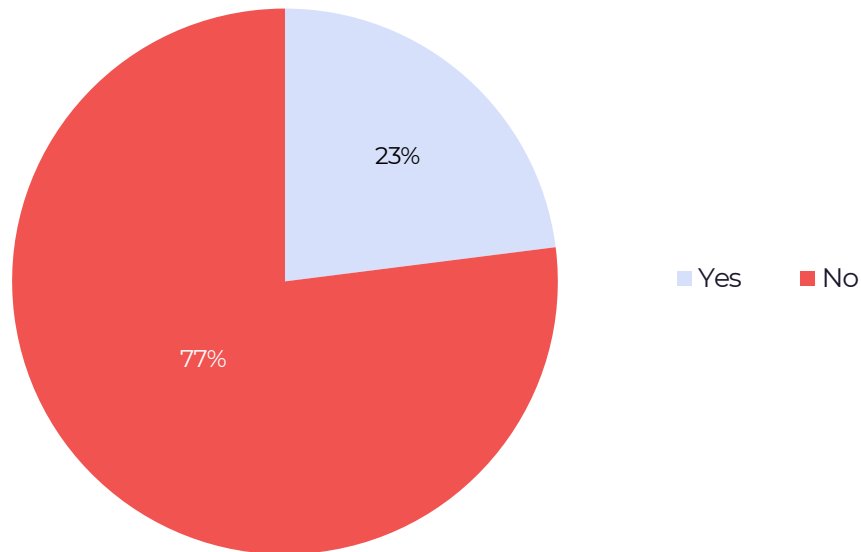
## Does your child have urine that is typically dark in color?



### Key Findings

- Captures responses from all leads
- Nearly 20% of respondents indicated that their child has typically dark urine

## Has your child experienced jaundice in that has lasted for at least 2 weeks?

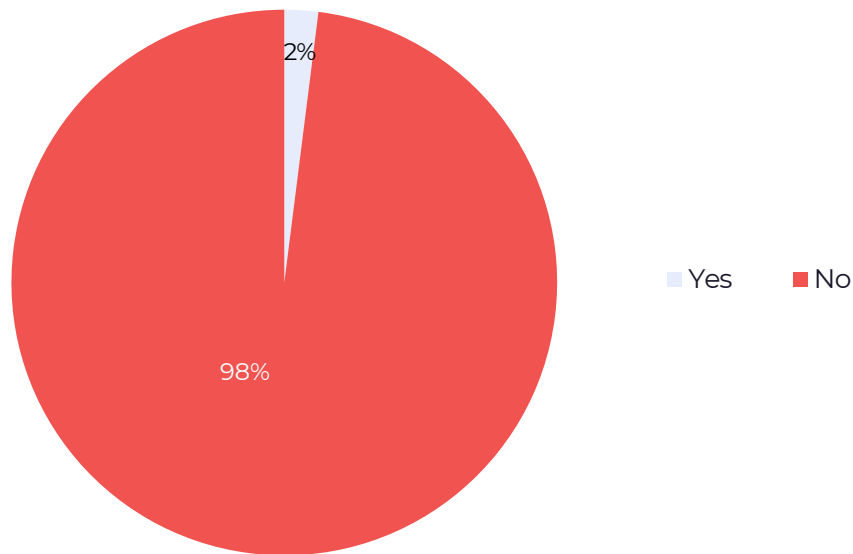


### Key Findings

- Captures responses from all leads
- Over 22% of respondents indicated that their child has experienced jaundice for at least a 2-week period



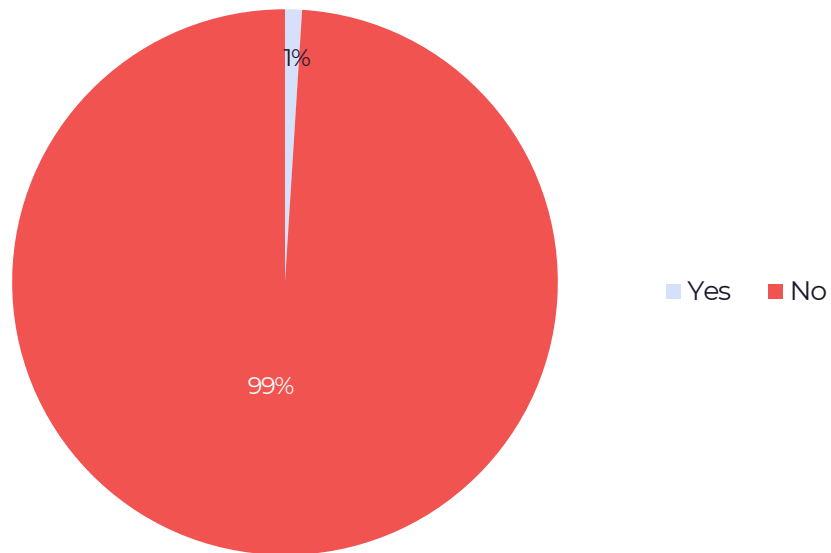
## Has your child been diagnosed with an enlarged liver or spleen?



### Key Findings

- Captures responses from all leads
- 98% of leads indicated that their child had not been diagnosed with an enlarged liver or spleen
- Suspect that such a diagnosis would most likely lead to immediate treatment

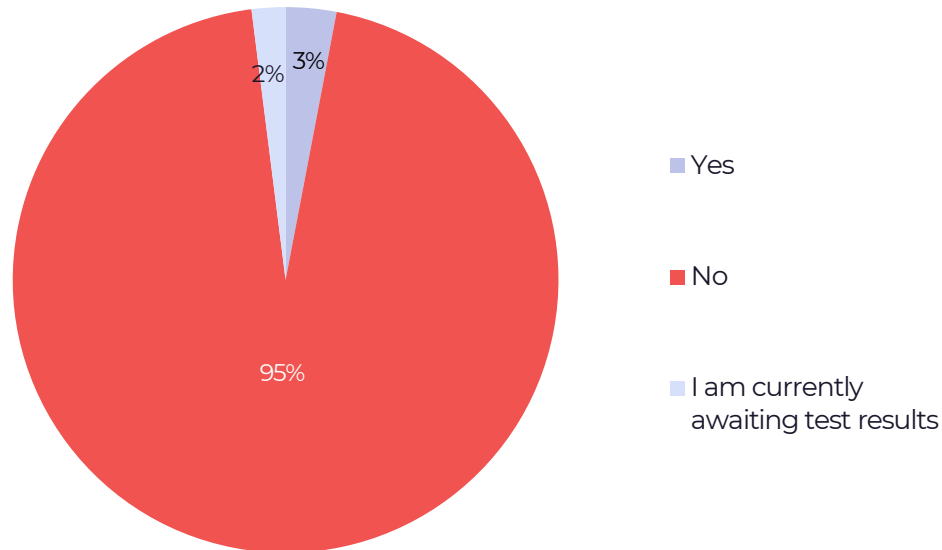
## Has your child been diagnosed with liver disease or liver dysfunction?



### Key Findings

- Captures responses from all leads
- Over 98% of leads indicated their child has not received a dx of liver disease or dysfunction
- As with prior question, we suspect that such a diagnosis would lead to immediate treatment or possibly hospitalization

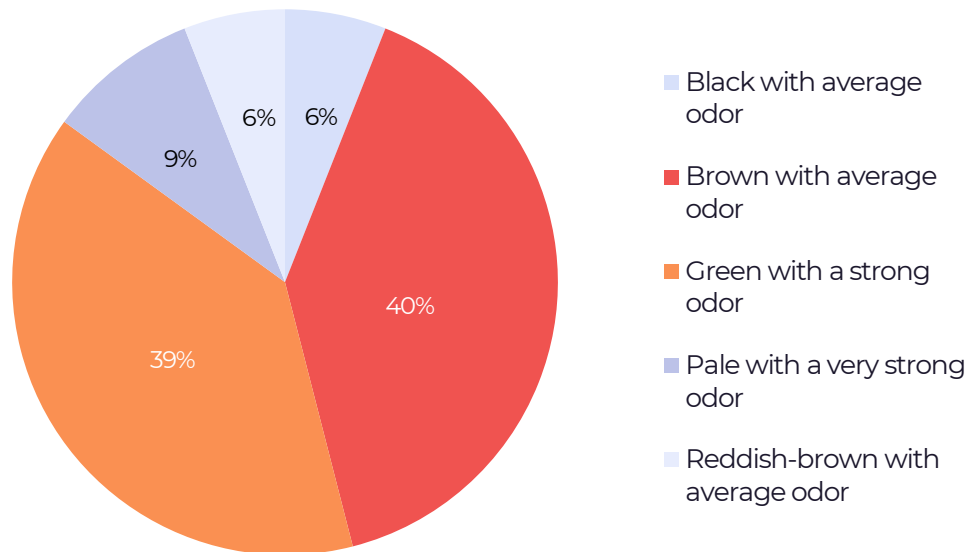
## Has your child had test results indicating elevated liver function?



## Key Findings

- Captures responses from all leads
- Just over 5% of respondents indicate that their child has already had either a test confirming elevated liver function, or is currently awaiting the results of a liver enzyme test
- (Subsequent slides refer to the 5% of respondents who indicated that their child has possible elevated liver function as Elevated Liver Function Group)

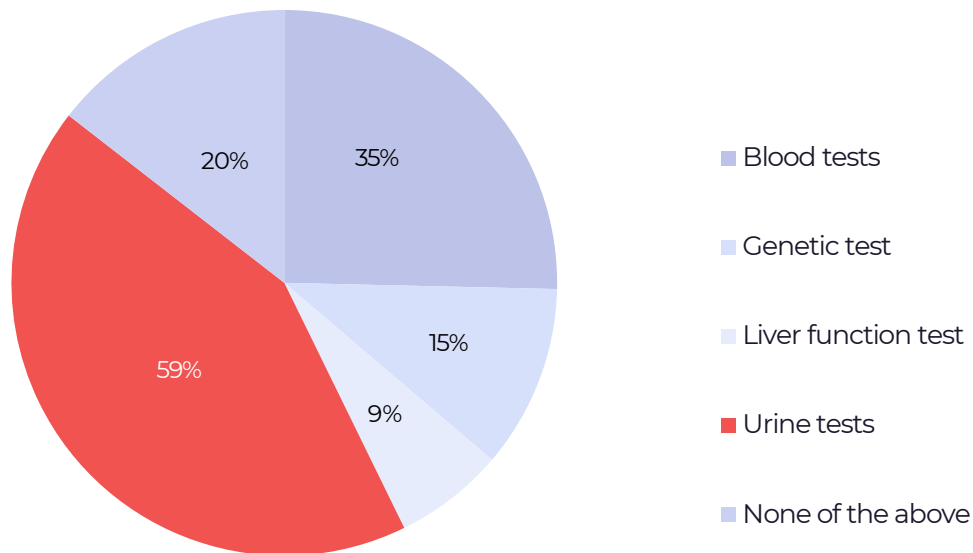
## How would you describe your child's average stool?



## Key Findings

- Captures responses from all leads
- Nearly 9% of respondents indicated their child has an average pale, foul-smelling stool
- Interestingly, slightly over 6% of respondents indicated their child has an average black stool, which may be an indication of a stomach bleed
- Elevated Liver Function Group responded overwhelmingly to options for Green stool with strong odor (35%) and Brown stool with average odor (35%)

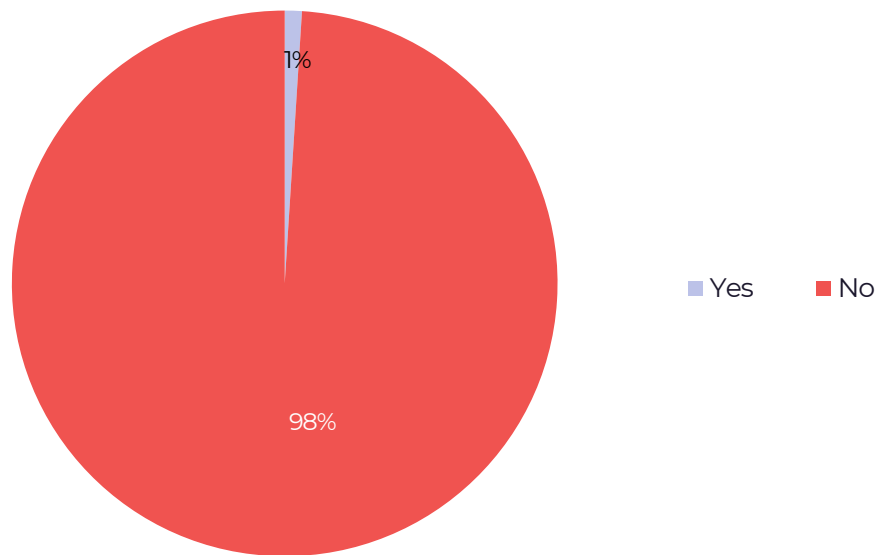
## What tests has your child already undergone?



## Key Findings

- Captures responses from all leads
- Slightly more than 59% have already had a urine test performed on their child
- Only 8% have had a specific liver function test performed
- The second most common test performed is a blood test at just under 35% of sample population
- 82% of the Elevated Liver Function Group have undergone blood tests

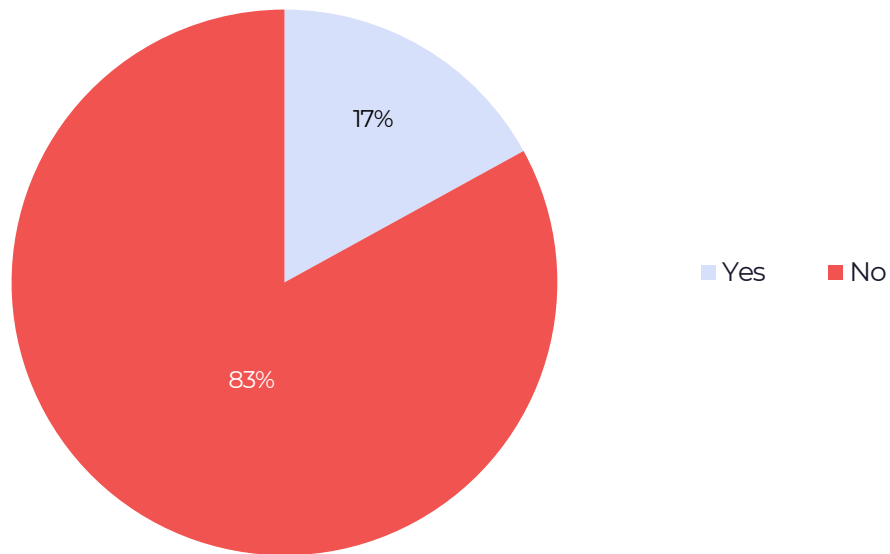
## Have you taken your child to see a liver specialist?



### Key Findings

- Captures responses from all leads
- Only slightly more than 1% of respondents have taken their child to a liver specialist
- This result may indicate a muddled or confusing care pathway that the 83bar Call Center could help clarify and accelerate
- 94% of the elevated liver function group have not seen a liver specialist

## Have you taken your child to see a gastroenterologist?



### Key Findings

- Captures responses from all leads
- Slightly less than 17% of respondents have taken their child to a gastroenterologist
- Of the Elevated Liver Function Group, a slight majority of 52% have taken their child to a gastroenterologist



## Profile

- Boy or Girl / Age 0-5
- Undergone liver testing but still undiagnosed
- Have not seen a liver specialist

## Common Symptoms

- **Dark urine**
- **Jaundice in the last two weeks**
- **Enlarged liver or spleen**
- **Stool is brown or green (if green, it has a strong odor)**

He or she has not been diagnosed with Single Enzyme Defects or Zellweger Spectrum Disorders. They are under five years old and have a combination of liver disorder symptoms.

They have likely undergone a blood or liver function test, and are currently waiting to get results back. They have not seen a liver specialist, and they likely have not seen a gastroenterologist.

Their parents are confused and looking for help. They would benefit from knowledge and connection to a skilled Liver Specialist or Gastroenterologist.



## Findings

- 83bar can find and qualify mothers of children age 5 years or younger that are either diagnosed with liver disorder or are currently experiencing symptoms. 333 unique individuals were attracted to the mobile social ad set and were converted from ad to survey with full completion and form fills within a seven-day period.
- The market research survey confirmed the profile of children with liver disorder symptoms. Of the 333 unique individuals, 45% met the qualification criteria of having a child with at least one symptom of bile acid disorders. Despite nearly 45% of unique leads indicating that their child has at least one of the indicated symptoms, only 16.82% have been to a gastroenterologist and only 1% have seen a liver specialist.
- Majority of leads are lost in the current care pathway and need more information.
  - Awareness of rare liver diseases such as Bile Acid Synthesis Disorders or Zellweger Spectrum Disease
  - Assistance connecting to the right specialist to help their child
  - Information regarding needed testing to decrease the time from symptoms to diagnosis
- Experienced, medically-knowledgeable 83bar patient activation agents can help clarify and educate prospective patients.
- Given the highly clinical inclusion/exclusion criteria in clinical trials, utilization of the 83bar Call Center is recommended to further qualify leads and better establish timelines.
- Targeted social media outreach with high patient activation is a feasible approach and recommended given:
  - Industry leading CPL
  - Ad concepts that strongly connect with a highly targeted audience



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

© 2020 83bar LLC