



Lyme Disease

Market Feasibility Report



What is a Market Feasibility Test?

A Market Feasibility Test is a time-limited, market research tool designed to “test” the suitability of a client’s or prospect’s consumer populations based on study protocols and/or requirements.

Who do we partner with?

- Pharma and CROs (pre-study & phase 1 – 4)
- Startup Pharma (pre-study & phase 1 – 4)
- Pre-Commercial Biotech, Medtech and Diagnostics
- Commercial Pharma, Biotech, Medtech and Diagnostics

How can this help you?



Direct insights into healthcare consumers based on indication, condition or disease



Comparative analysis of a client’s current solution, partner or provider



Informed costs for long-term and/or complex solutions



Lead costs for a target indication, condition or disease



Respondent preference for virtual/non-virtual trials and/or at-home testing



Projections for full campaigns to drive candidate and/or patient flow

What is a Market Feasibility Report?

The Market Feasibility Report documents the steps, goals, criteria and results of the test. This information is shared and discussed with the client to enable them to make informed decisions about next steps.

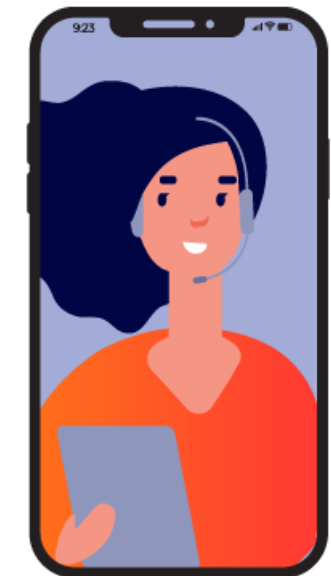
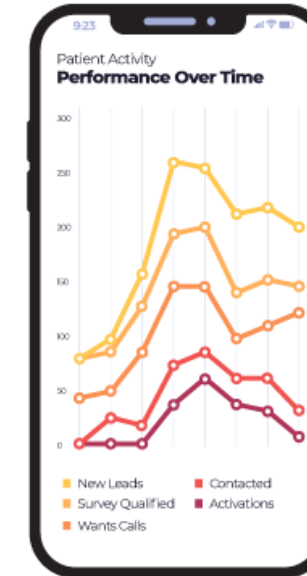
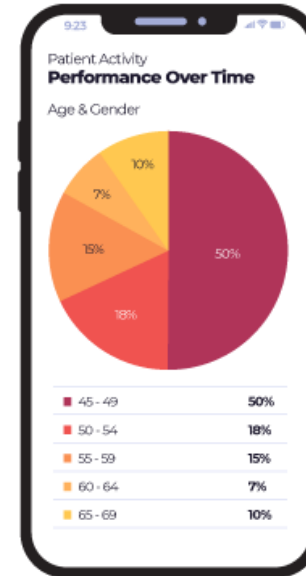
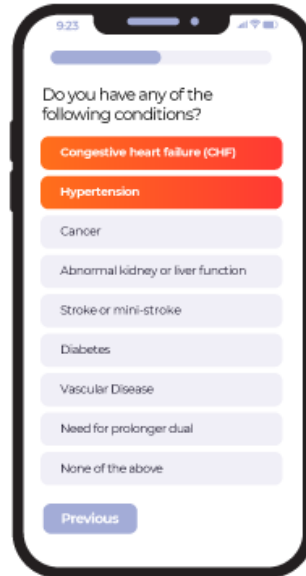
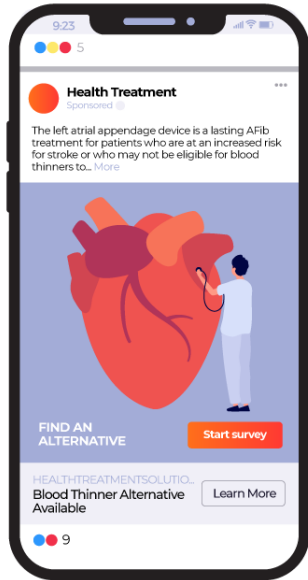
[Tell me more](#)

[Show me results](#)

How does a Market Feasibility Test work?

Market Feasibility Test

Scalable Solutions



Attraction & Engagement

Highly targeted digital ads attract your ideal study candidate or patient who needs your approved product or treatment

User Education

Consumers are navigated to landing pages for more information

User Qualification

Online screeners qualify based on inclusion/exclusion criteria, suitability and intent questions

Feasibility Results

Results are analyzed to determine suitability to client requirements

Pilot Campaign

A pilot enables targeting of more locations, patient populations and/or cost/acquisition metrics

Informed Solution

A solution that includes our Clinical Contact Center and additional capability to achieve results



Purpose of Test

The purpose of this test was to determine the feasibility of the 83bar approach to identifying adults that are either diagnosed with **Lyme Disease** or who are currently experiencing at least five common symptoms and may be interested in and eligible for treatment or trials.

Definition of a qualified patient

- Adult men and women, age 18 and above
- Patients being treated for Lyme disease or experiencing Lyme disease symptoms

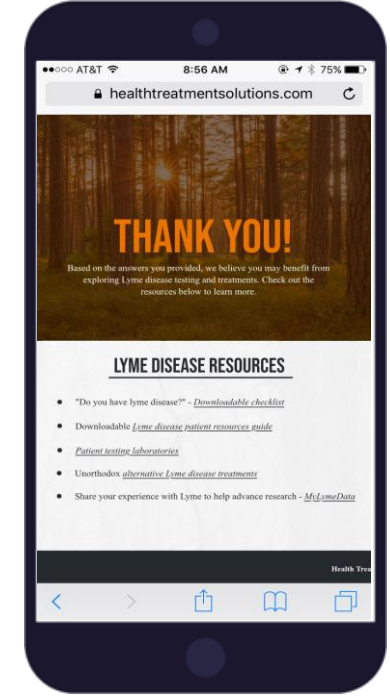
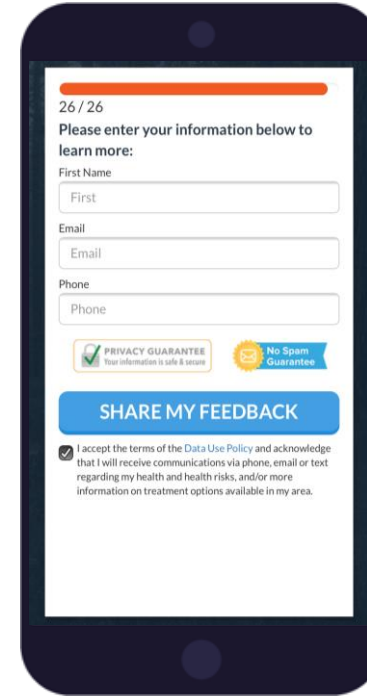
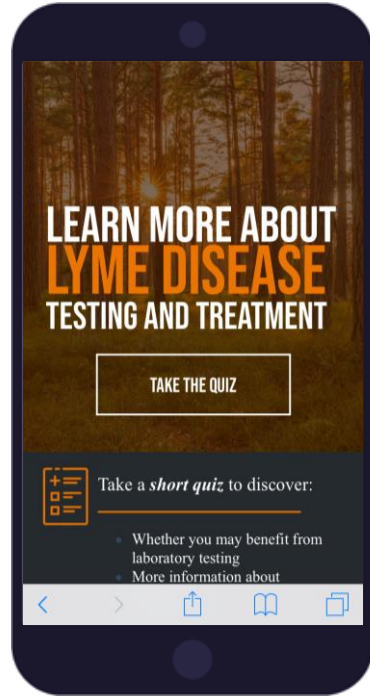
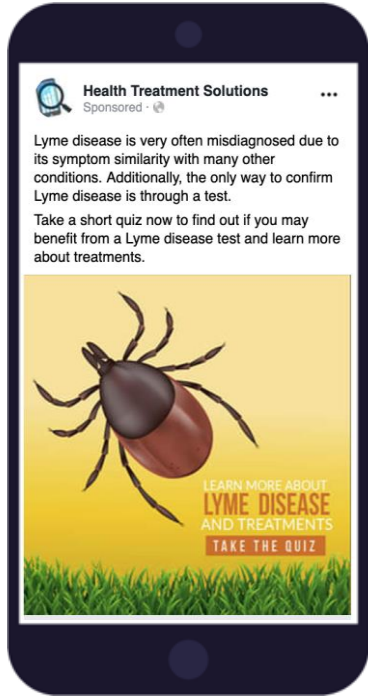
Campaign Results

| | |
|--------------------------|------------------------------|
| Total Survey Submissions | Qualified Survey Submissions |
| 111 | 101 |
| Campaign Duration (days) | Qualified Lead Rate |
| 2 | 91% |

The **client was pleased** with 83bar's ability to locate and qualify 101 candidates in just two days.

The Consumer Journey

Optimized to ensure high consumer engagement



Attract
(Social Media Ad)

Consumers are attracted with targeted social media ads

Engage
(Landing Page)

Landing pages provide critical information and education on treatment options

Qualify
(Screener)

Collect
(Form Fill)

Online screeners include inclusion/exclusion criteria, medical suitability and level-of-intent questions

Segment
(Qualified Email)

Creative Messaging Test Design Process

- 83bar created six Facebook ads (three static images and two copy alternatives) that point to one unique landing page with an embedded survey.
- The top performing images featured “Learn More” messaging and visually connected with patients by featuring images of ticks with which they associate Lyme disease.



Why do we use so many ad variations per test?

Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

We use a highly refined process to create, analyze and optimize ad variants to achieve the best result for our clients in the shortest amount of time.

Image Assets Tested



Variation 1a



Variation 2a



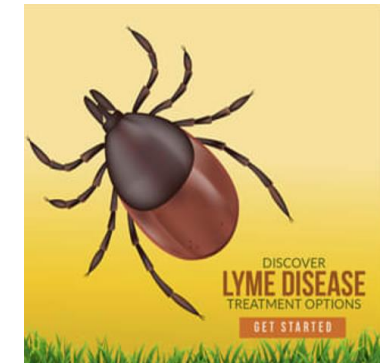
Variation 3a



Variation 1b



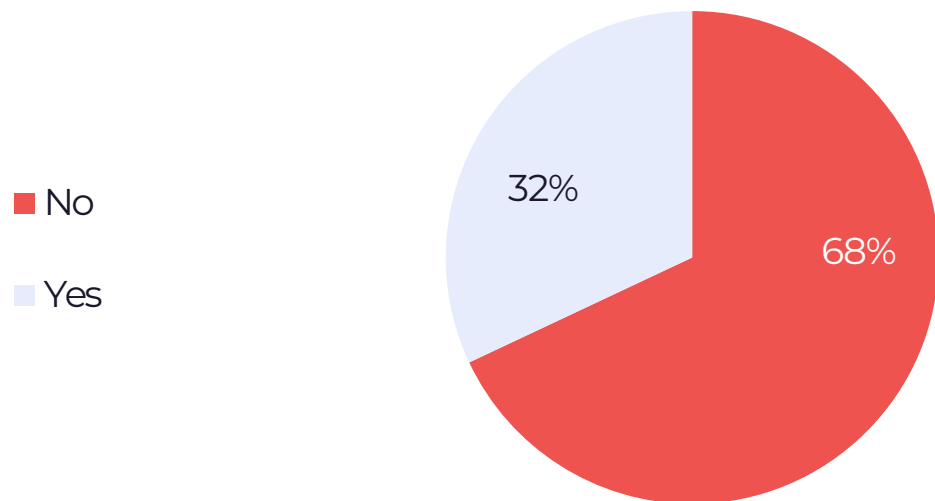
Variation 2b



Variation 3b

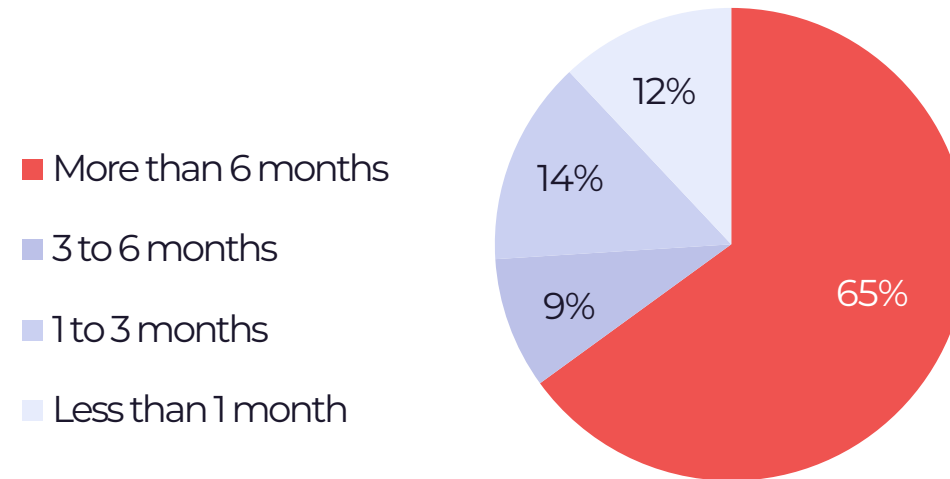
Consumer Responses from Online Screener

Has a doctor told you that you have Lyme disease?



The majority (68%) of respondents had not been diagnosed with Lyme disease yet.

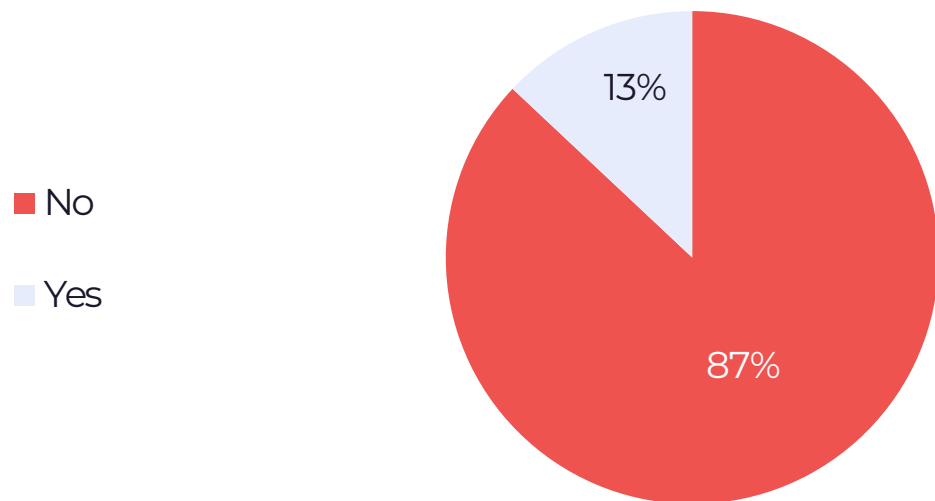
How long have you been experiencing symptoms?



Sixty-five percent of all respondents experienced symptoms of Lyme disease for 6+ months. These patients needed treatment due to the duration of symptoms that may progress into more serious conditions.

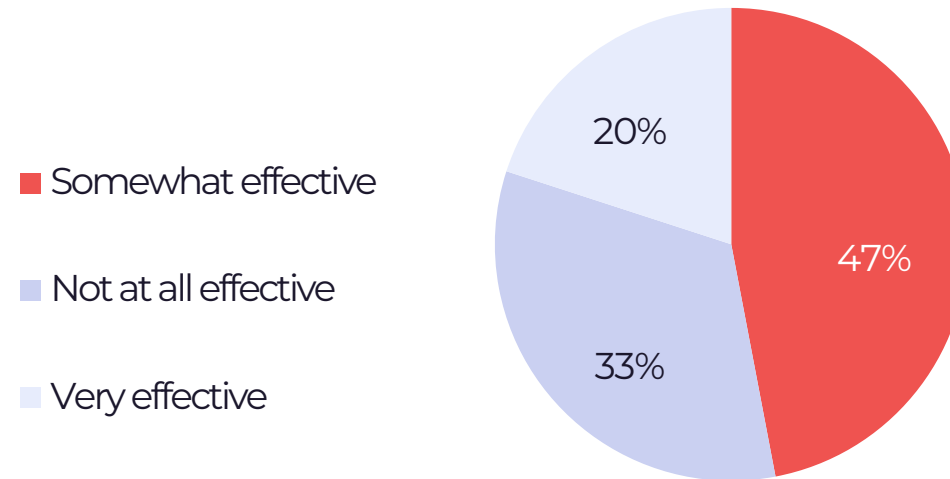
Consumer Responses from Online Screener

Are you currently being treated for your Lyme disease?



Eighty-seven percent of respondents were not currently being treated for their symptoms and needed a diagnosis to receive medication/treatment.

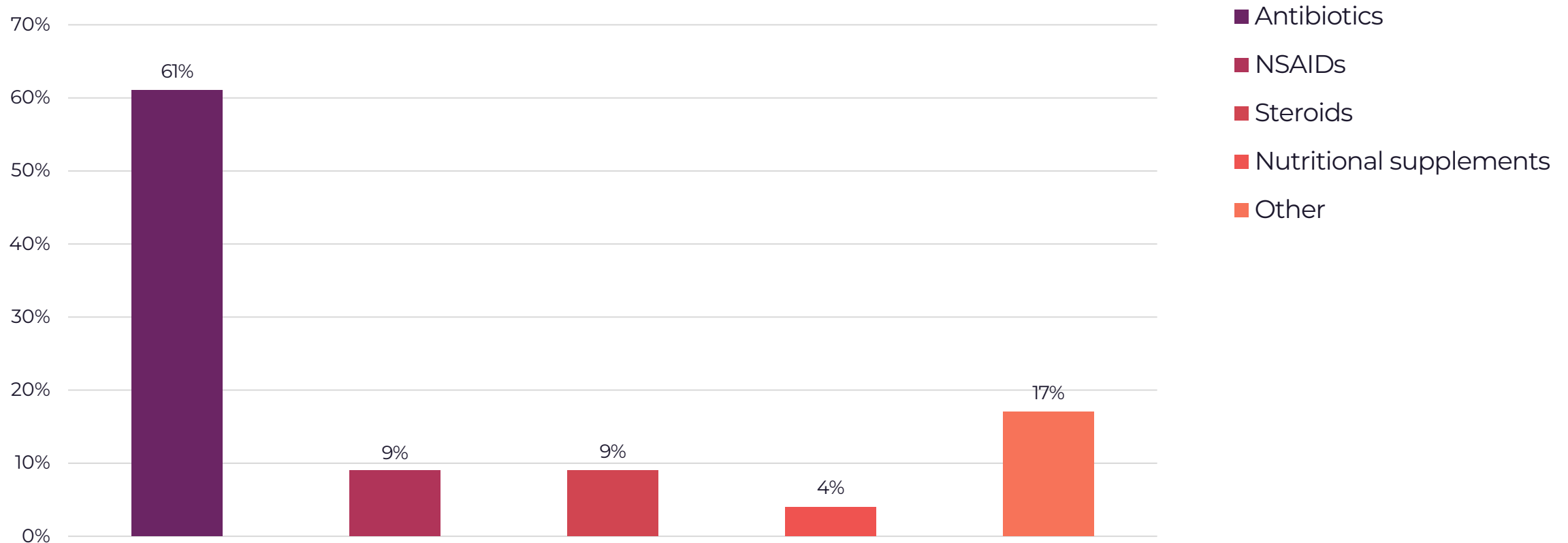
How effective has your treatment been?



Of those who had received treatment, 47% found their treatment only somewhat effective and 33% not at all effective.

Consumer Responses from Online Screener

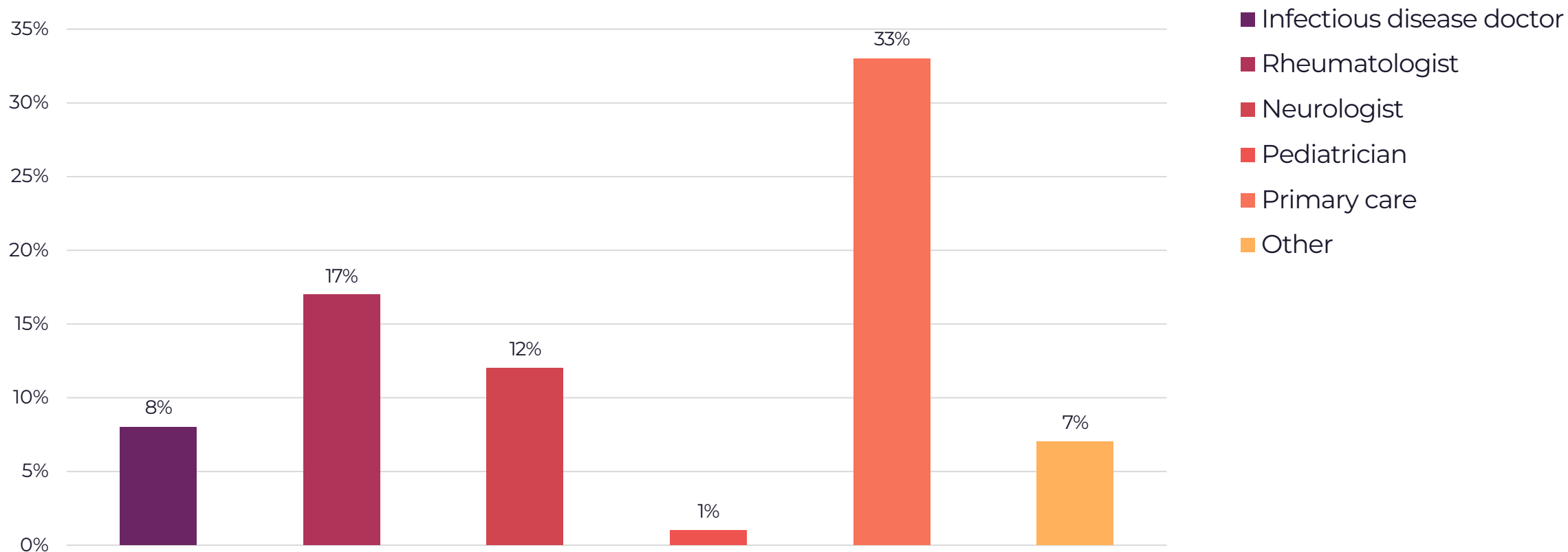
What treatments have you tried?



Of those who had already a tried treatment for Lyme disease, the majority of respondents had tried some type of antibiotic to treat their disease.

Consumer Responses from Online Screener

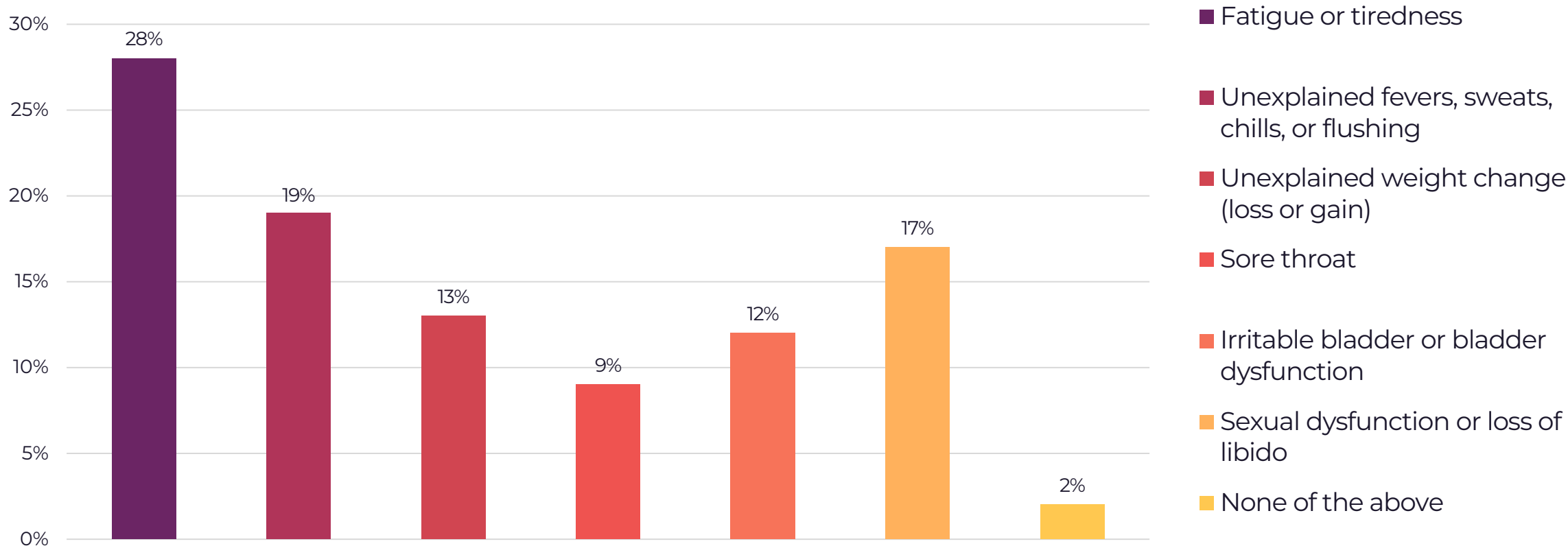
Have you been to any of the following specialists regarding your Lyme symptoms?



Twenty-six percent of respondents had been to more than one specialist regarding Lyme symptoms.

Consumer Responses from Online Screener

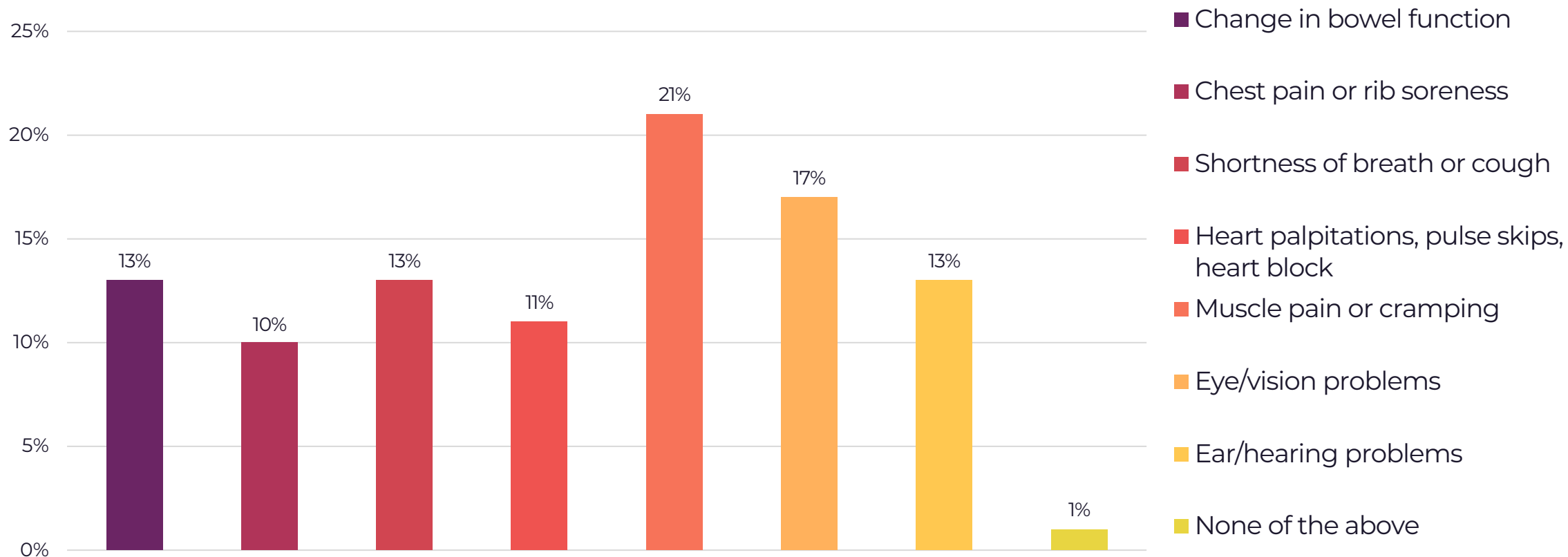
What symptoms are you currently experiencing? (1/3)



The most common symptom among all respondents was fatigue or tiredness.

Consumer Responses from Online Screener

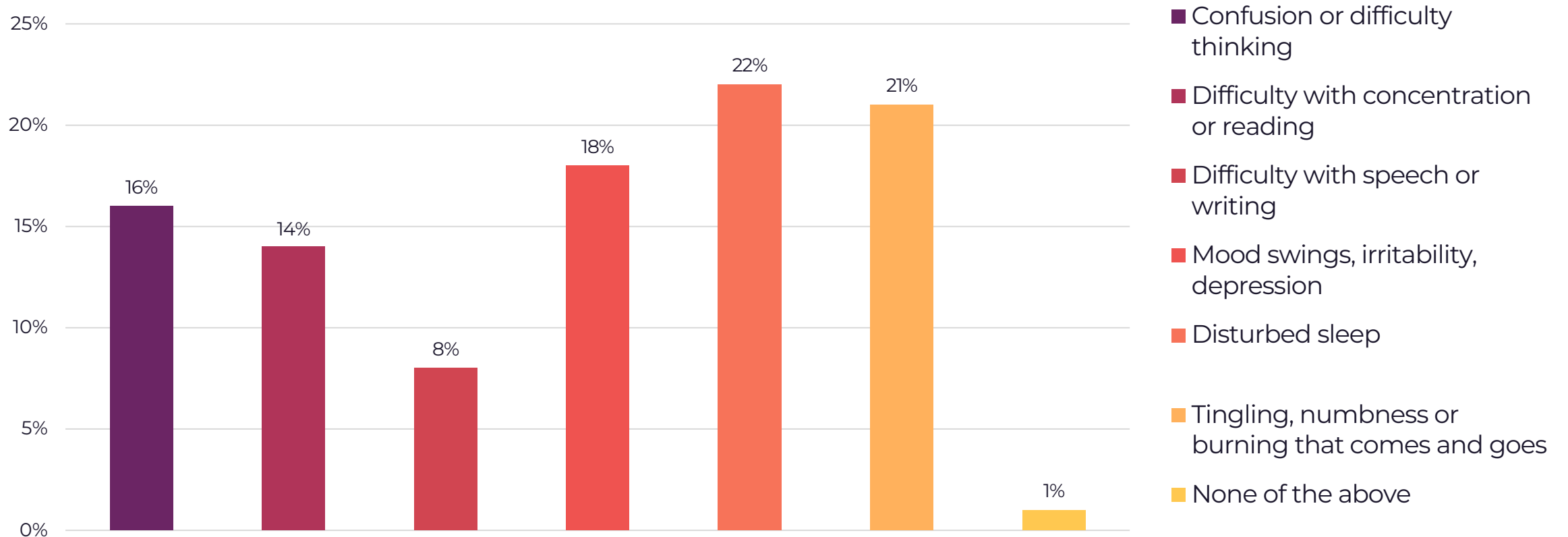
What symptoms are you currently experiencing? (2/3)



Additional frequently reported symptoms included muscle pain or cramping (21%) and eye/vision problems (17%).

Consumer Responses from Online Screener

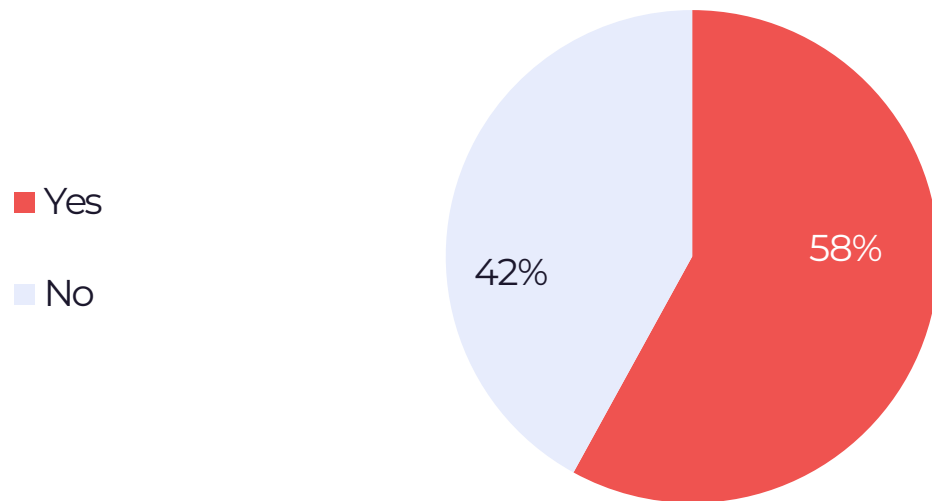
What symptoms are you currently experiencing? (3/3)



Ninety-one percent of respondents experienced at least five or more of all the symptoms listed.

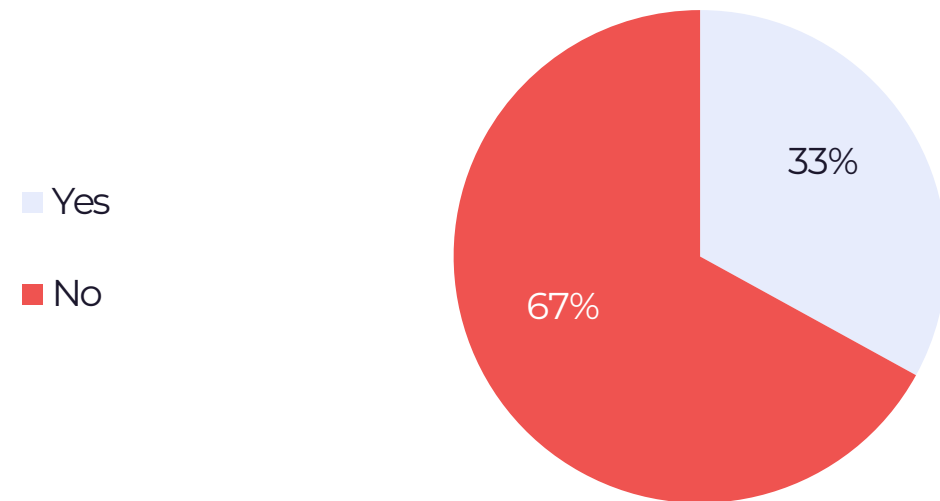
Consumer Responses from Online Screener

Have you had a tick bite with no rash or flu-like symptoms?



A little over half of the respondents had been bit by a tick but had no rash or flu-like symptoms.

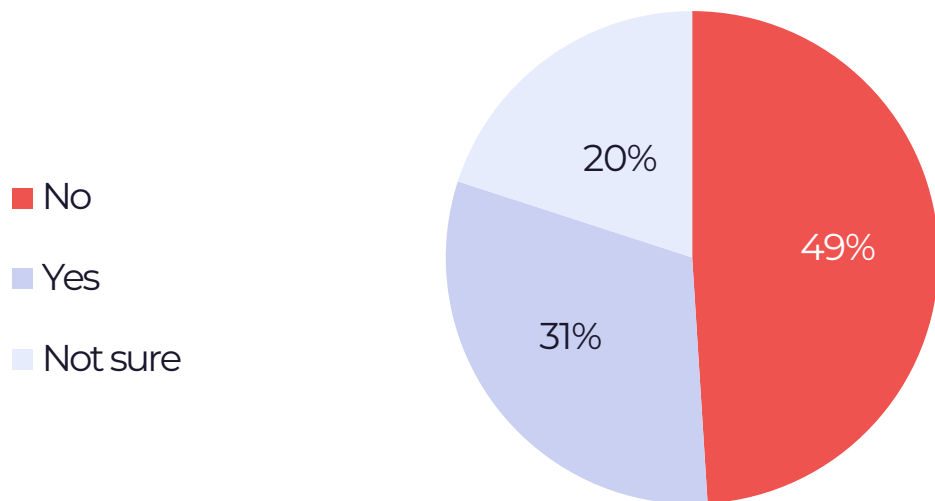
Have you had a tick bite with an erythema migrans (migrating redness) or an undefined rash, followed by flu-like symptoms?



Thirty-three percent indicated they had experienced a tick bite with migrating redness or undefined rash followed by flu-like symptoms.

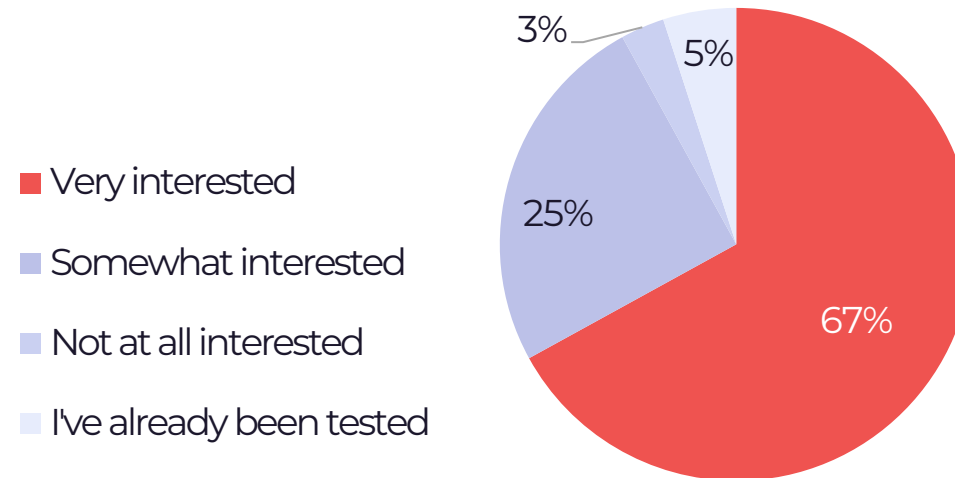
Consumer Responses from Online Screener

Do you have a family member who has been diagnosed with Lyme and/or other tick-borne illness?



Nearly half did not have any family members diagnosed with Lyme disease.

How interested would you be in taking a test to assess your exposure to *Borrelia burgdorferi*, the bacteria that causes Lyme disease?



Ninety-five percent of qualified patients (5+ symptoms) were very or somewhat interested in a test.

Key Insights from Our Lyme Disease Market Feasibility Test



Eighty-seven percent of respondents are not currently under any form of treatment for their symptoms.

The majority of respondents fell between the ages of 41 and 60, with a majority of those respondents experiencing symptoms. Many had not had an official diagnosis or been tested.



Of those who have tried treatment, many were frustrated and were looking for new options.

Ninety-two percent were somewhat or very interested in and could benefit from Lyme testing in order to receive effective treatment.



83bar can find and qualify individuals that are either diagnosed with Lyme disease or who are currently experiencing at least five common symptoms.

We advised the client that a targeted social media outreach with high patient activation was a feasible approach and recommended it given our:

- Industry-leading cost per candidate
- Ad concepts that strongly connect with a highly targeted audience



Quickly launch a test before your clinical study or commercial campaign.



We offer Market Feasibility Tests at no cost to you — no strings attached.



We create survey questions based on your inclusion/exclusion criteria.

Benefits of a Market Feasibility Test

Market Feasibility Tests offer multiple benefits to clients — whether you are looking to launch a clinical study or need new/increased patient flow for a commercial requirement.



Results are usually achieved within two weeks of launch — so you get insights fast.



A complete report, with analysis, is included and results are discussed with you.



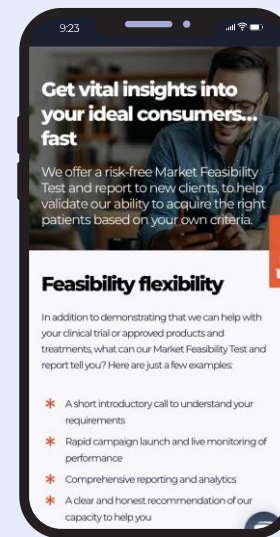
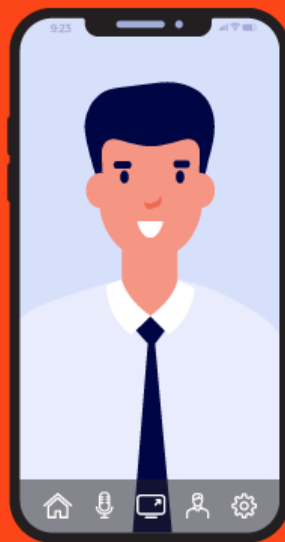
Use results to inform your study or commercial launch activities to save time and cost.



Your intro call

More information

Market Reports



Do you need a Market Feasibility Test?

Getting started is easy! Simply set up an intro call so you can explain your requirements. From there, we'll get started on designing your personalized Market Feasibility Test.

Schedule Your Intro Call

Schedule a convenient time for a 30-minute intro call with one of our experts

Want to Learn More?

Click below to learn more about our Market Feasibility Test process and results

Download Other Reports

Access 60+ other Market Feasibility Reports covering 40+ diseases and conditions

[Schedule Intro Call](#)

[Learn More](#)

[Download Reports](#)



For more information visit
www.83bar.com