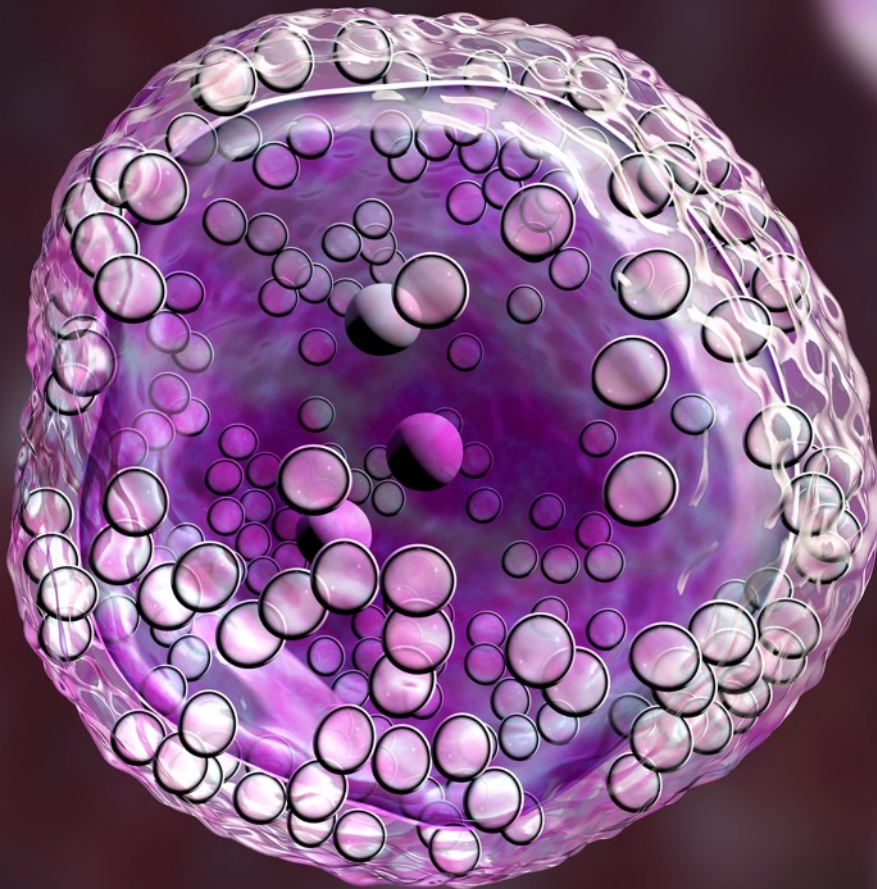


Market Report

Lymphoma



Objective

- Conduct market research to find eligible participants for the lymphoma clinical trial
- Determine the number of people online who are suffering from lymphoma, who meet specific eligibility requirements, and their willingness to join a study
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and survey

Key Metrics

- Number of Qualified Surveys
- Cost Per Lead (CPL)
- Cost Per Qualified Lead (CPQL)
- Survey Data

Definition of a Qualified Lead

- Males & Females ages 18+ who have been diagnosed with PTCL or TMF, have refractory or relapsed disease, do not have specific subtypes of lymphoma, and meet other criteria based off protocol

Campaign Assets

- Two ad concepts to attract lymphoma patients
- Eight total ad variants (four per concept)
- One unique landing page with embedded survey
- One market research survey designed to connect with and qualify lymphoma patients
- Two thank you pages that either qualify or disqualify respondent based on their answers

Process

Creative Development

- To attract lymphoma patients, two unique ad concepts were produced, with one CTA
 - Clinical Trial: Clinical Trials for Rare Lymphoma Subtypes
 - Advance Treatment: Help Advance Treatment for Rare Lymphoma Subtypes

Facebook Ad Targeting

- Target males and females in the United States, age 18+, via paid Facebook newsfeed ads (nationwide based on their willingness to travel for treatment)

Measure Results

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

Results

- ✓ Determined winning messaging concept to attract potential patients
- ✓ Captured willingness to share information
- ✓ Refined understanding of rare lymphoma subtype patients
- ✓ Determined qualification for trial based on survey questions

Run Dates

- August 15th – 19th, 2019

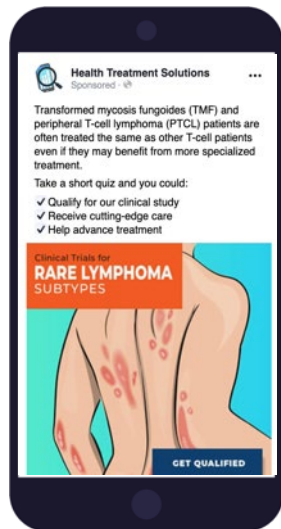
Acquisition Metrics

- Nationwide ad spend
- 26 total leads (a.k.a. survey completions)
- 1 lead was qualified (based off protocol criteria)
- \$19 CPL (avg. cost per lead)

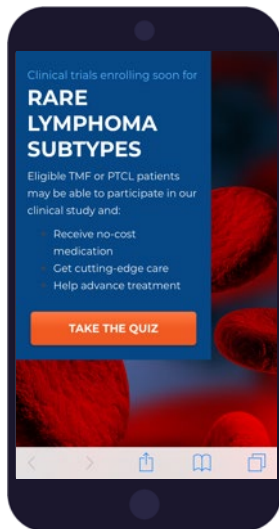
Attract patients who need treatment

Optimized to ensure high consumer engagement

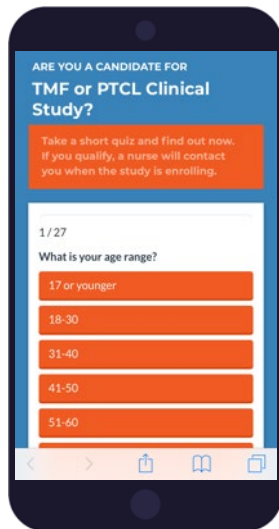
Social Media



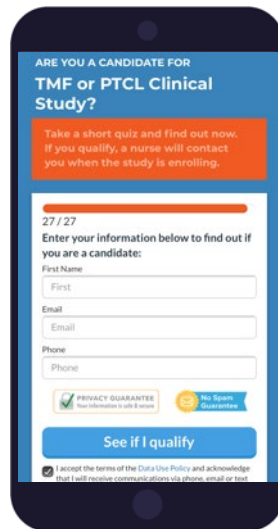
Landing Page



Symptoms



Submit



Attract

Engage

Qualify

Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



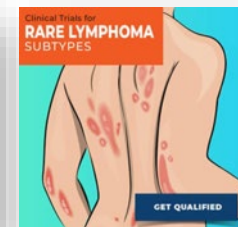
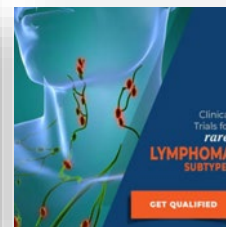
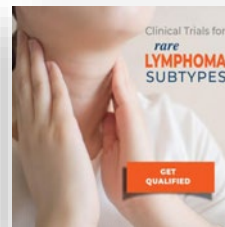
Optimize percentage of respondents who complete survey with engaging experience

Process

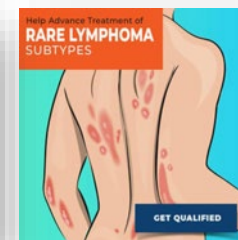
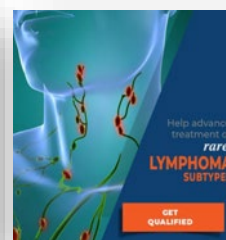
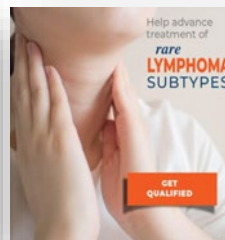
- Developed two creative concepts to generate demand
- Each concept included four unique images and one CTA
- The CTA encouraged users to get qualified by taking the quiz to see if they meet eligibility requirements for trial
- Leveraged Facebook's algorithm to optimize ad delivery based on highest conversion rate
- Determined winning concept based on which one produced the most survey responses
- Used different medically oriented images that highlight symptoms of TMF and PTCL to see which resonated strongest with patient

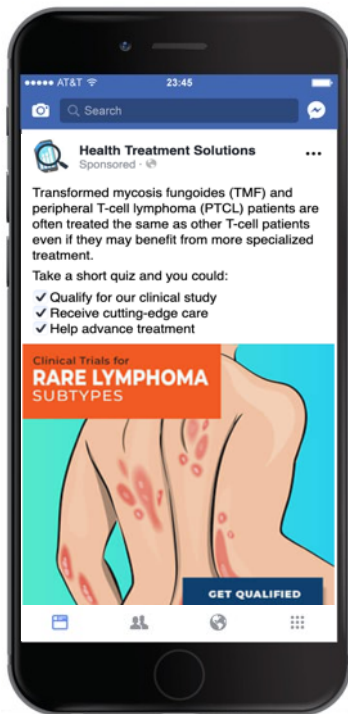
Image Assets Tested

Clinical Trial

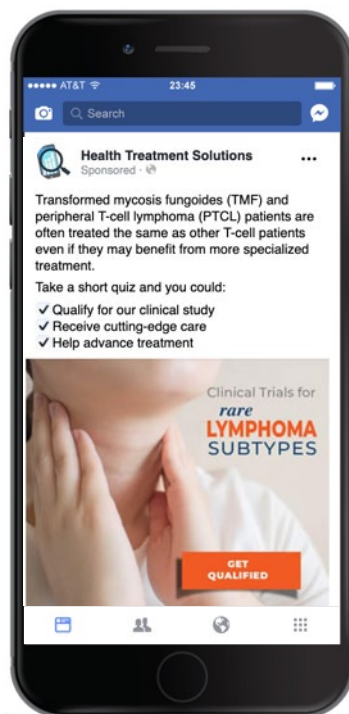


Advanced Treatment





#1 Top Performing Ad

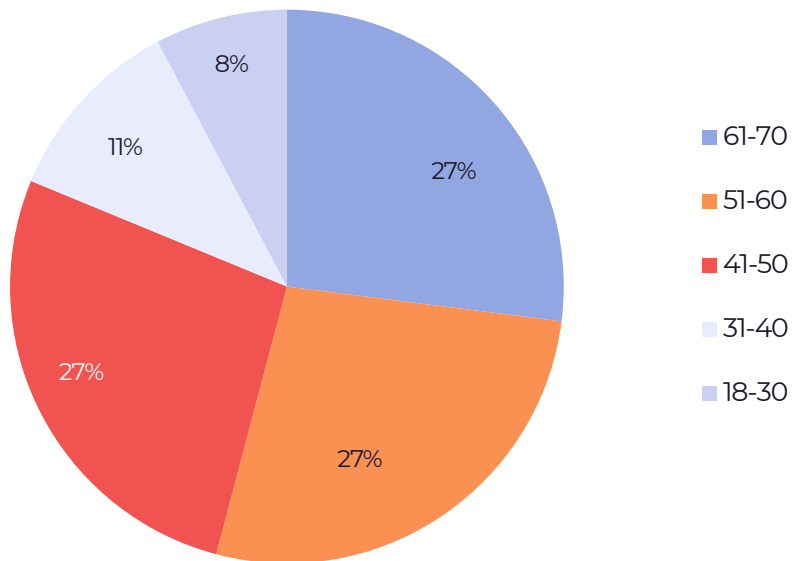


#2 Top Performing Ad

Key Findings

- The top performing images featured "clinical trials" messaging and visually connected with patients and the physical representation of symptoms they may suffer from
- 92% of leads were generated by the "clinical trials" ad concept
- 8% of leads were generated by the "advance treatment" ad concept

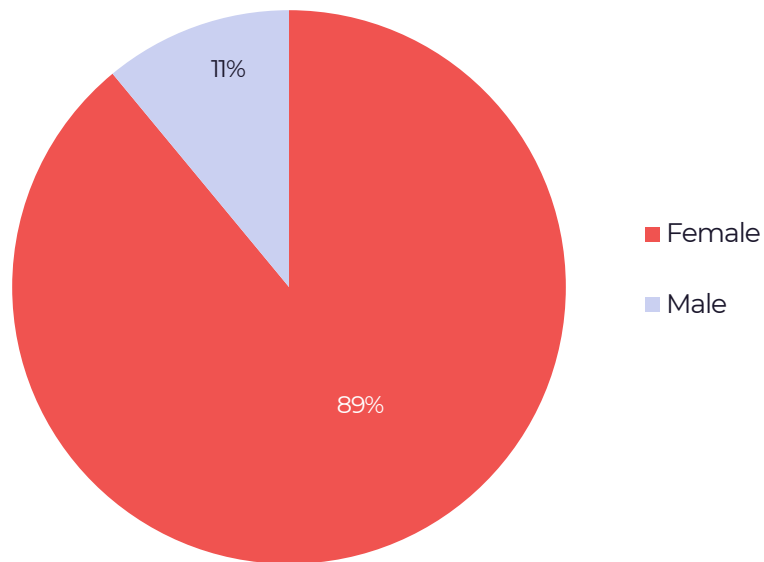
What is your age range?



Key Findings

- Captures responses from all leads
- 81% are between 41-70 years old, equally split between 41-50, 51-60, and 61-70 sub groups

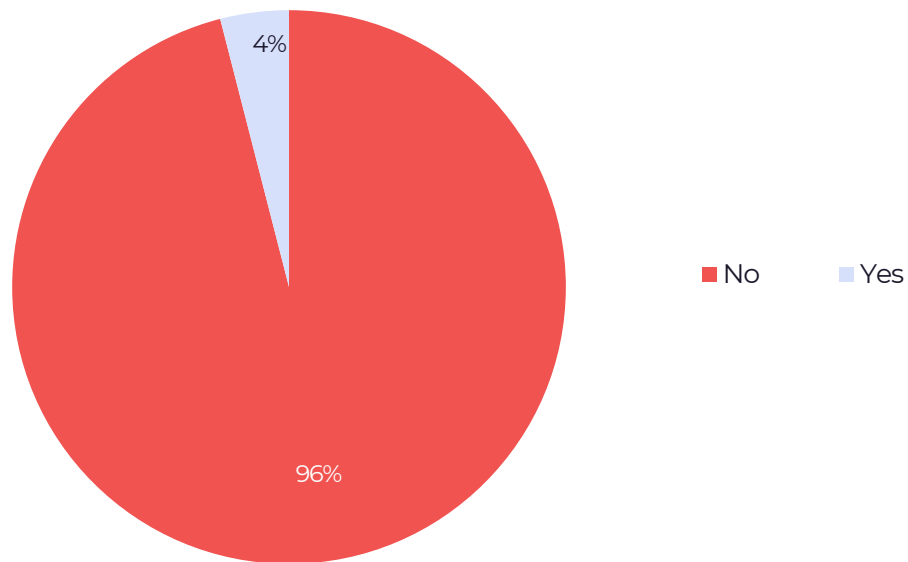
What is your gender?



Key Findings

- Captures responses from all leads
- More than 80% of respondents are female
- Research has found that TMF and PTCL are slightly more common in men than women; opportunity to target messaging to caregivers (wives/daughters) to fill out on their behalf
- Of the 3 male responses, 1 survey (33%) was filled out by a female on the male's behalf

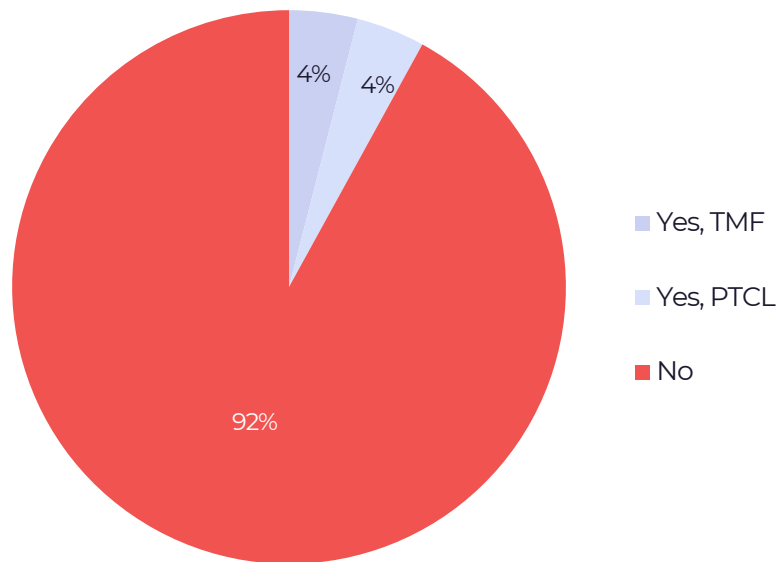
Are you pregnant, breastfeeding, or planning to become pregnant?



Key Findings

- Captures responses from all females
- Only 4% of respondents indicated they are pregnant, breastfeeding, or planning to become pregnant (an exclusion based on protocol)

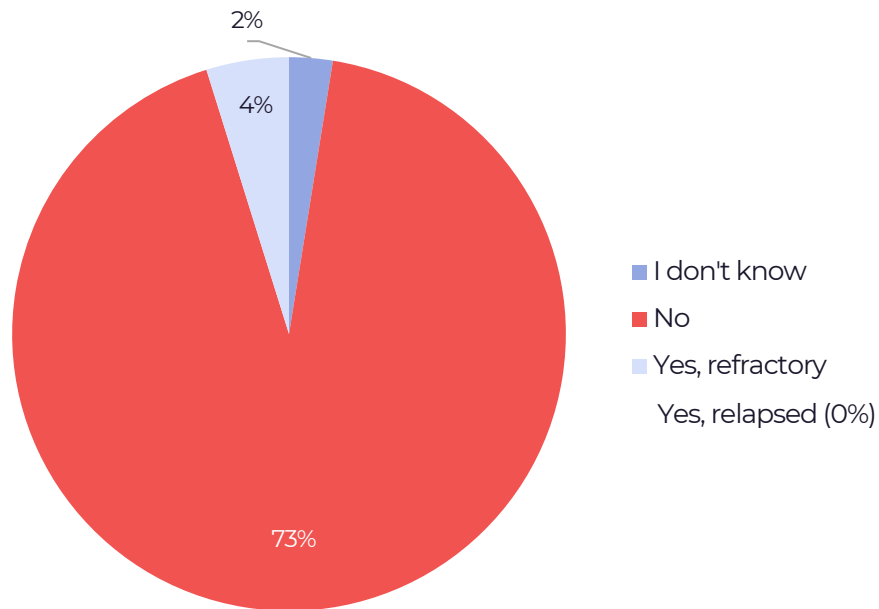
Have you been diagnosed with either peripheral T-cell lymphoma (PTCL) or transformed mycosis fungoides (TMF)?



Key Findings

- Captures responses from all leads
- The majority of respondents have not been diagnosed with TMF & PTCL
- Of the one respondent diagnosed with PTCL, they said they were unsure what subtype they were diagnosed with; patient's may not be familiar with the specific names and need to consult with doctor to confirm

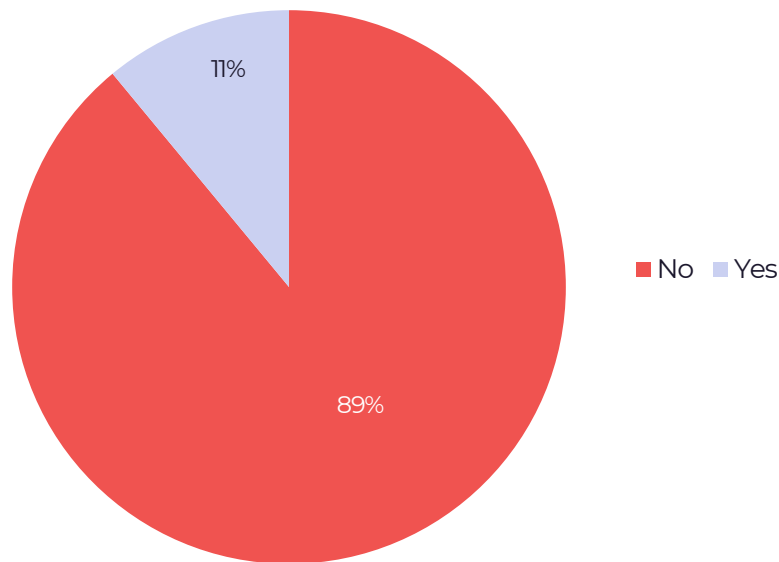
Were you told whether you have relapsed or refractory disease?



Key Findings

- Captures responses from all leads
- 1 respondent has been diagnosed with refractory disease, and 6 were unsure
- The 6 that are unsure may have this disease, but are not familiar with the terminology
- The patient with PTCL stated they do not have relapsed or refractory disease

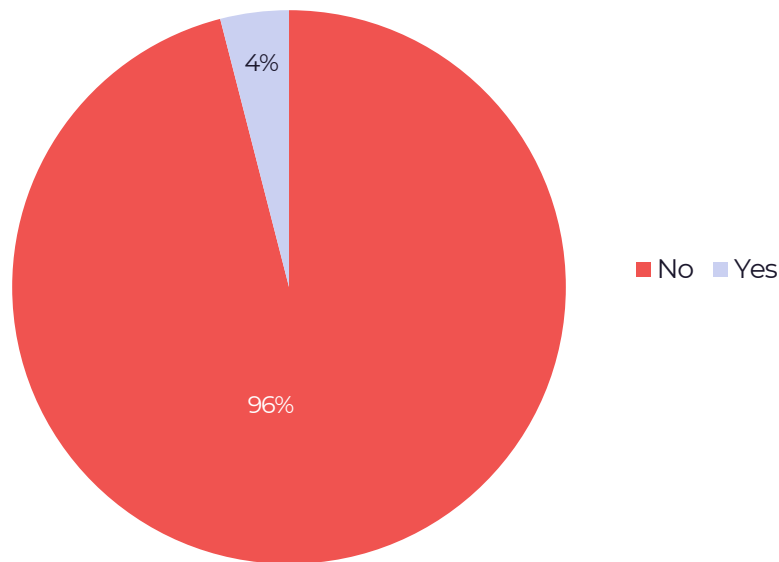
Have you been told whether you have systemic anaplastic large cell lymphoma (ALCL)?



Key Findings

- Captures responses from all leads
- The majority of respondents do not have systemic ALCL
- Ability to capture eligible patients based off no ALCL diagnosis

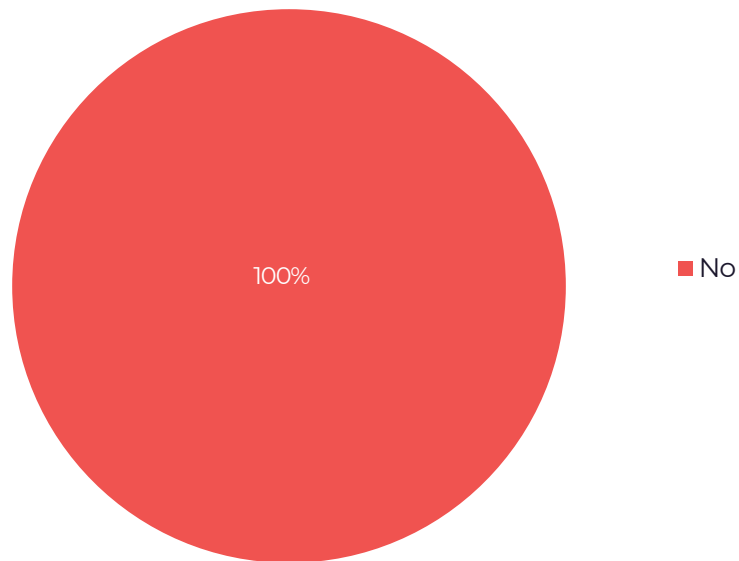
Have you had a stem cell transplantation?



Key Findings

- Captures responses from all leads
- Almost all respondents have never had a stem cell transplant
- Of the one who did, their transplant occurred 3+ months ago, allowing them to still qualify based on this criteria

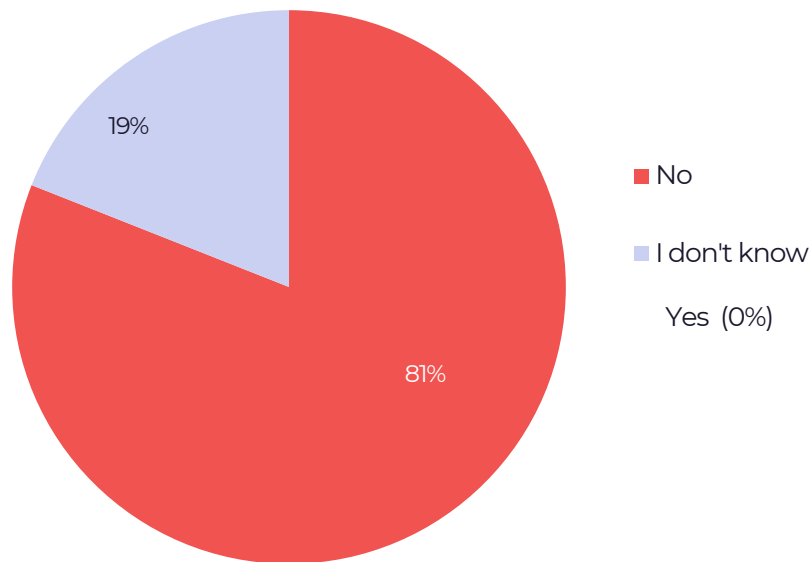
Do you have a known history of HIV (human immunodeficiency virus)?



Key Findings

- Captures responses from all leads
- **All** respondents stated they do not have a known history of HIV
- Ability to find qualified patients based off this criteria

Have you received prior treatment with ?



Key Findings

- Captures responses from all leads
- The majority of respondents have never received treatment with
- Almost 20% indicated they are not sure; patients may not have a strong knowledge of drug



- Female / Age 41-50
- Not pregnant, breastfeeding, or planning to become pregnant
- Willing to use contraception

Lead has the qualifying criteria

- Diagnosed with TMF
- Have received at least 1 prior line of systemic therapy
- Has refractory disease
- Does not have systematic ALCL
- Has had chemotherapy and radiotherapy
- Has not had stem cell transplantation
- Does not have any of the exclusionary subtypes of Lymphoma
- Has not had an allogenic tissue hematopoietic cell/solid organ transplant
- Does not have any of the following exclusionary conditions (heart attack, congestive heart failure, unstable angina, uncontrolled cardiac arrhythmia, active hepatitis B or C)
- Does not have known HIV
- Does not have any other cancer
- Is unsure if they have previously been treated with
- Is somewhat interested in participating in trial

Conclusions

- Based on click-through-rate of our ads (1.87%) and survey completions, we proved ability to attract lymphoma audience, and found 2 patients that have been diagnosed with PTCL or TMF in a 4-day period, and 1 that meets study criteria listed in survey.
- Majority of respondents have a low financial ability score, and are looking for free medication because they may not be able to afford medication/treatment based on their insurance (or lack of).
- Based on survey responses, majority of leads are unsure about at least one of the questions asked in the quiz (based off protocol). They are not confident they know the answer, and should further discuss with our call center or site to determine eligibility and be further educated. They may also be diagnosed with PTCL or TMF and not be familiar with the terminology.
- Lymphoma is not one-size fits all, and affects people in different ways. The majority of survey respondents are in dire need of a new treatment option, and almost all are interested in a clinical trial; they are high intent leads willing to take the next steps.
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - ✓ Competitive CPL
 - ✓ Ad concepts emotionally connect with lymphoma patients through creative messaging
 - ✓ Ad concepts attract the correct patient population



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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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