

Melanoma

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.

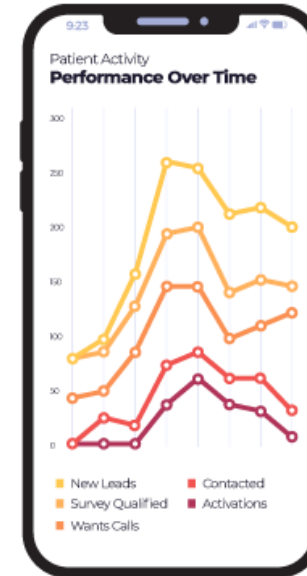
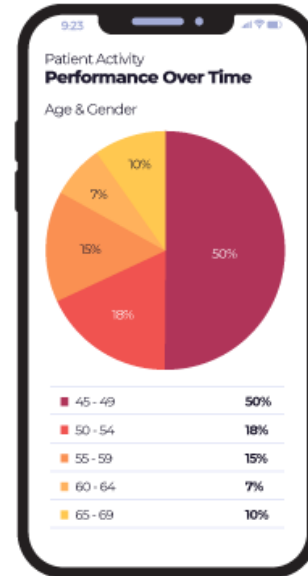
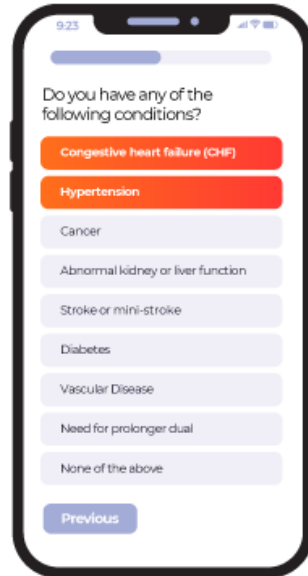
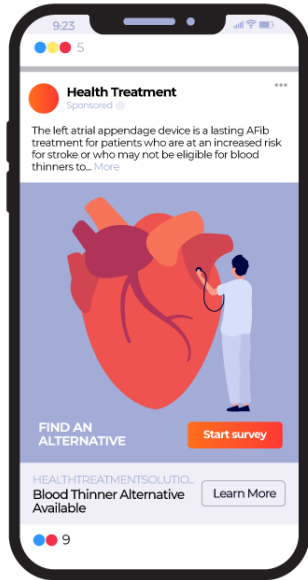
[Tell me more](#)

[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 locate patients with an interest in testing for **Melanoma** and generate demand for a non-invasive alternative to surgical biopsies.

Key Metrics

- Targeted men and women, aged 20 to 60 years old
- Targeted locations include Dallas and Forth Worth, Texas

Campaign Results

Total Survey Submissions (U.S. / LA & Portland)	Qualified Survey Submissions (U.S. / LA & Portland)
45	45
Campaign Duration (days)	Qualified Patient Rate (U.S. / LA & Portland)
4	100%

In just five days, 83bar located qualified patients totaling 226 (U.S.) and 101 (LA and Portland).

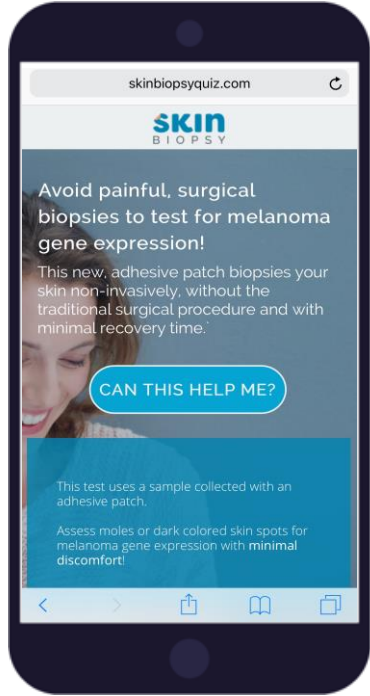
The Consumer Journey

Optimized to ensure high consumer engagement



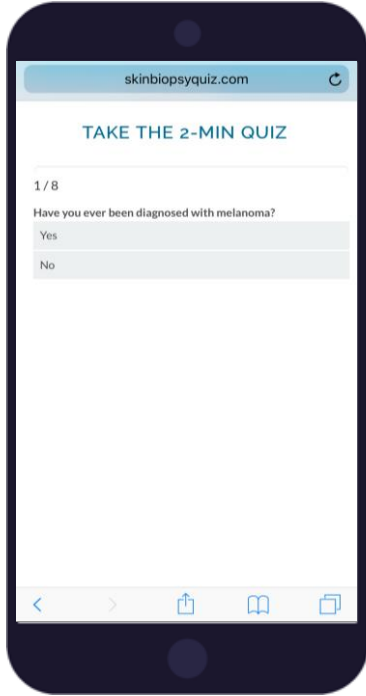
Attract
(Digital Ad)

Consumers are attracted with targeted digital ads

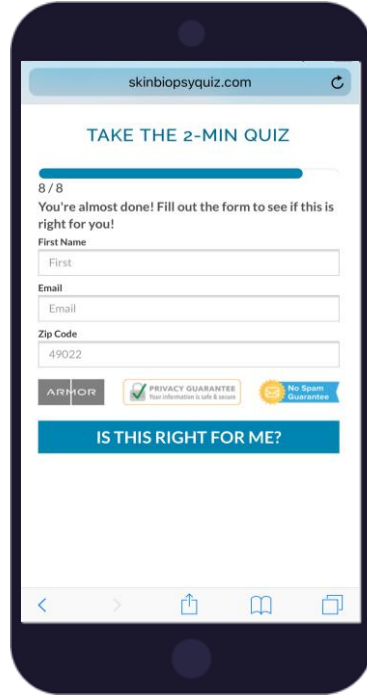


Engage
(Landing Page)

Landing pages provide critical information and education on treatment options

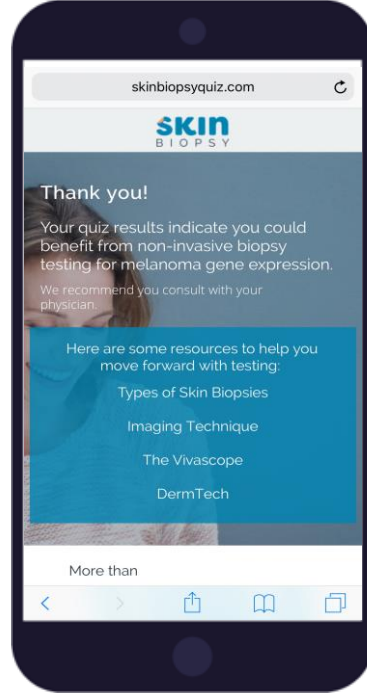


Qualify
(Screener)



Collect
(Form Fill)

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



Segment
(Qualified Email)

Creative Messaging Test Design Process

- To determine which messaging and design concept would be most engaging, 83bar created three graphics variants with different concepts
- One market research survey was designed to connect with patients who might have melanoma

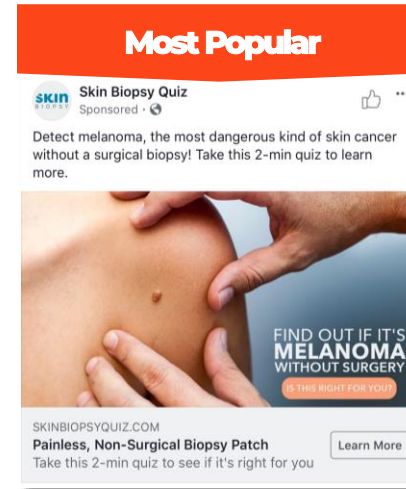


Why do we use so many ad variations per test?

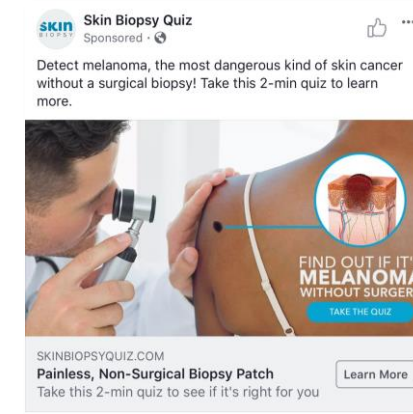
Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

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

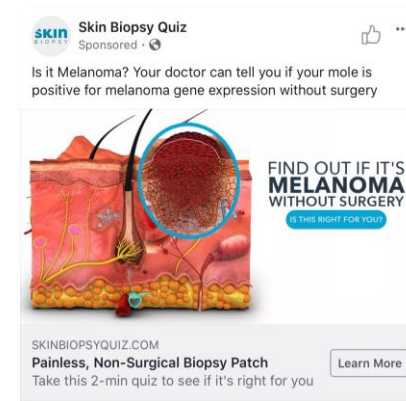
Image Assets Tested



Ad Concept 1:
Lifestyle graphic



Ad Concept 2:
Lifestyle + Vector Graphic



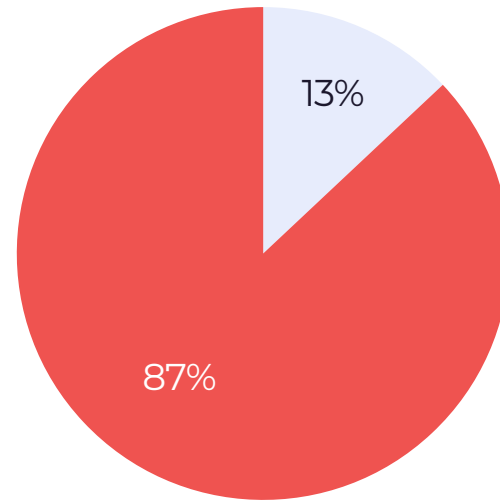
Ad Concept 3:
Vector Graphic

Consumer Responses from Online Screener (Campaign 1)

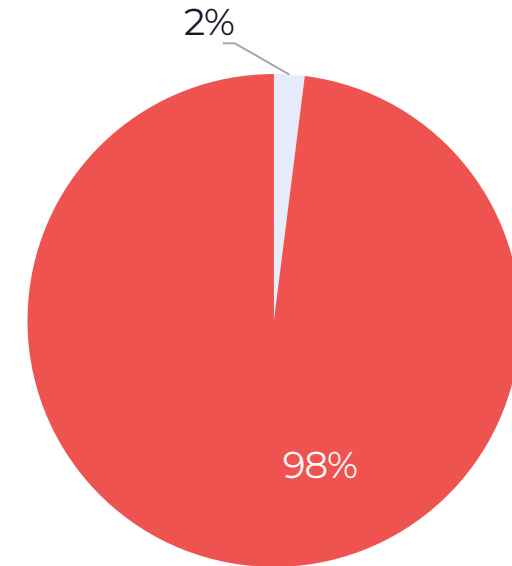
Have you been diagnosed with Melanoma?

I am a _____.

■ Yes
■ No



■ Male
■ Female

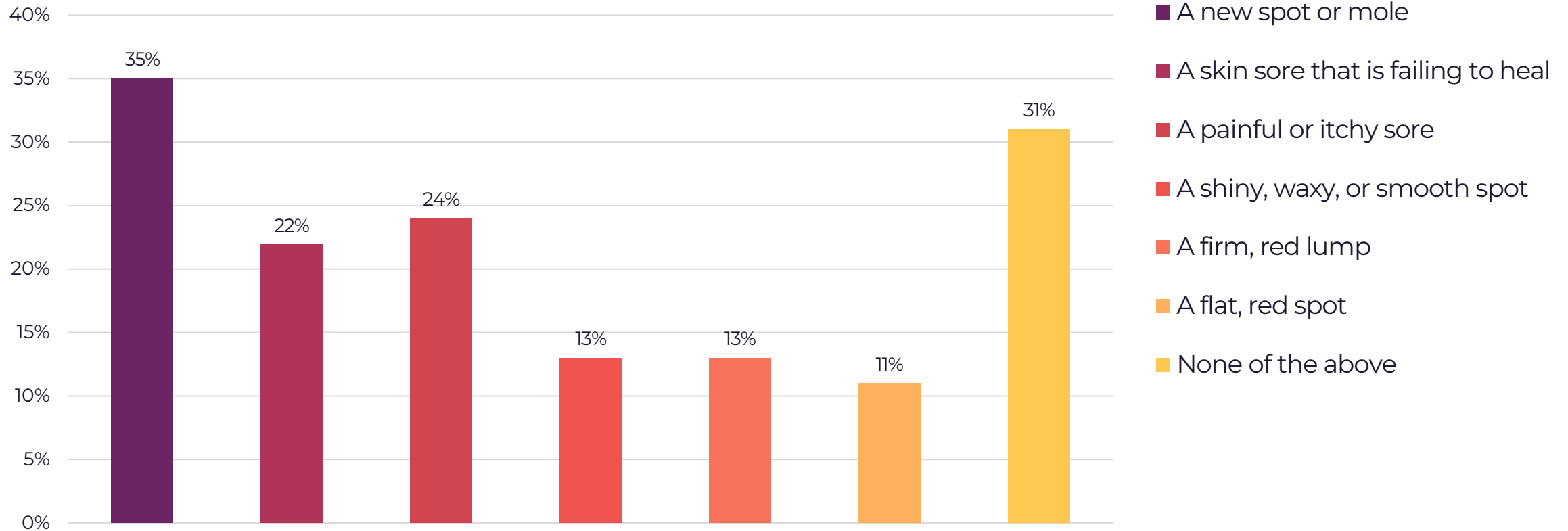


Forty-nine percent of respondents from campaign #1 had not received a diagnosis for IBS.

Fifty percent of respondents from campaign #1 have seen more than one doctor about their symptoms.

Consumer Responses from Online Screener

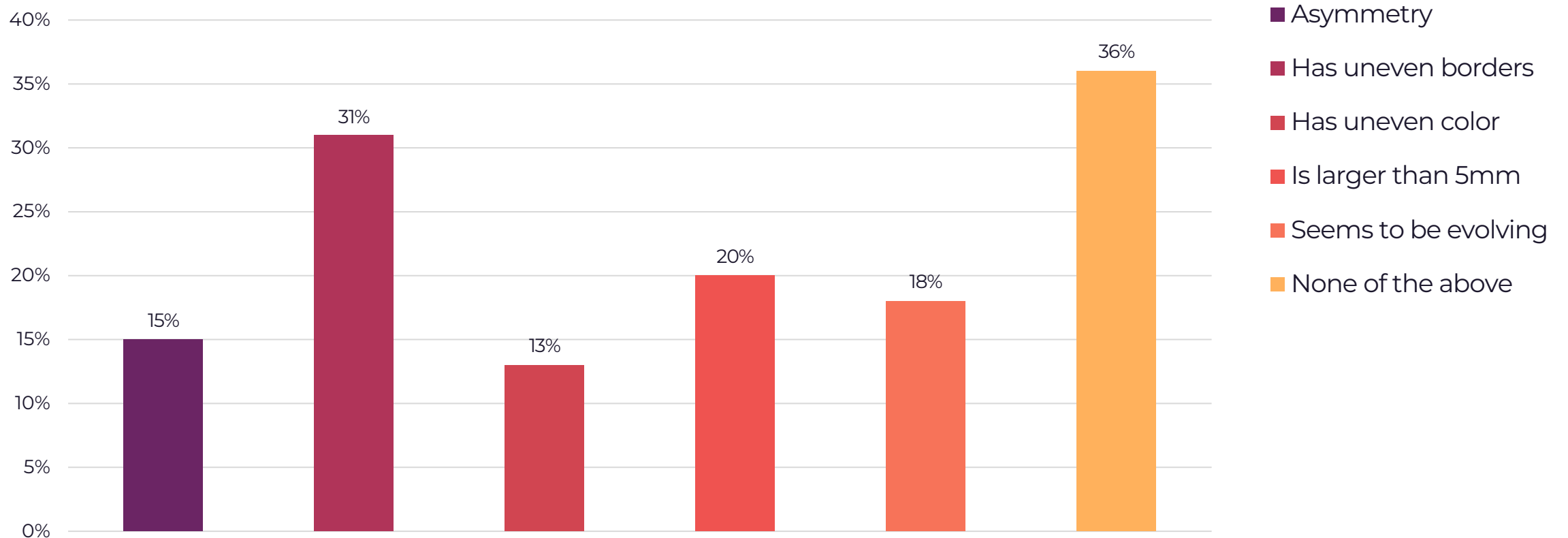
Are you experiencing any of the following symptoms?



More than 99% of women with physician-diagnosed PCOS were symptomatic.

Consumer Responses from Online Screener

Do you have a mole that is displaying any of the following identifiers?

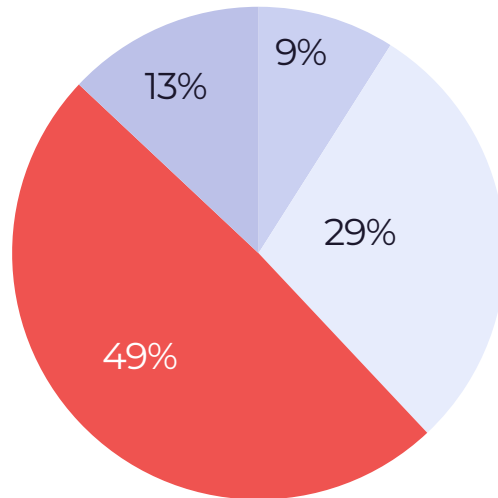


More than 99% of women with physician-diagnosed PCOS were symptomatic.

Consumer Responses from Online Screener (Campaign 2)

What best describes you?

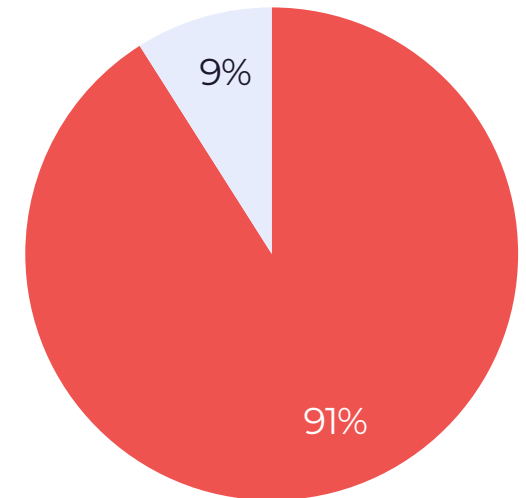
- Cooperation oriented - Always find common ground with others
- Results oriented - Quick to answer & make fast decisions
- Analytically oriented - Always study issues & gather facts
- Socially oriented - I value my friend's opinions & online reviews



Fifty-five percent of respondents from campaign #2 are significantly impacted by their symptoms, noted by “extremely” and “very” responses.

Would you be interested in learning more about a minimally invasive, adhesive skin biopsy patch?

- Yes, tell me more!
- No thanks



More than two-thirds of respondents from campaign #2 were very interested in taking a simple blood test that could help diagnosis their IBS symptoms.

Key Insights from Our Melanoma Market Feasibility Test



Ninety-one percent of survey respondents are interested in a minimally invasive, adhesive skin biopsy patch.

83bar can find individuals with an interest in testing for Melanoma and can generate demand for a non-invasive alternative to surgical biopsies.



Eighty-seven percent of survey respondents have never been diagnosed with melanoma

Demographics of individuals are as follows: Ninety-eight percent of them are female and Twenty-nine percent of survey respondents are between 41 to 50 years old, while forty-seven percent are between 51 to 60 years old



Targeted digital outreach with high patient activation is a feasible approach and recommended given:

- Industry-leading cost per lead
- 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.



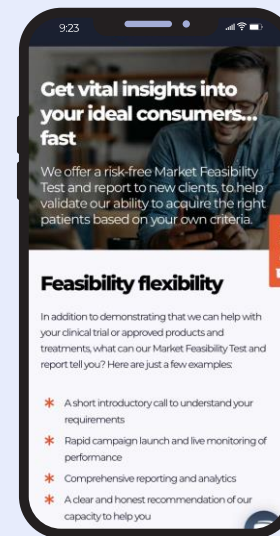
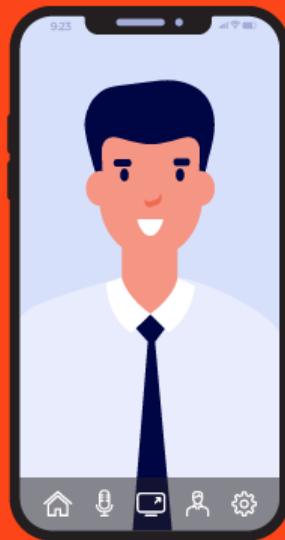
Use results to inform your study or commercial launch activities to save time and cost.



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

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For more information visit
www.83bar.com