



Market Report

**Menopause**



## The information contained in this presentation will assist:

- Operators of healthcare services focused on treating Menopause
- Menopause researchers
- Clinical trials focused on Menopause patient enrollment
- Marketing managers with products or services in the Menopause market
- Brand managers in the Menopause market
- Direct-to-patient marketers in the Menopause market

## Objective

- Conduct market research to better understand Menopause patients
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and survey

## Key Metrics

- Number of Unique Completed Surveys
- Cost Per Lead (CPL)
- Survey Data

## Definition of a Qualified Lead

- Adult females ages 40-64 who are being treated for Menopause or experience Menopause symptoms

## Campaign Assets

- 3 ad concepts
- 9 total ad variants
- 2 unique landing pages with embedded survey
- 1 market research survey designed to connect with women who have been diagnosed with Menopause or who are experiencing symptoms of Menopause, but may not have an official diagnosis



## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target women who are in the prime years to start experiencing Menopause symptoms or to have a Menopause diagnosis and currently being undergoing some form of treatment

### Set Up Ad Targeting & Launch

- Target women ages 40-64 in the United States

### Measure Results

- Determine CPL for this type of campaign and determine current symptomology, treatment, physician care, and willingness to participate in future research and/or clinical endeavors

## Results

- Developed understanding of how to effectively find and convert potential candidates for research and/or clinical trial purposes
- Identified robust symptom and pain/discomfort levels for all leads

### Acquisition Metrics

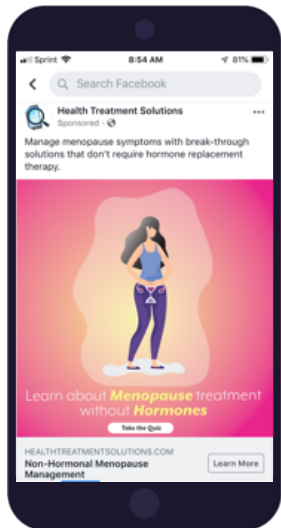
- Targeted US National
- 521 total survey submissions
- Sub \$10 CPL (avg. Cost Per Lead)



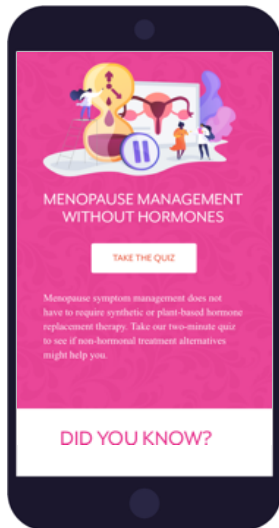
# Attract patients who need treatment

Optimized to ensure high consumer engagement

## Social Media



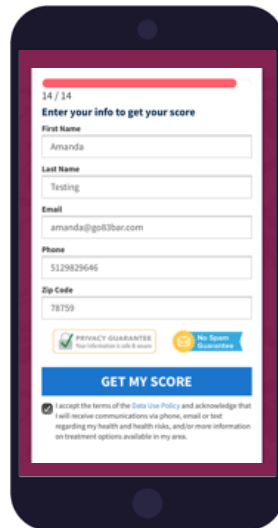
## Landing Page



## 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

13 / 14

**How satisfied are you with your current treatment?**

Extremely satisfied

Very satisfied

Somewhat satisfied

Slightly satisfied

Not at all satisfied

[← BACK](#)

14 / 14

**Enter your info to get your score**


**First Name**


**Last Name**

**Email**

**Phone**


**Zip Code**

 **PRIVACY GUARANTEE**  
Your information is safe & secure

 **No Spam Guarantee**

**GET MY SCORE**


I accept the terms of the [Data Use Policy](#) and acknowledge that I will receive communications via phone, email or text regarding my health and health risks, and/or more information on treatment options available in my area.



**THANK YOU!**

YOUR MENOPAUSE SYMPTOMS RANK HIGH IN SEVERITY.

HIGH



A non-hormonal treatment approach to your symptoms may help. Please speak with your doctor about your options.

**HELPFUL LINKS FOR MENOPAUSE MANAGEMENT:**

- [Menopause basics](#)
- [Symptoms and relief of Menopause](#)
- [Treatments for Menopause](#)
- [Non-hormonal treatment options for Menopause](#)
- [Associated risks of hormone replacement therapy](#)

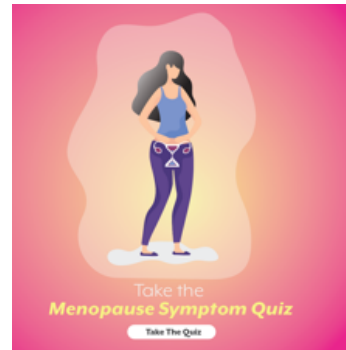
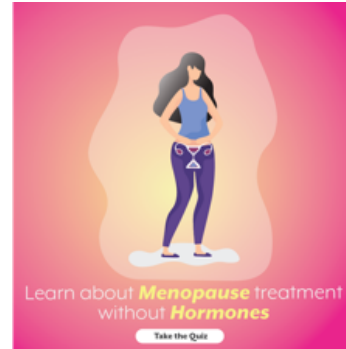
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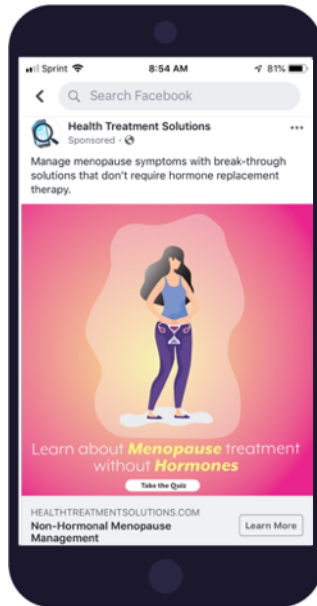
  
Health Treatment Solutions  
© 2019 83bar  
[Data Use Policy](#)

## Methodology

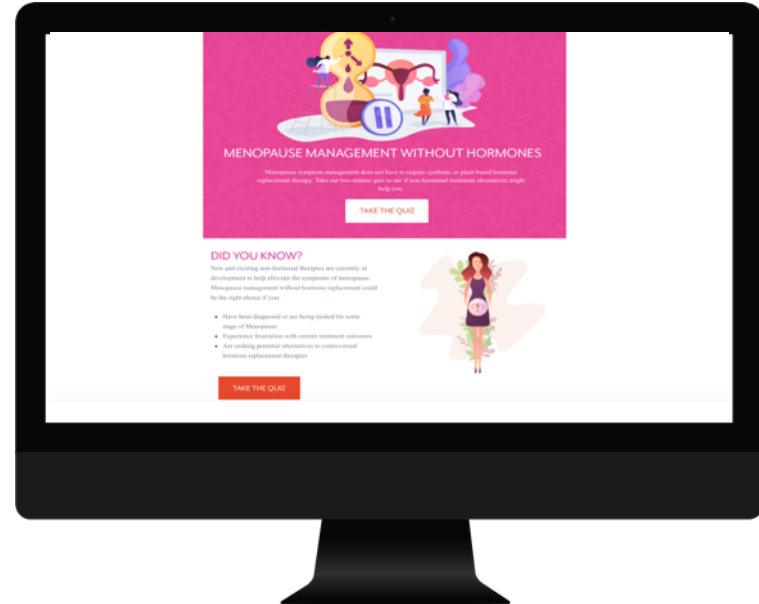
- Deployed two creative concepts
- Each concept included its own unique headline and ad copy
- Each concept features the same 3 image assets
- Leveraged Facebook's algorithm to optimize ad delivery based on highest conversion rate
- Determined winning concept based the most survey responses

## Image Assets Tested





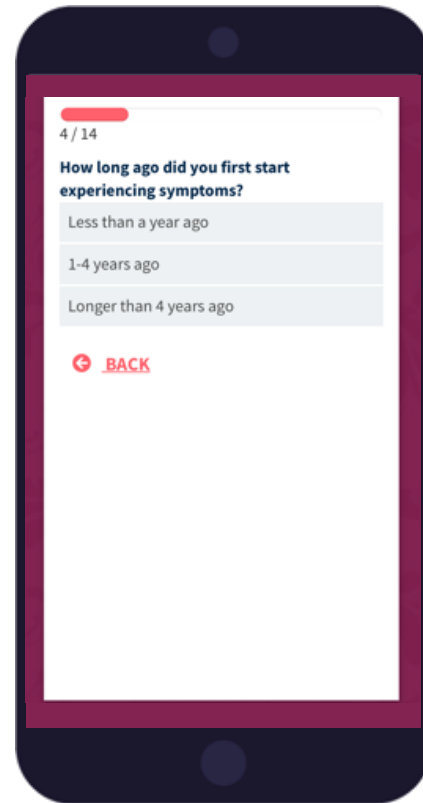
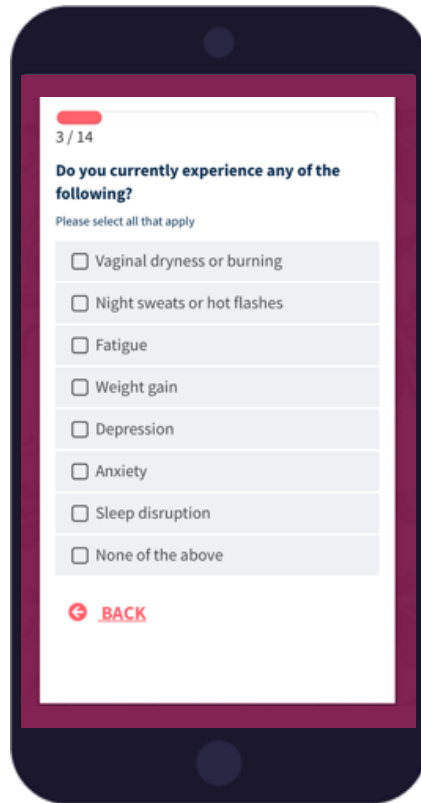
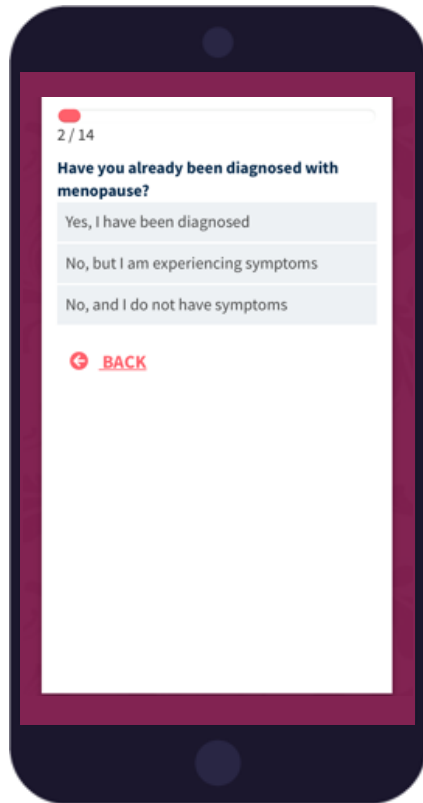
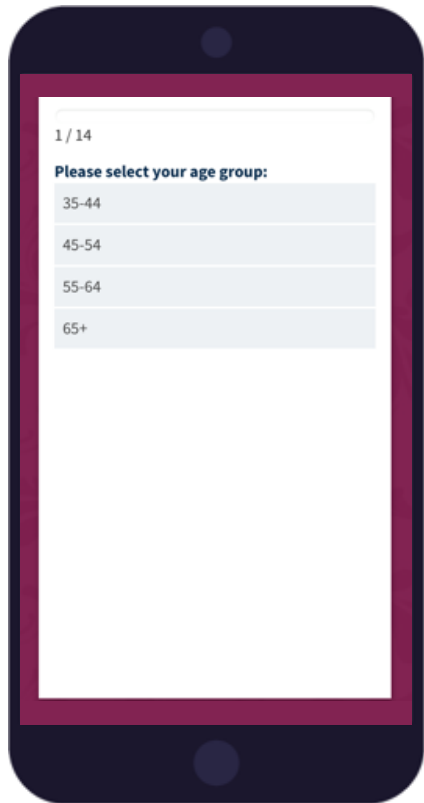
Facebook Ad

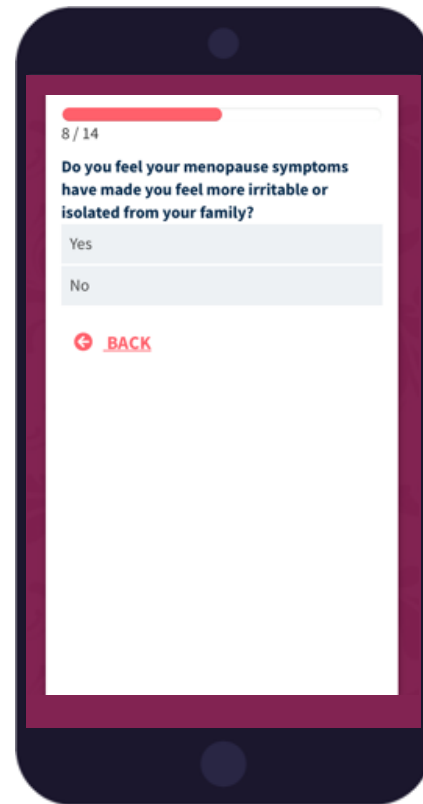
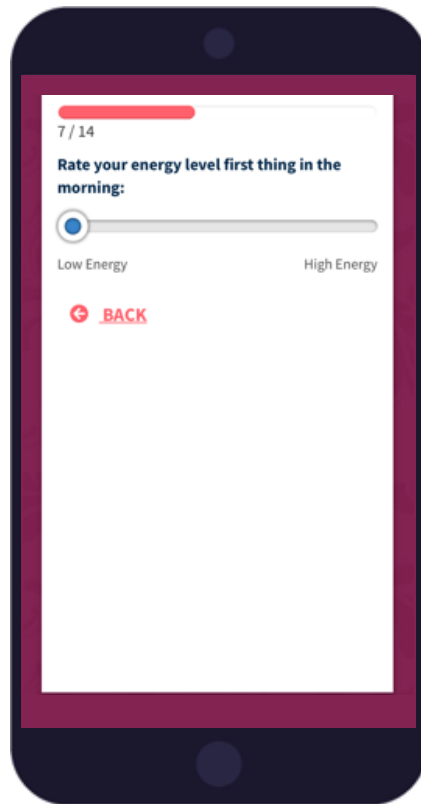
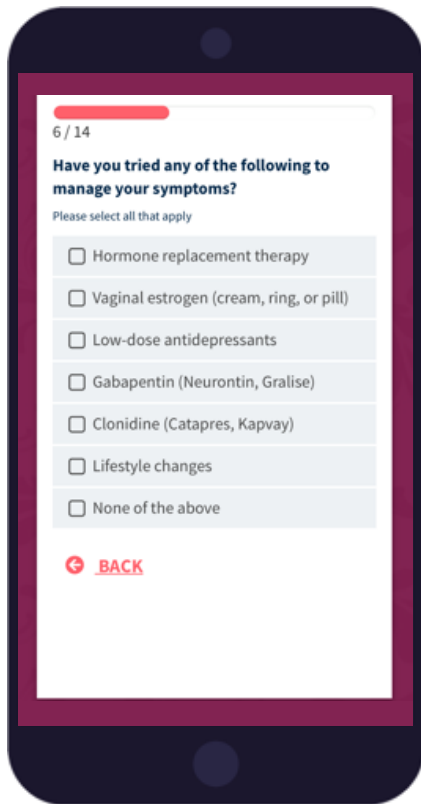
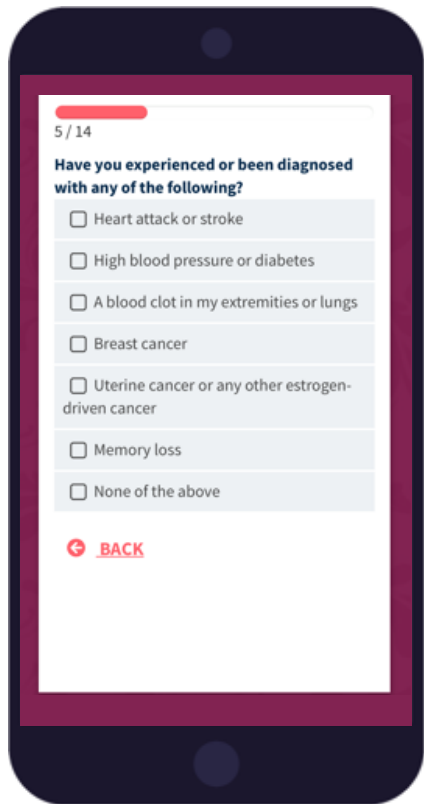


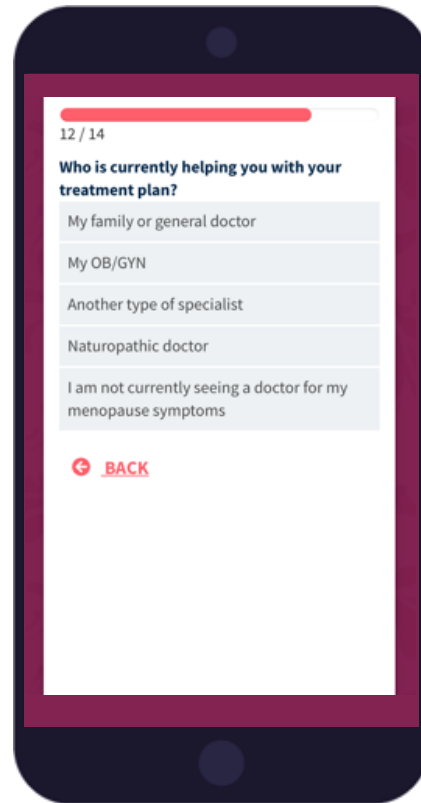
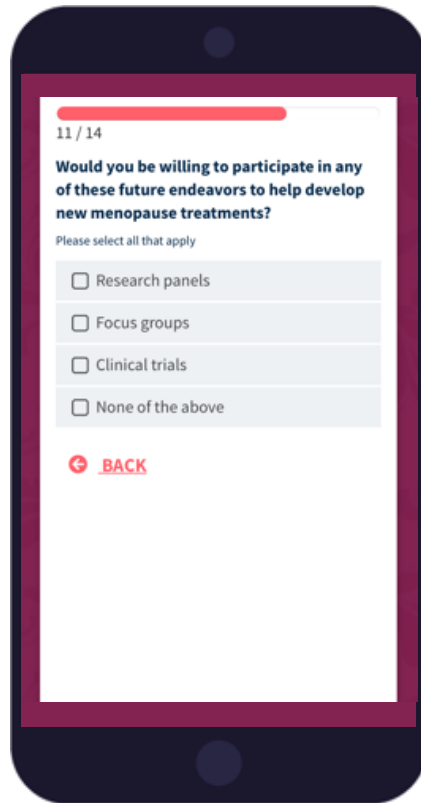
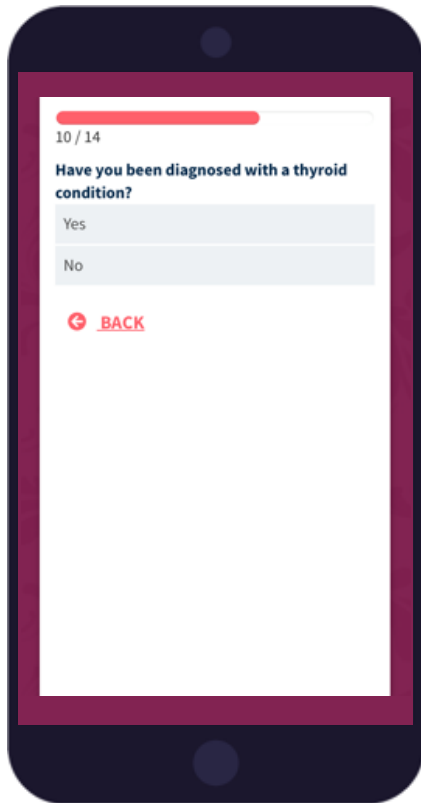
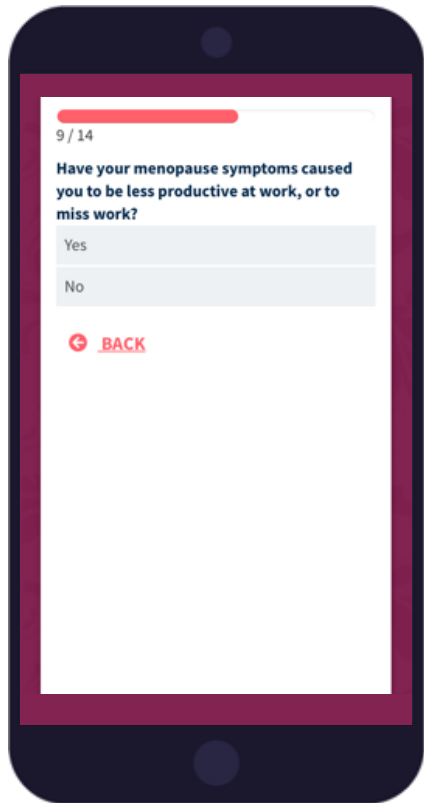
Landing Page



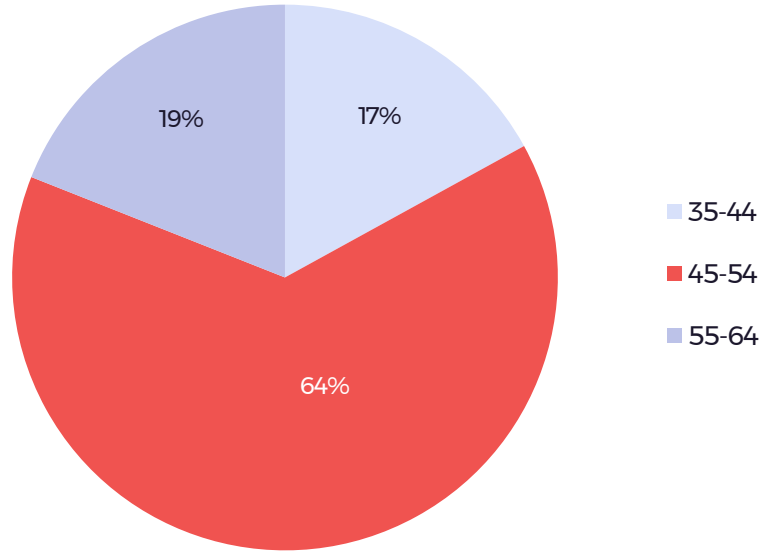








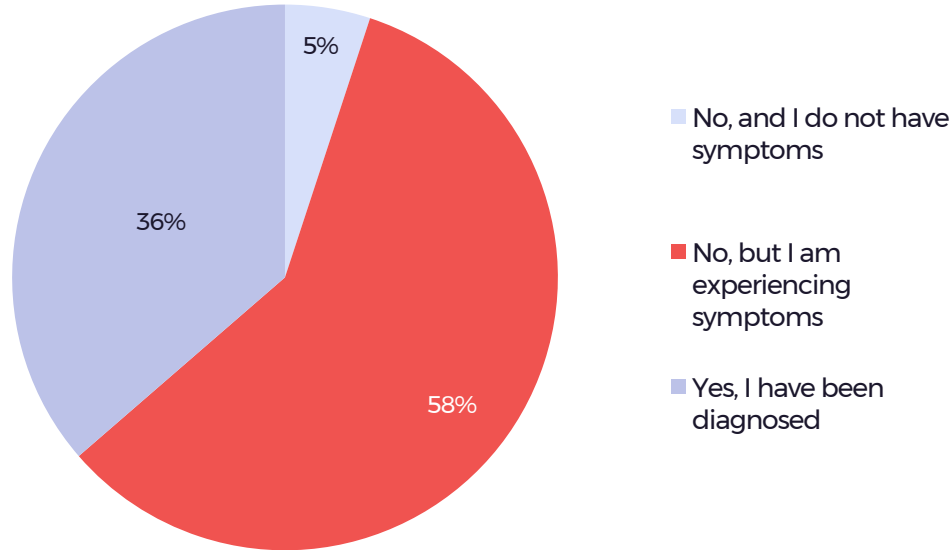
## Please select your age group



## Key Findings

- Captures responses from all leads
- 64% of leads are in the prime demographic group of 45-54
- Primary early- and mid-stage Menopause demographic makes up the majority of respondents followed by 55-64 and 35-44 age groups.
- The 35-44 age group is composed primarily of those between the ages of 40 and 44. The minimum age targeting on Facebook ads was 40.

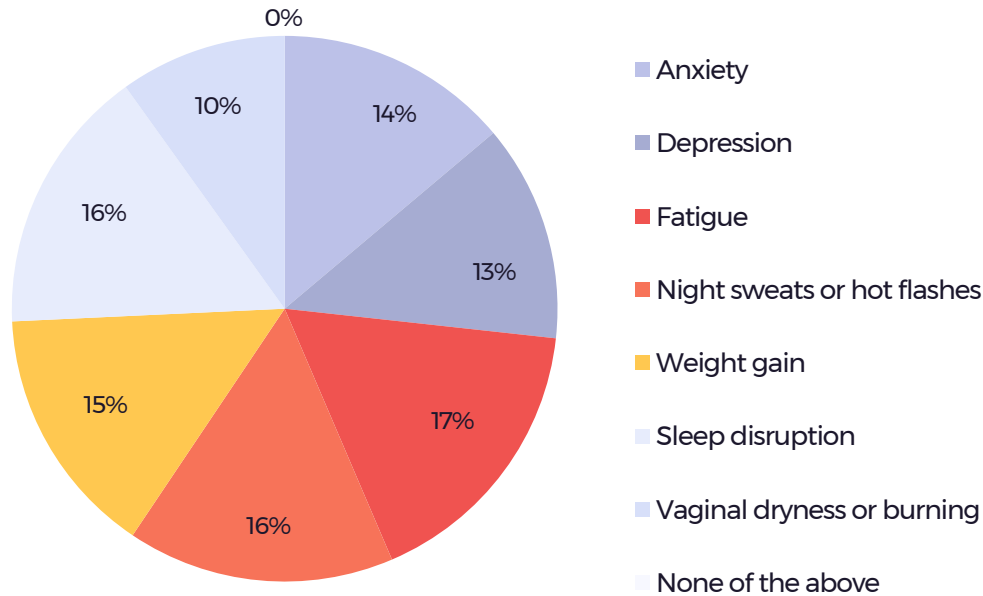
## Have you already been diagnosed with menopause?



## Key Findings

- Captures responses from all leads
- 36% of respondents have a Menopause diagnosis
- 58% of respondents do not have an official diagnosis but are experiencing symptoms they believe to be early stage Menopause
- Only 5% of leads indicated that they do not have a diagnoses and are not experiencing symptoms

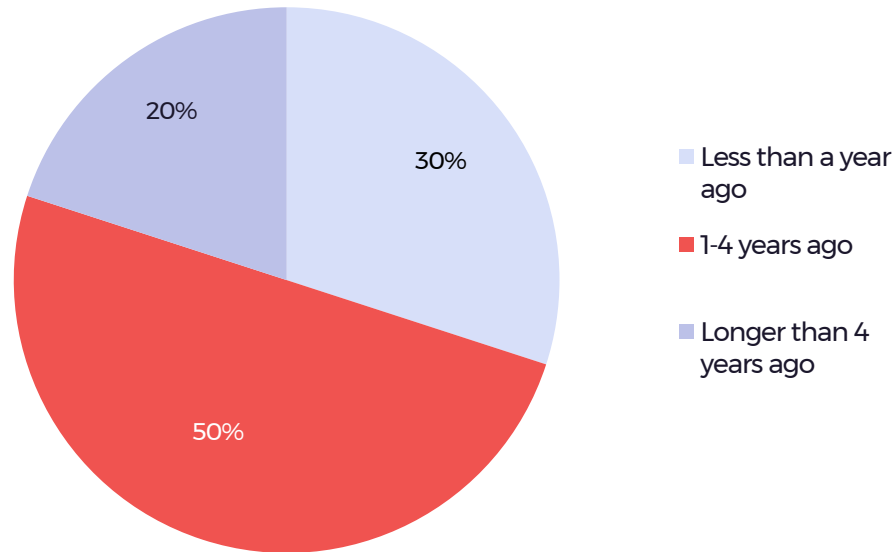
## Do you currently experience any of the following?



## Key Findings

- Captures responses from all leads
- Leads were encouraged to select multiple symptoms
- All leads selected at least 1 symptom
- Fatigue, night sweats or hot flashes, and sleep disruption were the 3 most commonly selected symptoms (highlighted)
- On average, **leads selected 5 different symptoms**

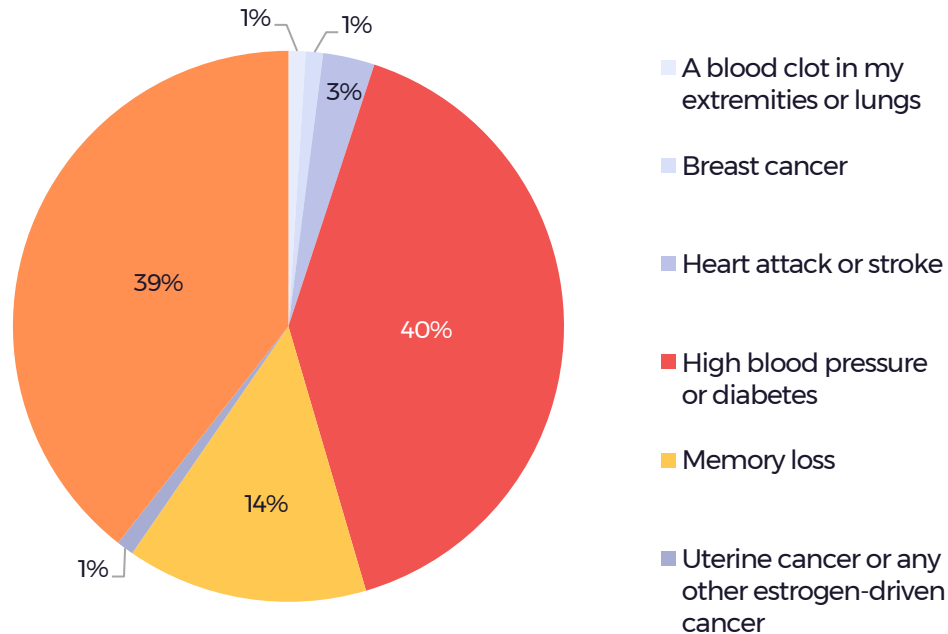
## How long ago did you first start experiencing symptoms?



## Key Findings

- Captures responses from all leads
- 80% of leads indicate their symptoms began in the last 0-4 years
- Based on responses to this question 83bar is able to find patients in their prime diagnostic and treatment-seeking stages

## Have you experienced or been diagnosed with any of the following?

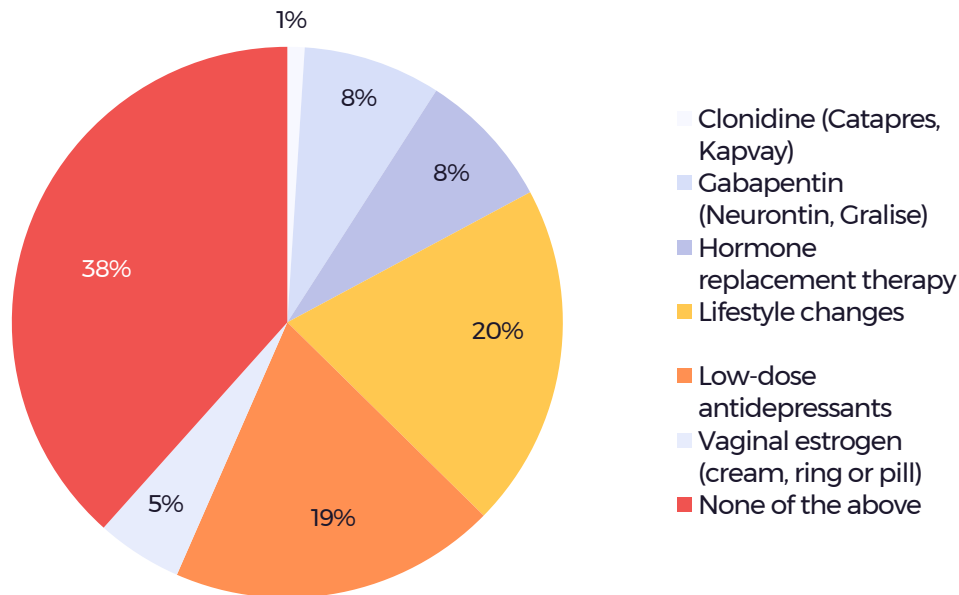


## Key Findings

- Captures responses from all leads
- 40% of leads have been diagnosed with high blood pressure
- Another 39% of leads have not been diagnosed with any of the listed disease states



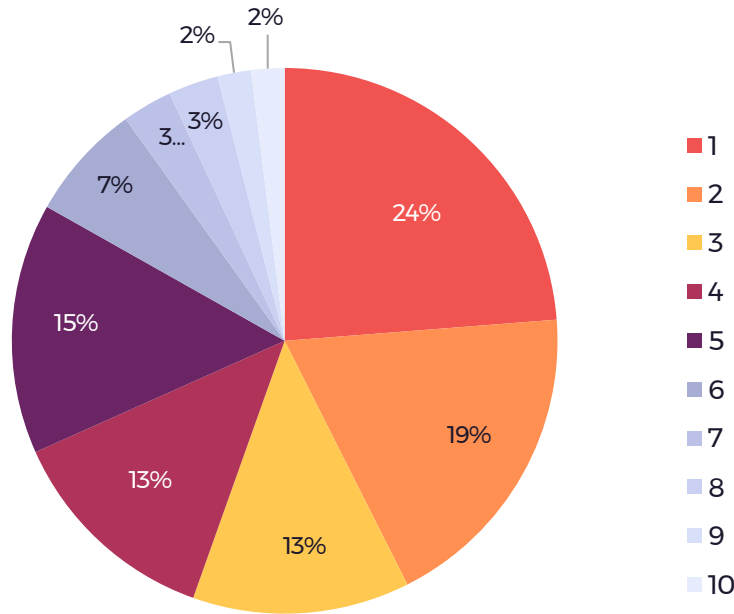
## Have you tried any of the following to manage your symptoms?



## Key Findings

- Captures responses from all leads
- 62% of all leads have prior or current treatment history
- 38% of respondents do not have any prior treatment history
- 20% have tried lifestyle changes
- 19% have attempted low-dose antidepressants
- 8% of leads have tried HRT

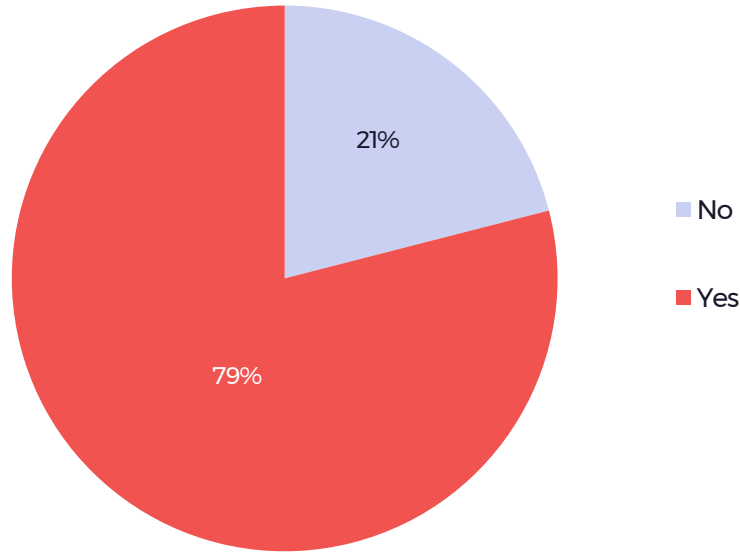
## Rate your energy level first thing in the morning:



## Key Findings

- Captures responses from all leads
- A 10 point scale (1 = low, 10 = high) was offered for the lead to indicate their average energy level in the morning
- 68% of respondents indicate they have very low morning energy levels of between 1 and 4
- Respondents are generally experiencing high levels of fatigue and may be prime candidates to target for HRT

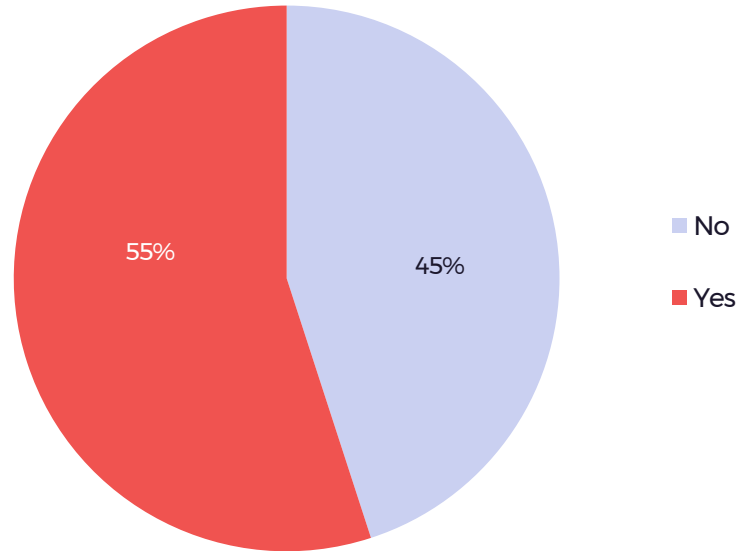
## Do you feel your menopause symptoms have made you feel more irritable or isolated from your family?



### Key Findings

- Captures responses from all leads
- 79% of all leads indicated that they felt that their symptoms are interfering with their at-home family life
- Nearly 4 out of 5 respondents indicates severe enough symptomology to feel isolated to irritable towards their family

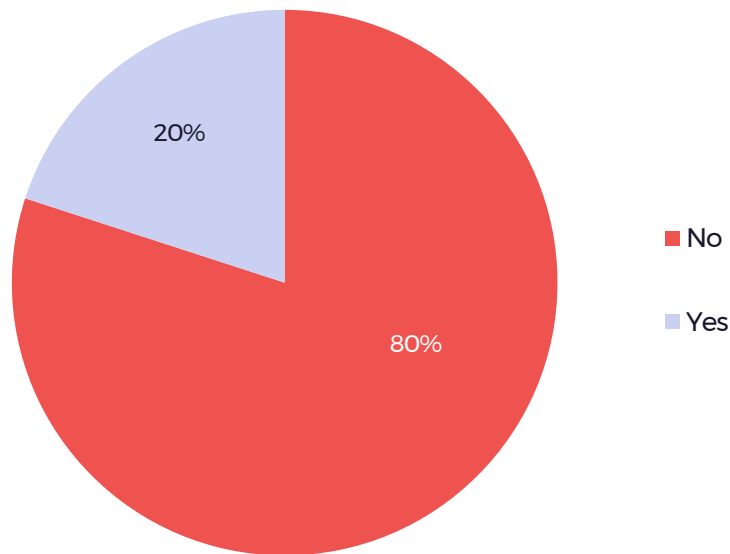
## Have your menopause symptoms caused you to be less productive at work, or to miss work?



### Key Findings

- Captured responses from all leads
- 55% of leads indicated that they felt that their symptoms have or are causing them issues at work

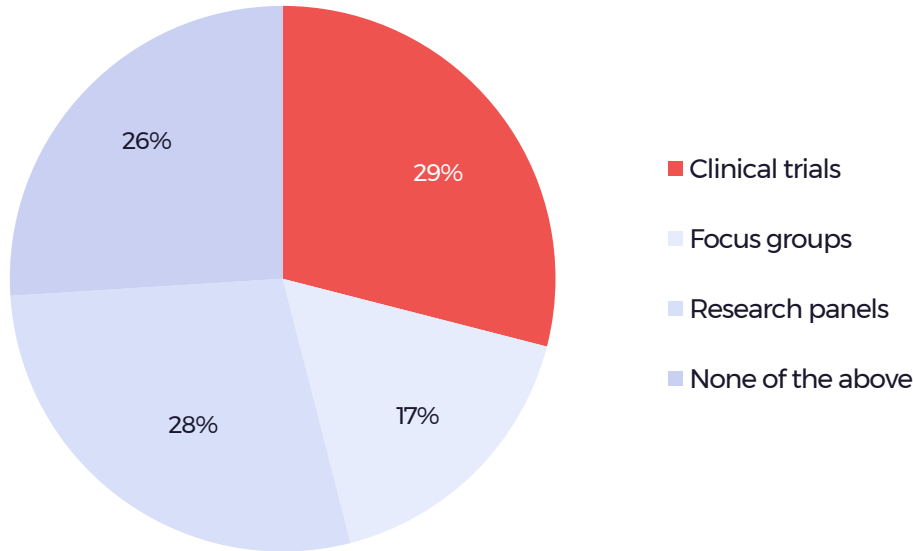
## Have you been diagnosed with a thyroid condition?



## Key Findings

- Captures responses from all leads
- 80% of leads do not have a diagnosed thyroid condition

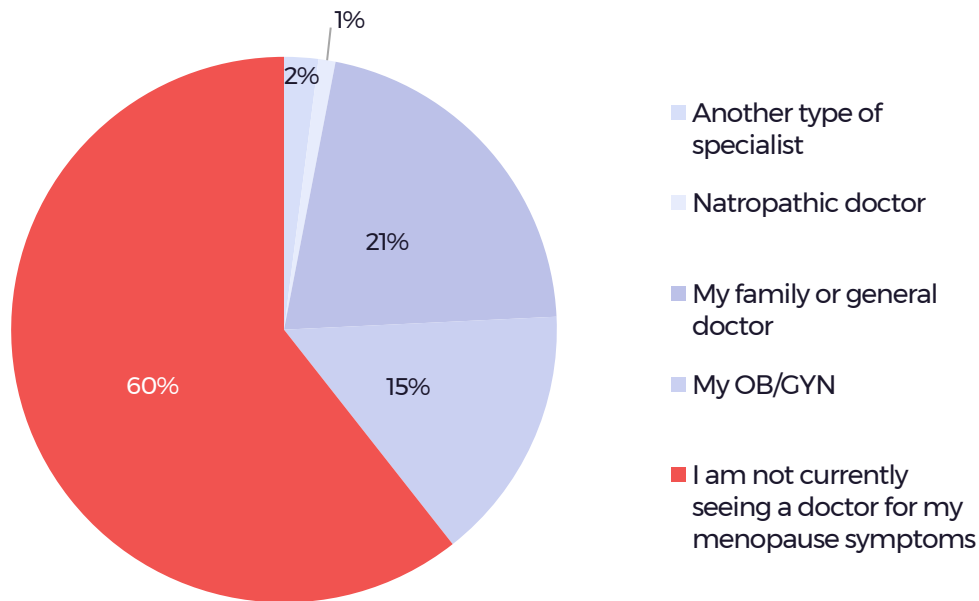
## Would you be willing to participate in any of these endeavors to help develop new menopause treatments?



## Key Findings

- Captures responses from all leads
- 72% of all leads indicated that they would be willing to participate in at least 1 future clinical or research endeavor

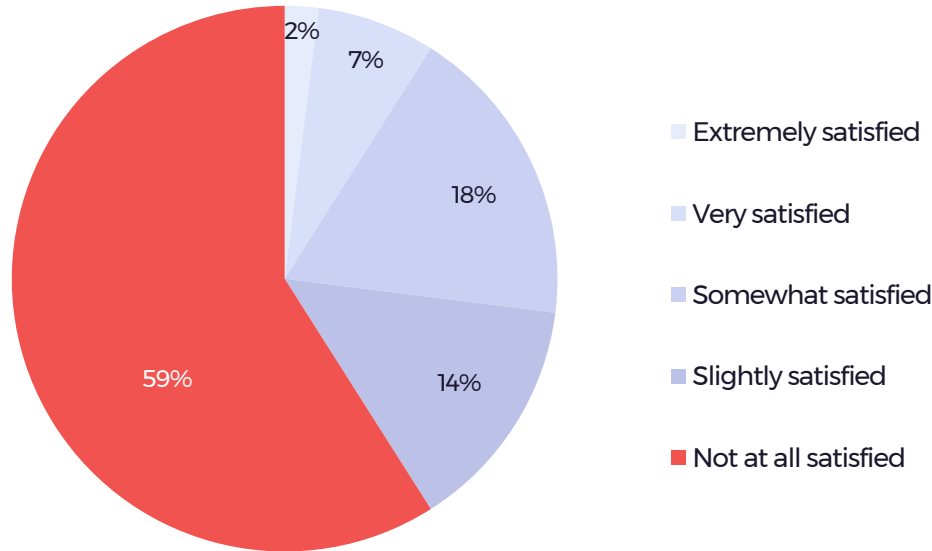
## Who is currently helping you with your treatment plan?



## Key Findings

- Captures responses from all leads
- 60% of respondents are not currently under for their menopause
- 21% are only seeing their family doctor or a GP for their menopause
- 60% of respondents are outside of any treatment pathway and could be directed onto a treatment path under doctor care

## How satisfied are you with your current treatment?



## Key Findings

- Captures responses from all leads
- Nearly 60% of leads indicated that they were **NOT AT ALL** satisfied with their current treatment
- Only 9% indicated a high degree ('Extremely' or 'Very') of satisfaction with current treatment
- A super majority of respondents are dissatisfied with their treatment and are exploring their treatment options as indicated by their willingness to complete our survey





## Profile

- Female / Age 45-54
- Undiagnosed and not under the care of a physician for the symptoms she is experiencing

Sometime in the last 4 years she began experiencing symptoms of menopause. She has very low energy in the morning along with several symptoms.

## Most Common Symptoms:

- **Night sweats or hot flashes**
- **Sleep Disruption**
- **Fatigue**

She has also been experiencing isolation or irritability towards her family and low productivity at work. She has not been diagnosed with a thyroid condition but may have diabetes or high blood pressure. She is willing to participate in a clinical trial or research group and is in need of a treatment plan, such as Hormone Replacement Therapy. She is very frustrated and is willing to act

## Key findings

**94%**

have been diagnosed or experiencing symptoms of menopause

**80%**

indicated that their symptoms began in the last 0-4 years

**60%**

are NOT AT ALL satisfied with their current treatment

**72%**

are willing to participate in at least 1 future clinical endeavor

- 64% of all leads belong to the prime demographic age group of 45 to 54
- Fatigue, night sweats or hot flashes, and sleep disruption were the 3 most commonly selected symptoms
- 62% of all leads have prior or current treatment history
- 68% of respondents indicated they have very low morning energy levels of between 1 and 4
- 79% of all leads indicated that they felt that their symptoms are interfering with their at-home family life
- 55% of leads indicated that they felt that their symptoms have or are causing them issues at work
- 80% of leads do not have a diagnosed thyroid condition
- 60% of respondents are not currently under the care of a doctor for their menopause

## Conclusions

- 83bar can find and qualify individuals that are either diagnosed with Menopause or who are currently undergoing treatment for early stage Menopause
- The majority of respondents fall between the ages of 40 and 54 with a majority of those respondents experiencing symptoms, but do not have an official diagnosis
- 40% of respondents are not currently under any form of treatment for their symptoms
- A majority of respondents are experiencing either home, work, or both home and work impairment as a result of their symptoms
- A super majority of respondents are dissatisfied with their current treatment and are prime for navigation onto a new or better treatment path
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
  - Industry leading CPL
  - Ad concepts strongly connect with highly targeted audience of active, college educated individuals



## **Bob Baurys**

### **President & CEO**

[bob@go83bar.com](mailto:bob@go83bar.com)

512-592-9177

Bob is the founder and CEO of 83bar with more than 30 years of consumer-focused healthcare experience and involvement in more than \$1 billion dollars in direct to consumer health care transactions. Has a strong belief that educated and enabled health care consumers will permanently change the USA health care market for the better. Bob also serves as an advisor, investor and fundraiser with a particular focus on health care, technology and service sectors.



## **Kate Hermans**

### **CBO Pharma**

[kate@go83bar.com](mailto:kate@go83bar.com)

610-425-8422

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.



## **Paul Egli**

### **VP Business Development**

[paul@go83bar.com](mailto:paul@go83bar.com)

415-203-9404

With 83bar since inception and bringing 15 years of successful medical device direct to physician sales experience. Intimate knowledge of the barriers faced by both the patient and the physician in need of each other as they both navigate through today's everchanging healthcare insurance landscape.



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

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