

Market Report

**Mild to
Moderate
Heart Failure**

Objective

- Conduct market research to locate patients with heart failure that have mid-range ejection fraction and determine their eligibility and interest in participating in a clinical study
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

Acquisition Metrics

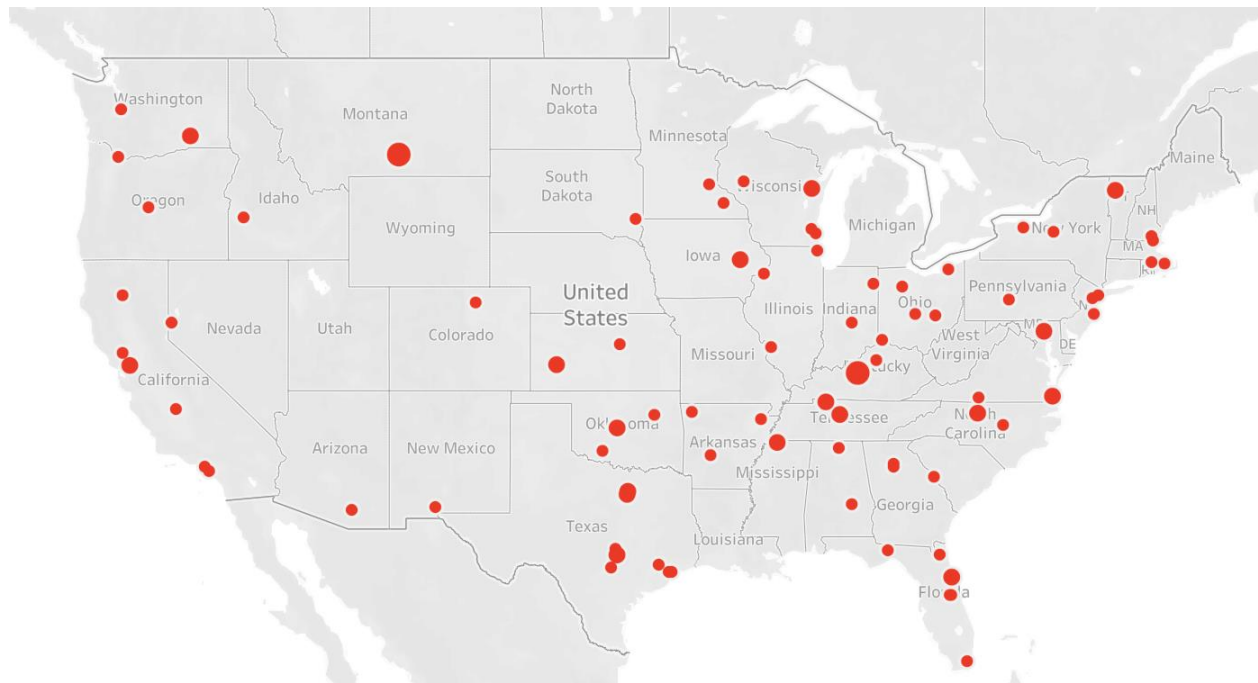
- 105 total survey submissions
- 26 qualified and interested leads

Campaign Dates

- Ads ran August 14th – 18th 2020
- Targeted men & women, 18+, nationwide

Qualifying Criteria

- Age 18+
- Diagnosed with heart failure
- Ejection fraction that is slightly to moderately below normal (36%-50%) or unsure
- NYHA II or III
- Does not have hypertrophic heart failure or hypertrophic cardiomyopathy
- Does not have AFib that hasn't improved with treatment
- Has not been recommended for an implantable device such as ICD or CRT used to help control heart failure
- Has not had a heart transplant
- Interested in a clinical trial and willing to be contacted



Key Findings

83bar was able to find leads in all of the following locations after targeting nationwide. The leads are spread across many metropolitan areas of U.S. states, indicating ability to find leads in the various site locations at comparable costs.

Process

- Six Facebook ads that point to one unique landing page with an embedded survey
- Six graphics were used with two copy variants
- One market research survey designed to connect with patients who have heart failure and could be candidates for a clinical trial
- Two unique thank you pages with qualified and disqualified language and links to educational websites
- The ad images featured heart failure-related imagery designed to quickly resonate with the patient population

Image Assets Tested



Attract patients who need treatment

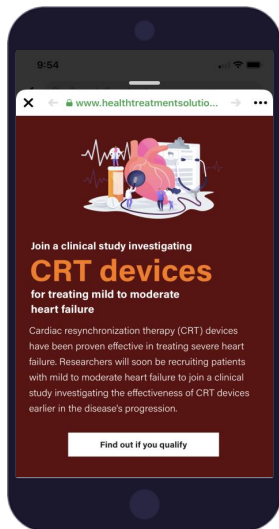
Optimized to ensure high consumer engagement

Social Media



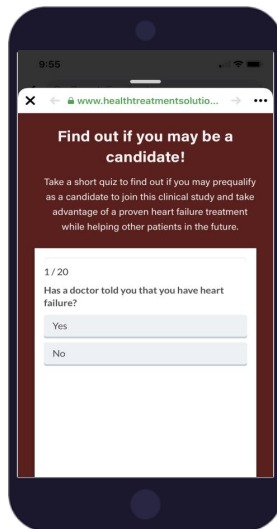
Attract

Landing Page



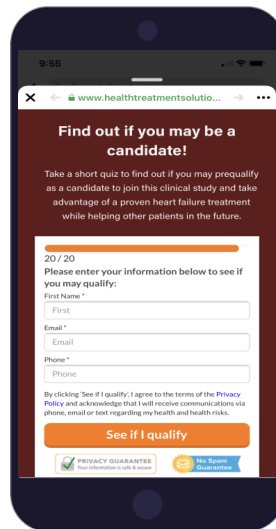
Engage

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

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Join a clinical study investigating
CRT devices
for treating mild to moderate
heart failure

Cardiac resynchronization therapy (CRT) devices have been proven effective in treating severe heart failure. Researchers will soon be recruiting patients with mild to moderate heart failure to join a clinical study investigating the effectiveness of CRT devices earlier in the disease's progression.


[Find out if you qualify](#)

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What is cardiac resynchronization therapy (CRT)?



CRT is a clinically proven treatment option for many patients with heart failure. A CRT device uses small electrical impulses to help the heart chambers to beat in a more synchronized pattern and improve your heart's ability to pump blood and oxygen throughout your body.




Once the CRT device is implanted, your doctor is able to program it and retrieve information remotely, which means there aren't any traditional in-person office visits. The data gathered from your heart device will also help you and your doctor plan your heart failure treatment.

[Find out if you qualify](#)

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Why should you consider joining the study?



It's a proven treatment

CRT is a clinically proven treatment typically used to treat moderate to severe heart failure.



It works remotely

After the device has been implanted, your doctor will be able to program the device and monitor your heart health remotely.

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Find out if you may be a candidate!

Take a short quiz to find out if you may prequalify as a candidate to join this clinical study and take advantage of a proven heart failure treatment while helping other patients in the future.

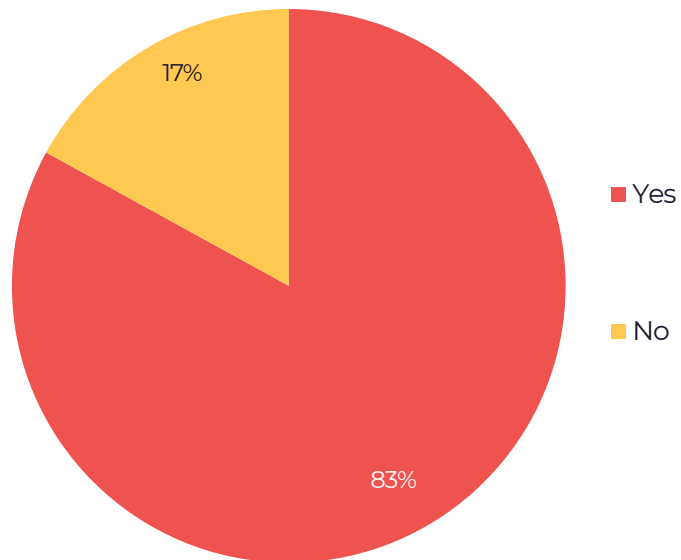
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Has a doctor told you that you have heart failure?

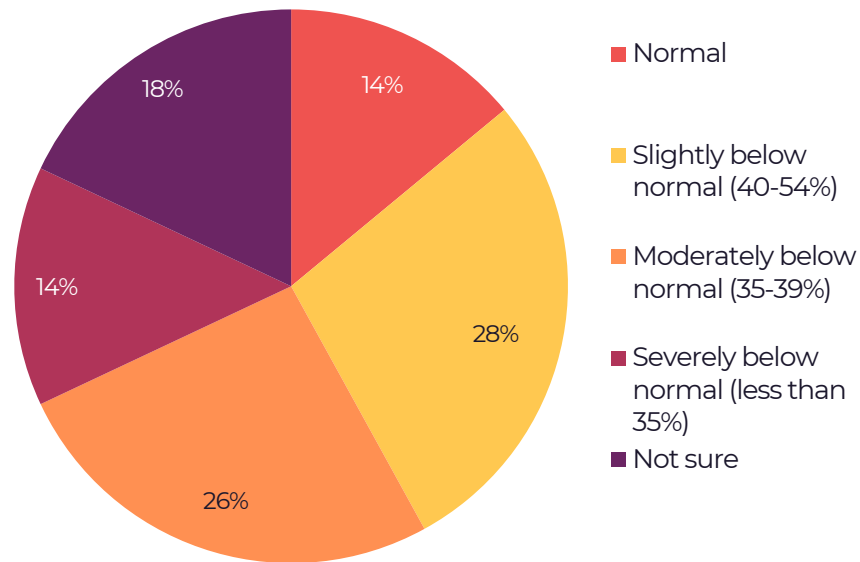
Yes

No

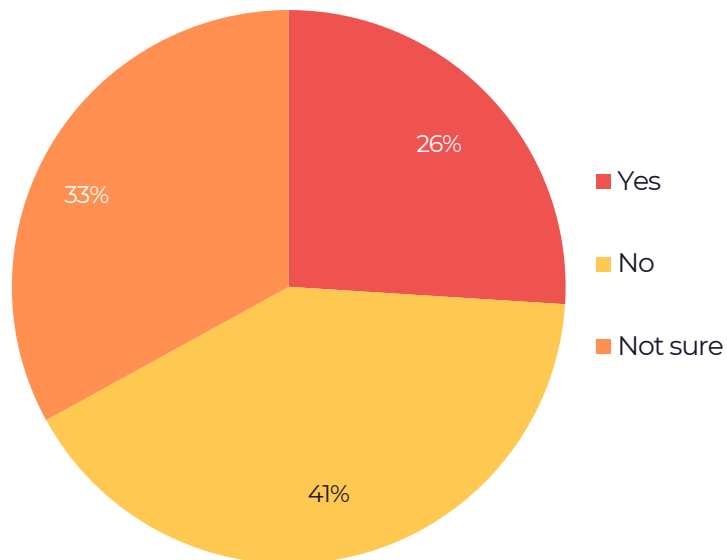
Has a doctor told you that you have heart failure?



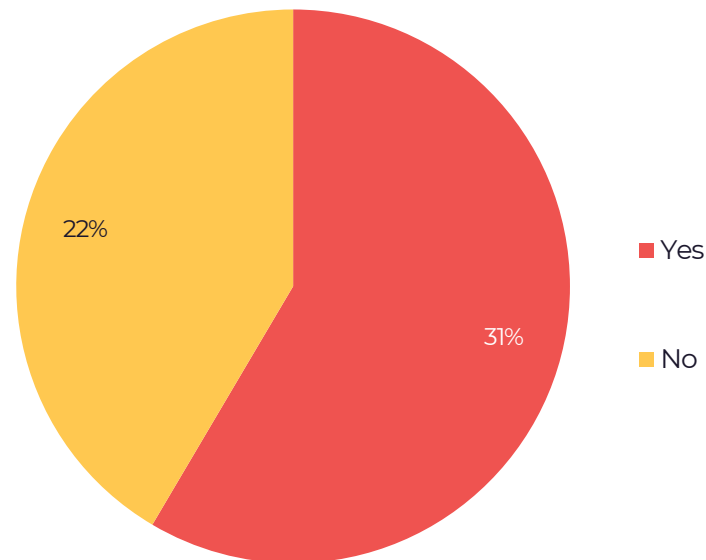
Has your doctor told you that your heart's pumping ability (ejection fraction) is:



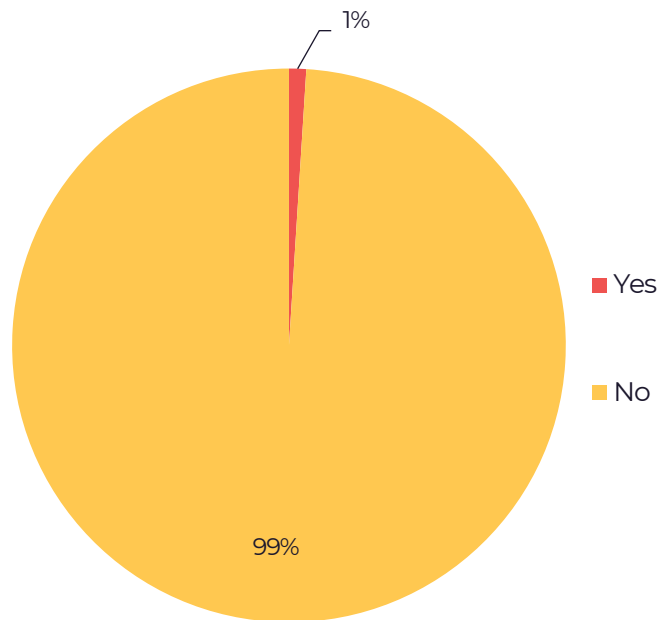
Have you been diagnosed with hypertrophic heart failure or hypertrophic cardiomyopathy?



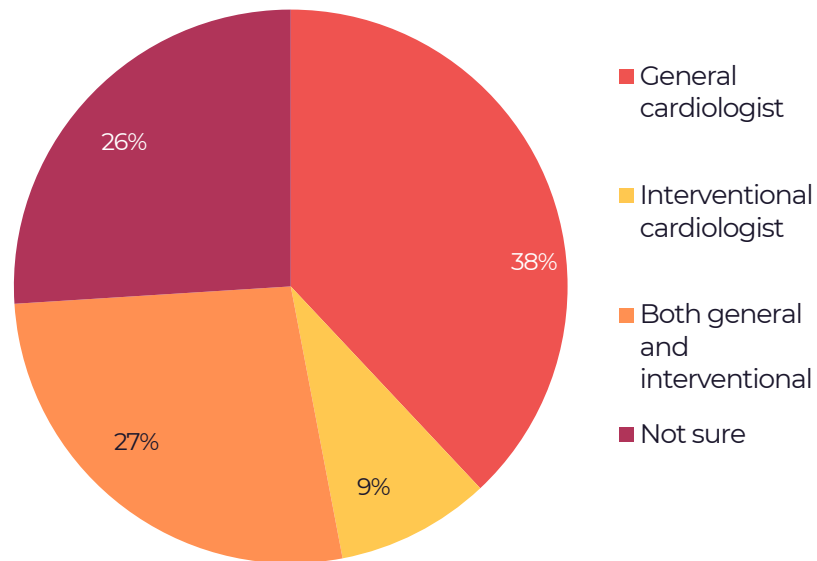
Has your doctor recommended an implantable device to help control your heart failure?



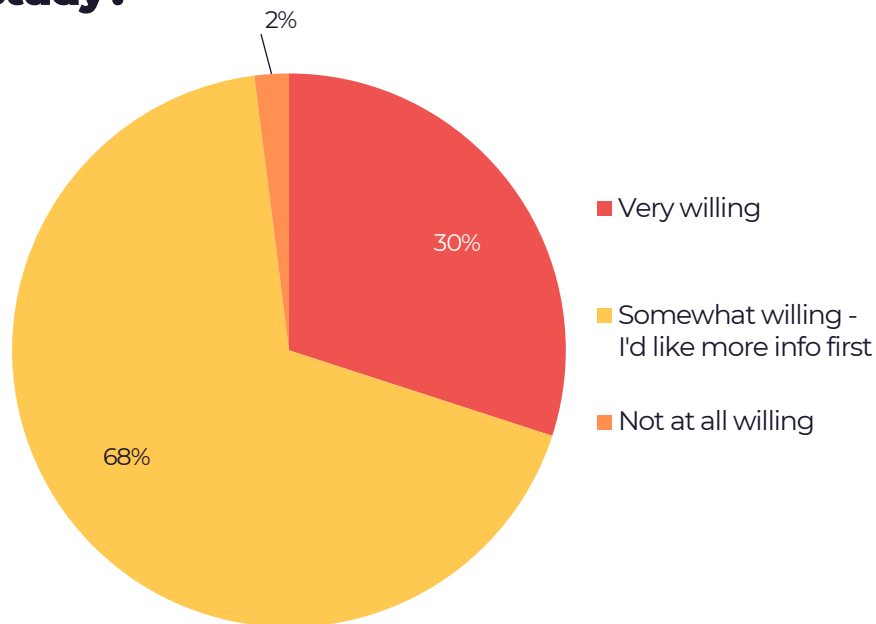
Have you had a heart transplant?



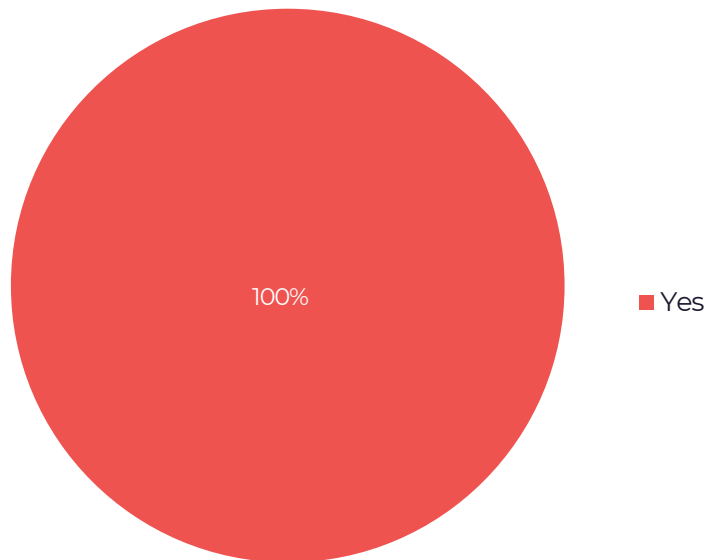
What type of doctor are you seeing?

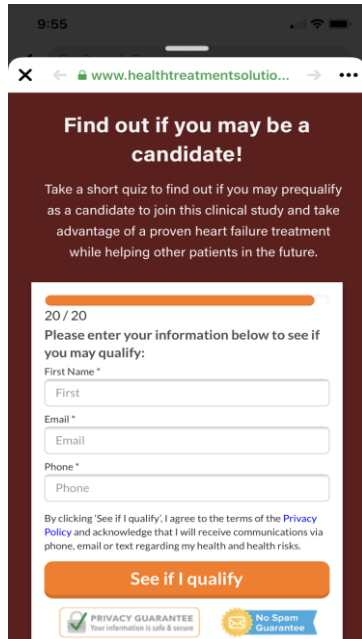


How willing are you to undergo a surgical procedure to participate in this study?



Are you willing to be contacted once the study begins enrolling in your area?





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Find out if you may be a candidate!

Take a short quiz to find out if you may prequalify as a candidate to join this clinical study and take advantage of a proven heart failure treatment while helping other patients in the future.

20 / 20

Please enter your information below to see if you may qualify:


First Name *


Email *

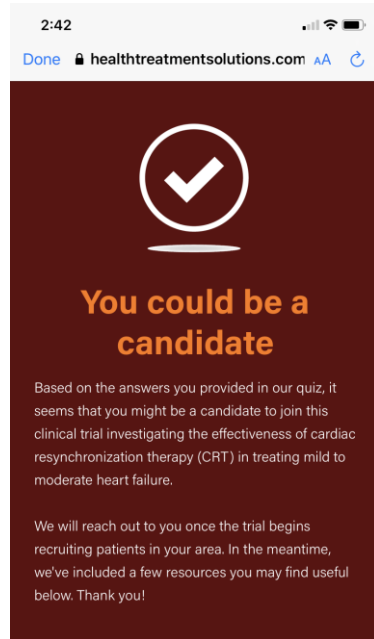
Phone *

By clicking 'See if I qualify', I agree to the terms of the [Privacy Policy](#) and acknowledge that I will receive communications via phone, email or text regarding my health and health risks.

See if I qualify


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

 **No Spams Guarantee**



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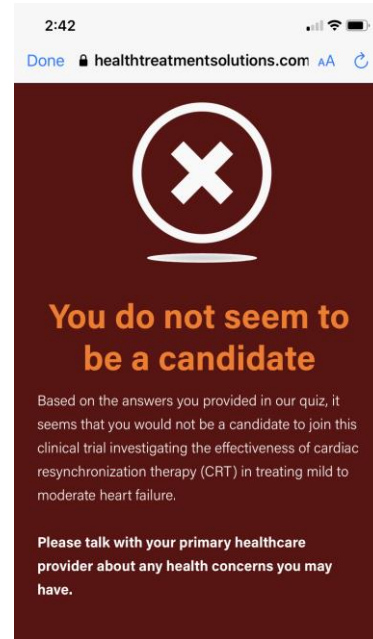
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You could be a candidate


Based on the answers you provided in our quiz, it seems that you might be a candidate to join this clinical trial investigating the effectiveness of cardiac resynchronization therapy (CRT) in treating mild to moderate heart failure.

We will reach out to you once the trial begins recruiting patients in your area. In the meantime, we've included a few resources you may find useful below. Thank you!



2:42

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You do not seem to be a candidate

Based on the answers you provided in our quiz, it seems that you would not be a candidate to join this clinical trial investigating the effectiveness of cardiac resynchronization therapy (CRT) in treating mild to moderate heart failure.

Please talk with your primary healthcare provider about any health concerns you may have.

Consent & Contact Info

- Contact information collected for 105 total leads (26 qualified)
- 83bar can find leads located across the U.S. who may be candidates for a mid-range EF research study
- These leads are willing to take an online survey and are willing to be contacted
- In four days, 105 leads were willing to share their health history and information, and activated to take the next step and learn more about a clinical trial

Summary and Conclusion

- **83bar can identify and activate motivated patients with heart failure to participate in a trial.** 98% are somewhat or very interested in participating in the study and 100% are willing to be contacted to discuss further. Over 100 leads took an extensive online questionnaire and provided their contact information.
- **Leads are not overly hesitant about the surgical procedure.** 98% of leads are somewhat or very willing to undergo a surgical procedure for an implanted CRT device, which indicates it's not a deterrent. For those who are somewhat interested, our call center is able to educate leads further on any questions and ease any concerns before moving forward.
- **Most leads know their ejection fraction and fall into the 36%-50% range.** Shows ability to reach intended patient population who qualify for this criteria.
- **Our call center can be utilized to further qualify for questions not asked on survey.** While several of the qualifications will need to be addressed at the clinic level, our patient education specialists will be able to confirm and talk through many of the qualifications that the leads are unsure about.



For more information email
www.83bar.com

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