

Market Report

Mitral Valve Regurgitation



Objective

- Conduct market research to locate patients suffering from Mitral Valve Regurgitation (MVR) who have the willingness to participate in a TMVR clinical trial
- Utilize social media ads to attract candidates and direct them to a dedicated landing page and online survey

Ad Platform

- Facebook is the no.1 performing digital platform, outperforms paid search and banner ads in cost per lead & sheer lead volume and as thus was chosen to deliver targeted ads for this campaign

Ad Metrics

- \$784 in ad spend
- 25,931 impressions (total eyes on the ad set)
- 22,991 reach (unique eyes in the ad set)
- 3.31% CTR
- 500 link clicks
- 14.6% conversion rate (FB ad to completed screener)
- 73 total leads aka screener completions
- \$10.74 CPL
- 5 screener qualified leads
- \$157 CPA



Ad Targeting

- Men and women / Ages 18 - 65+
- Geo-target: U.S. states with listed clinical trial locations

Attract patients who need treatment

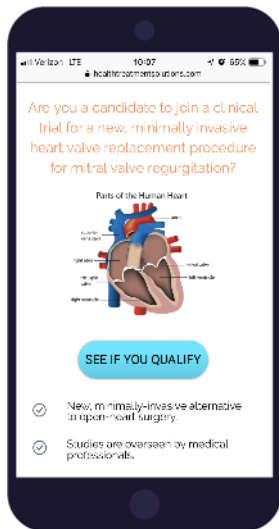
Optimized to ensure high consumer engagement

Social Media



Attract

Landing Page



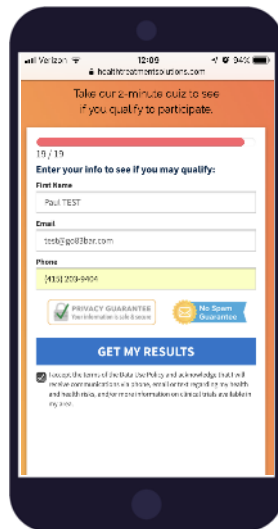
Engage

Symptoms



Qualify

Submit



Collect

Our Goals

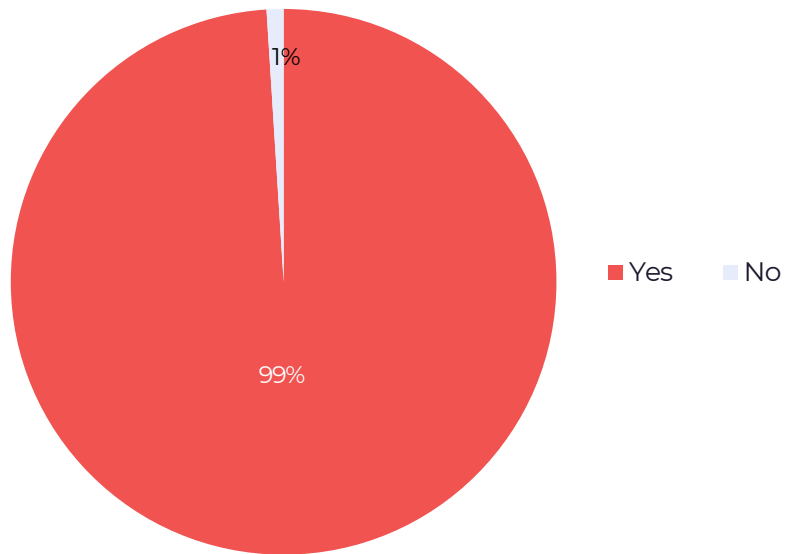


Generate clicks with illustrated ads that stand out in social newsfeed

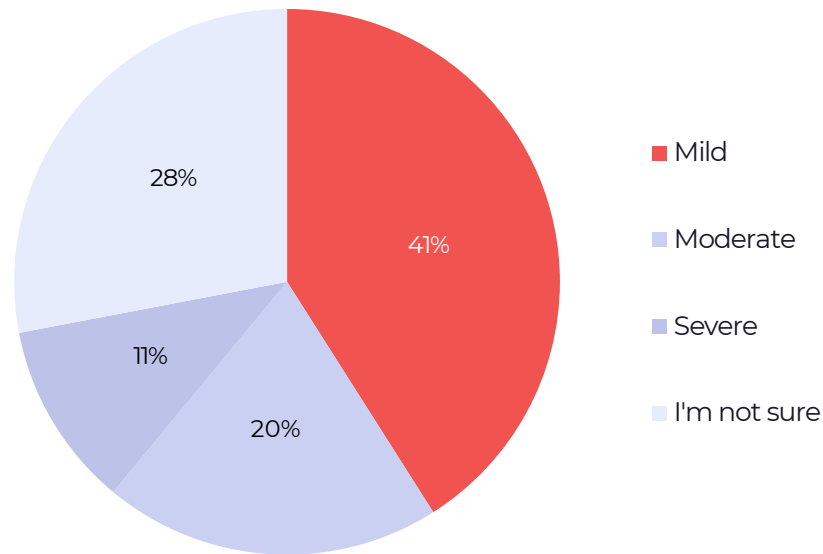


Optimize percentage of respondents who complete survey with engaging experience

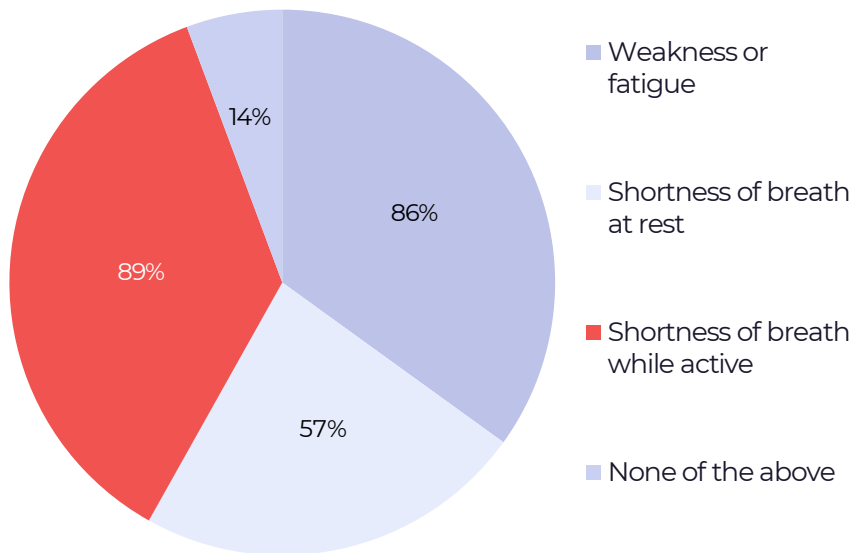
Have you been diagnosed with mitral valve regurgitation (MVR)?



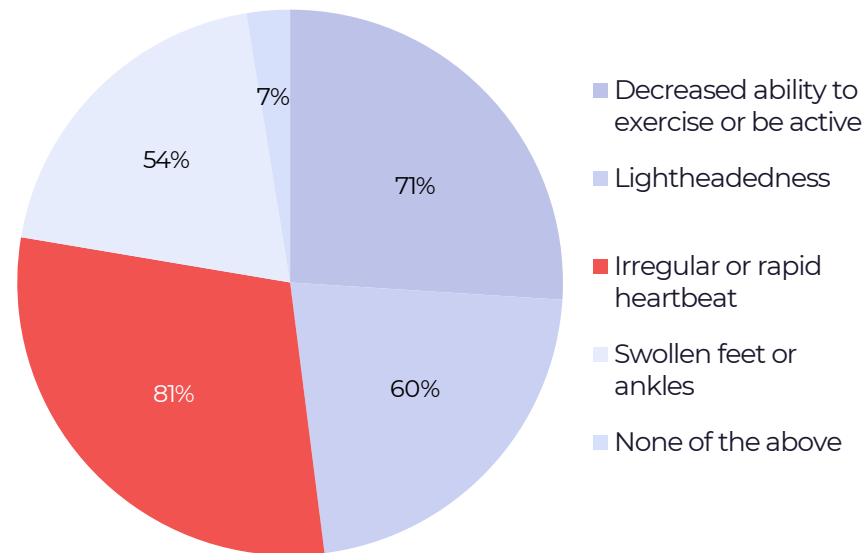
Do you know the severity of your mitral valve regurgitation?



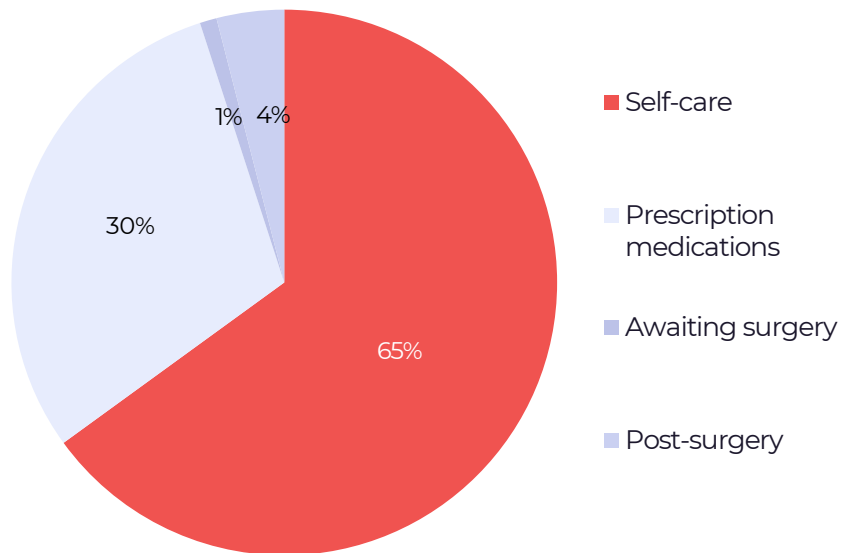
Are you experiencing any of these symptoms?



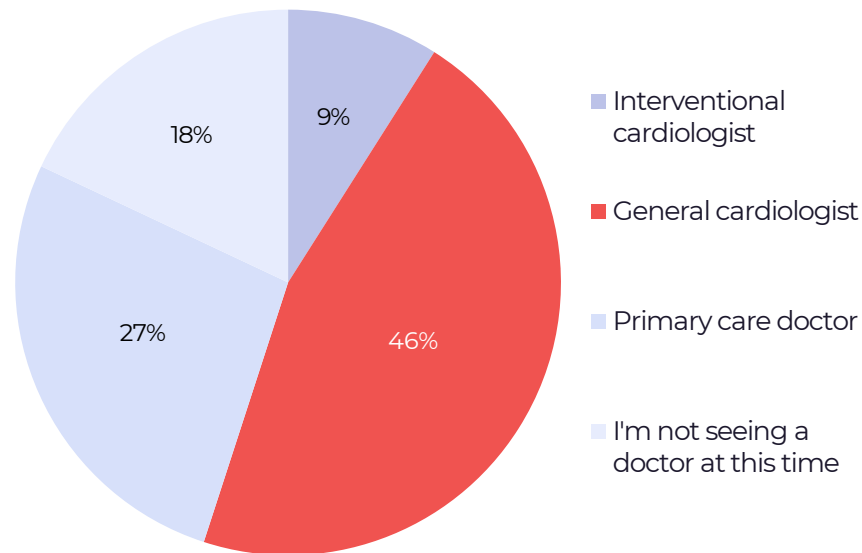
How about any of these symptoms?



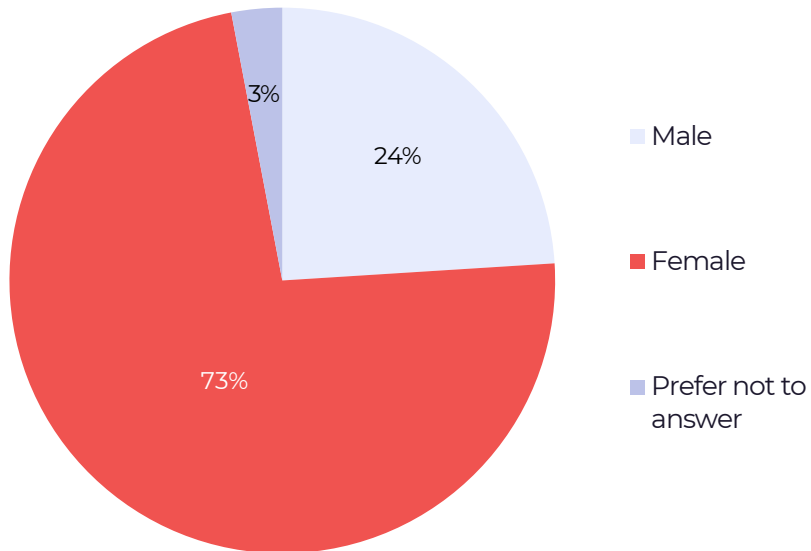
How are you currently treating your mitral valve disease?



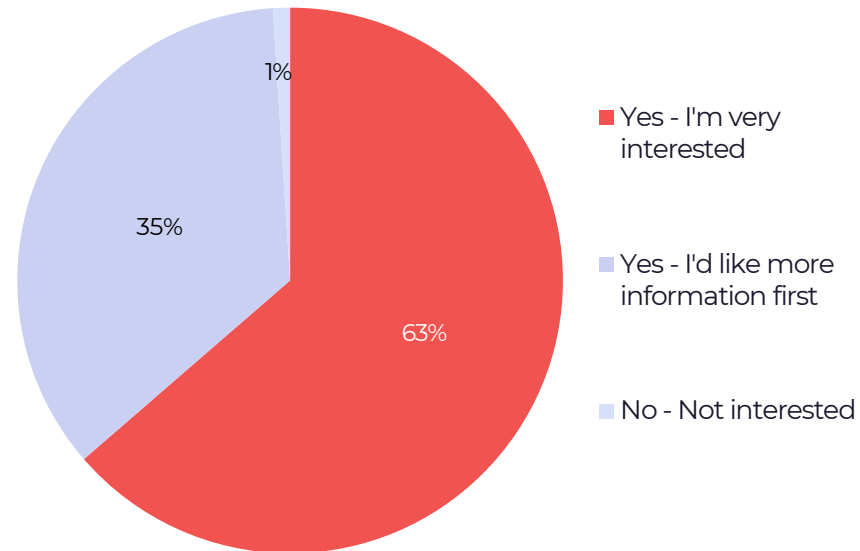
What type of doctor are you seeing to manage your mitral regurgitation?



Please select your gender:



Would you like to learn about clinical studies evaluating new, minimally invasive treatments for MVR?



Findings

- 2/3rds of leads are female
- 45-65 female typically is managing medical decisions for the family and thus likely to take survey for a loved one or share ad with key loved one
- 98.7% of leads have been diagnosed with mitral valve regurgitation; 11.3% report severe MVR; 20.25% report moderate MVR; while 40.5% report mild MVR
- Greater than 55% are highly symptomatic
- 64.5% of leads are self monitoring; 30.3% are taking meds; 1.27% are awaiting surgery; and 3.8% are post surgery
- 45.9% being managed by General Cardiologist; 27.% managed by PCP; 9.4% managed by Interventional Cardiologist
- 55.7% have not been Dx with atrial fibrillation; 65.2% have not been Dx with pulmonary hypertension; 41.7% have not been told they have anatomically irregular heart; 41.7% unsure if they have anatomically irregular heart
- 56.9% are able to take anti-coagulants
- 63.2% Yes-I'm very interested in learning more about a clinical study for minimally invasive treatments for MVR; while 35.4% Yes-I'd like more info first





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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 ever-changing healthcare insurance landscape.



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CEO, founder, advisor, investor and fundraiser with a particular focus on health care, technology and service sectors. Bias toward rapid growth and development while creating new market niches in technology-enabled health care and wellness fields. Currently operating 83bar, LLC. with directional strategic guidance to The Gents Place, Texas Metabolic Centers, Replenish Hydration, and Optimal Thyroid Program, LLC.



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