

Market Report

**Non-Muscle
Invasive Bladder
Cancer (NMIBC)**

Objective

- Conduct market research to locate patients with NMIBC who have tried BCG treatment with no success to 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

Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Number of qualified leads per region
- Survey data

Definition of a Qualified Lead

- Diagnosed with non-muscle invasive bladder cancer.
- Has previously received BCG treatment, but the bladder cancer recurred/persisted
- Has not had any major conditions in the past six months, according to exclusion criteria
- Does not have HIV, AIDS, Hepatitis B or C, ILD, an active infection requiring systemic therapy, current pneumonitis, or previous pneumonitis requiring steroids
- Does not have an additional malignancy that is progressing or that has required active treatment within the past three years unless it is prostate cancer, cervical cancer or non-melanoma skin cancer that responded fully to treatment
- Interested in a clinical trial and willing to be contacted



Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who have been diagnosed with advanced lung cancer.

Facebook Ad Targeting

- Men and Women / Age 18+

Geo-Target

- United States (nationwide)

Results

Run Dates

- May 21st – 29th, 2020

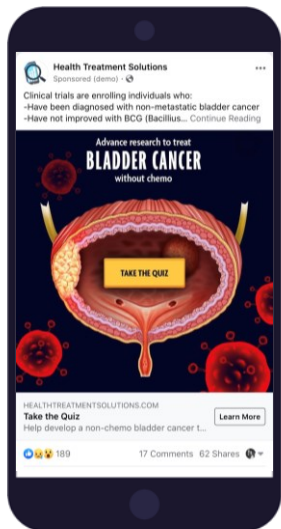
Acquisition Metrics

- 431 total survey submissions
- 2 qualified and interested leads
- 19 diagnosed with NMIBC
- 10 previously received BCG treatment

Attract patients who need treatment

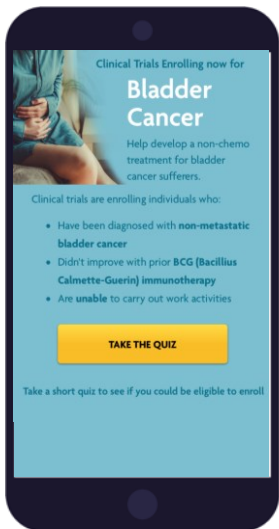
Optimized to ensure high consumer engagement

Social Media



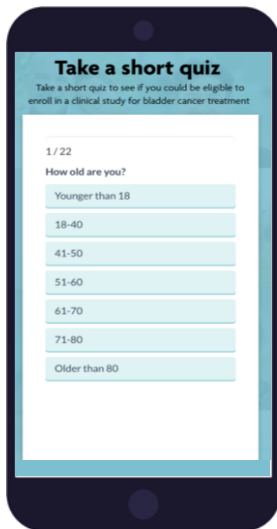
Attract

Landing Page



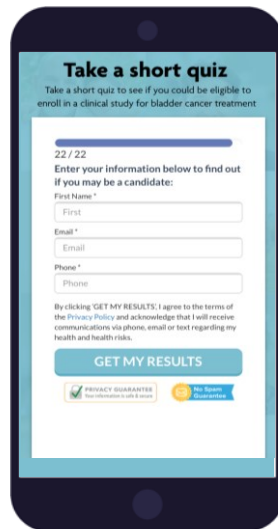
Engage

Symptoms



Qualify

Submit



Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed

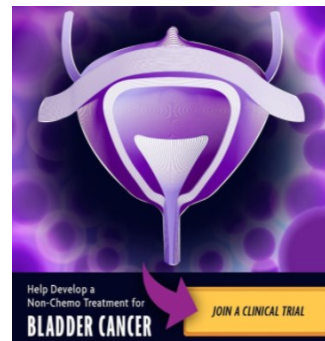
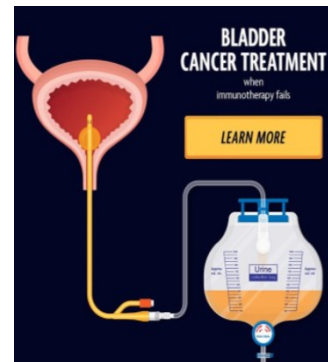


Optimize percentage of respondents who complete survey with engaging experience

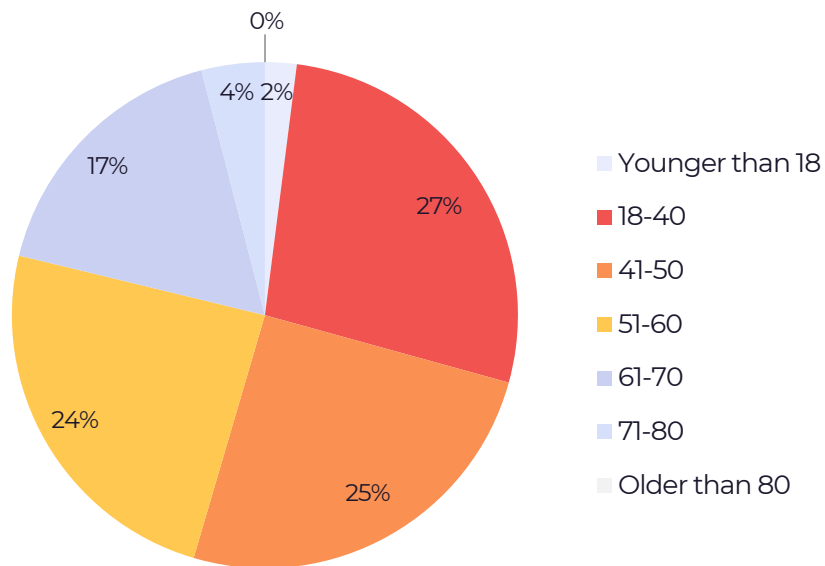
Process

- Eight Facebook ads that point to one unique landing page with an embedded survey
- Eight graphics were used with three copy variants
- One market research survey designed to connect with patients who have NMIBC 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 bladder cancer-related imagery designed to quickly resonate with the patient population

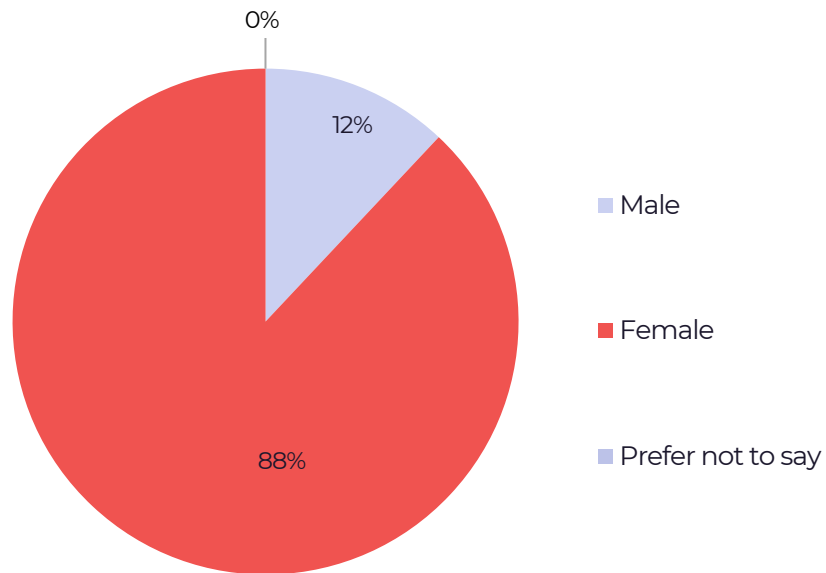
Image Assets Tested



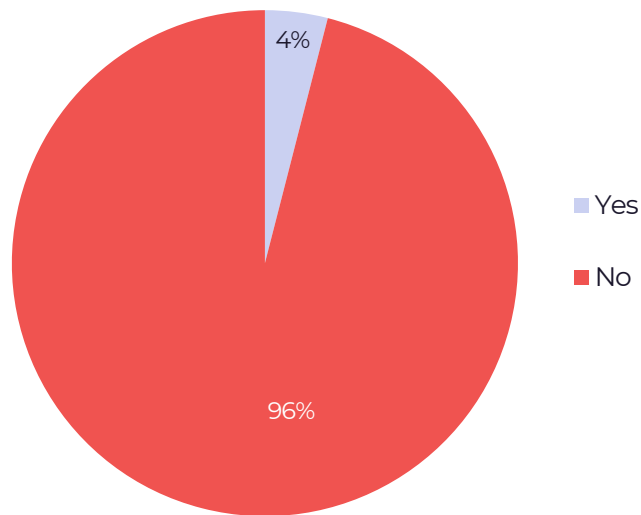
How old are you?



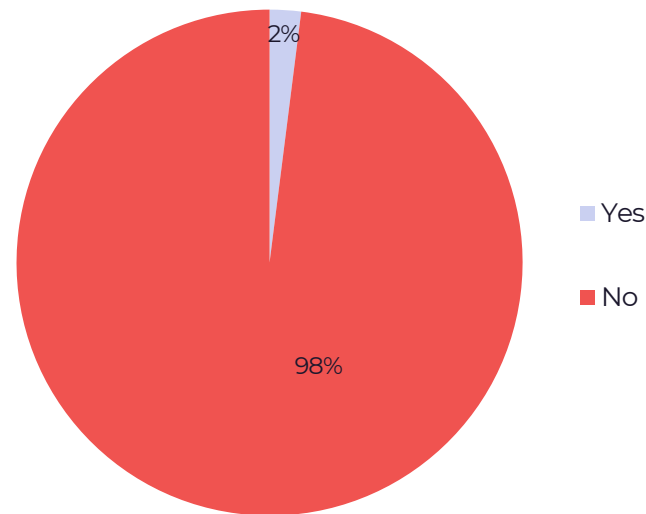
What is your biological sex?



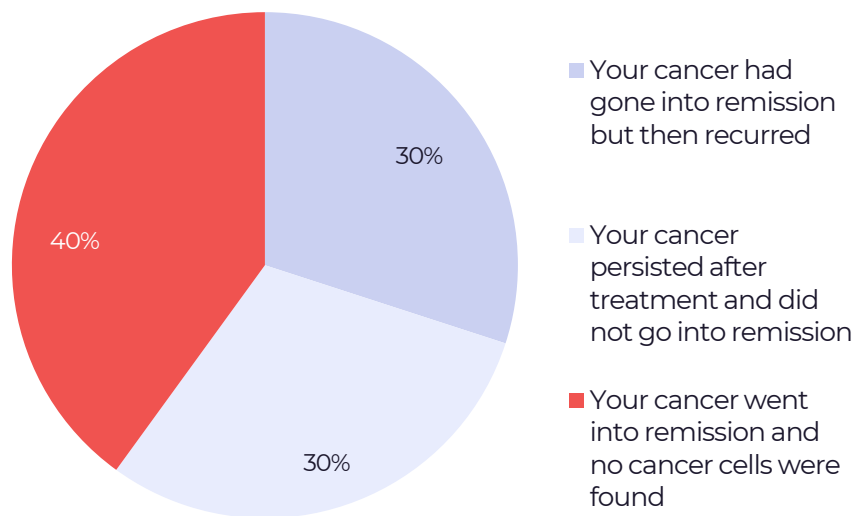
Have you been diagnosed with non-muscular invasive bladder cancer (NMIBC)?



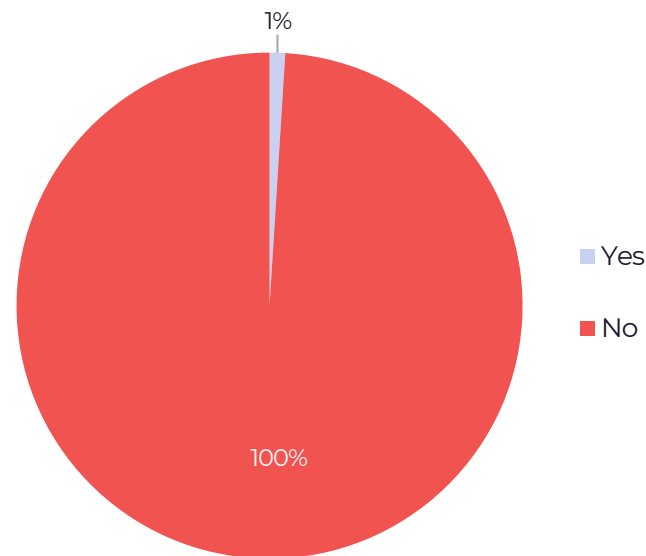
Have you previously received Bacillus-Calmette-Guerin (BCG) treatment for your cancer?



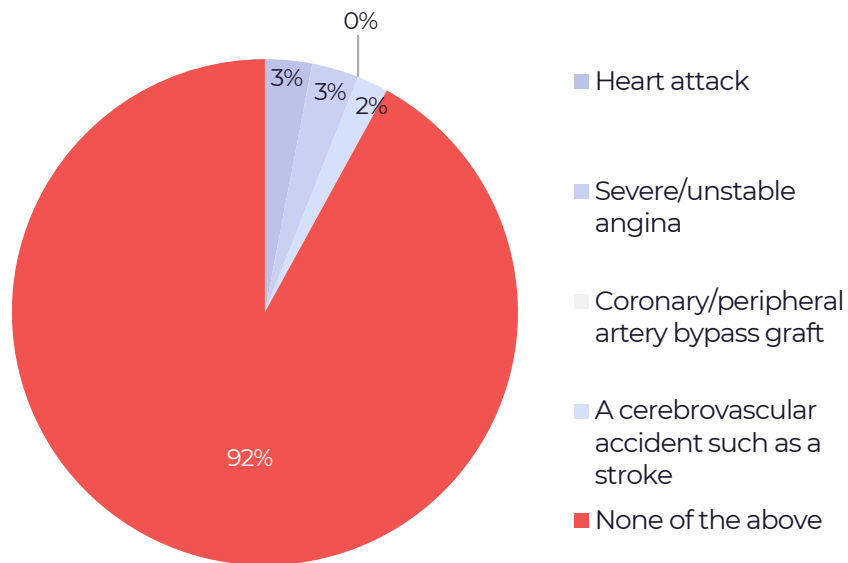
Within 12 months of completing BCG treatment, did your doctor say that:



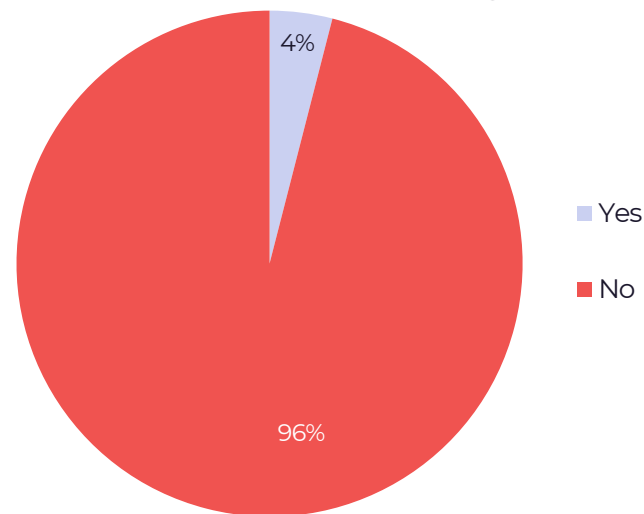
Has your bladder cancer spread?



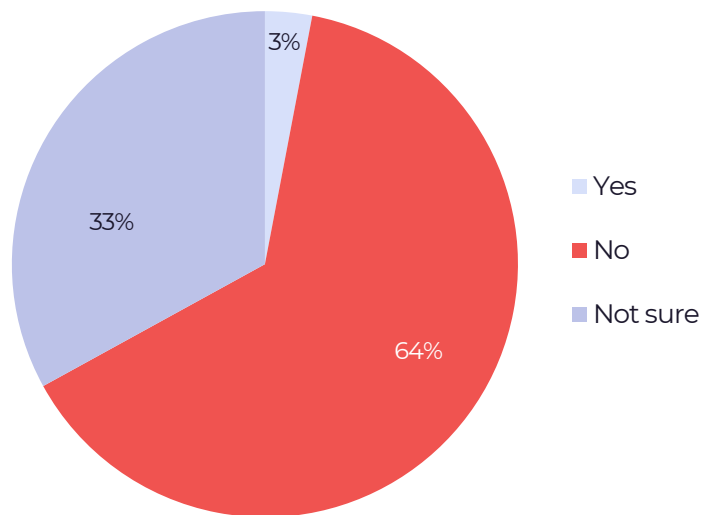
Have you had any of the following in the past six months?



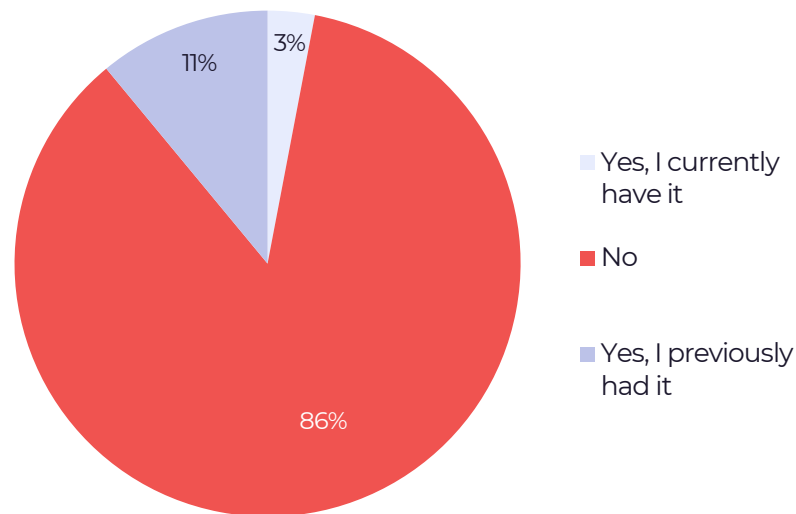
Do you have an additional malignancy that is progressing or that has required active treatment within the past three years?



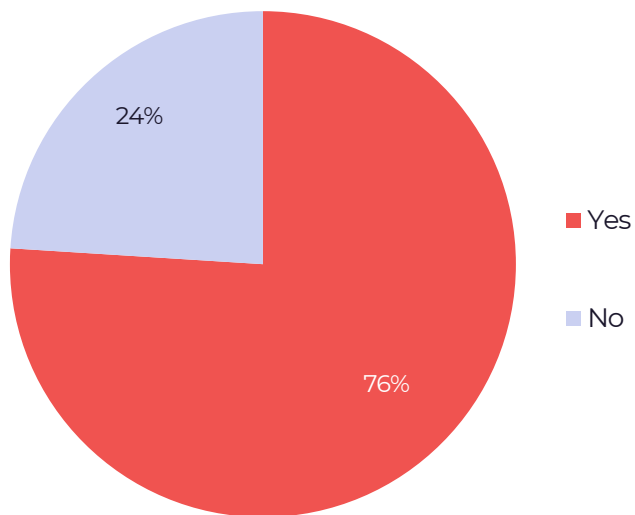
Do you have an active infection that requires systemic therapy?



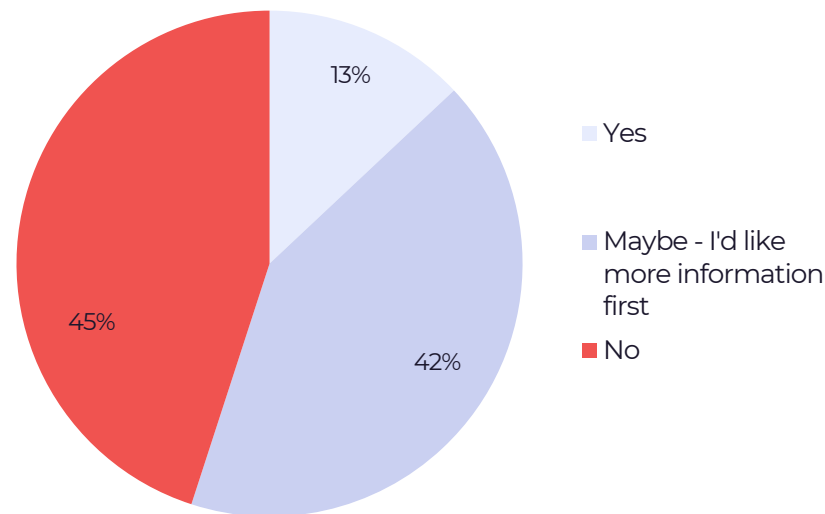
Do you currently have, or have you previously had pneumonitis?



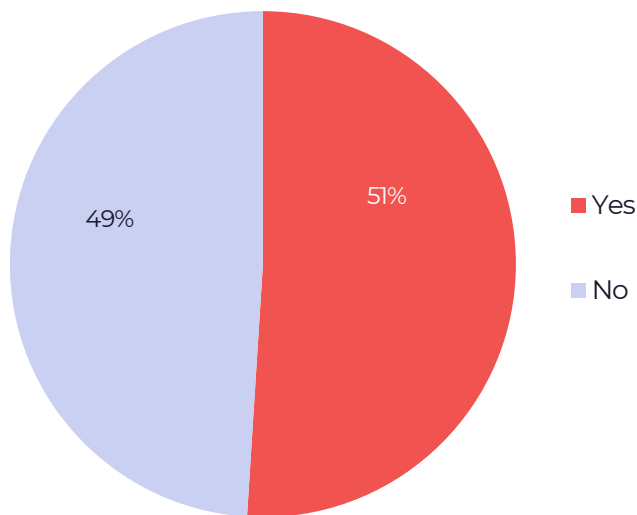
Did your pneumonitis require the use of steroids?



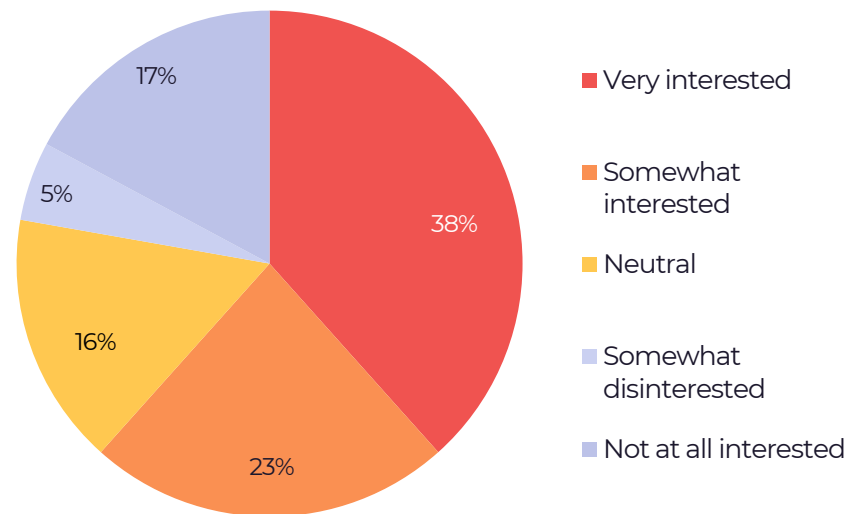
Would you be willing to participate in multiple study visits throughout the study?



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



How interested are you in learning more about this bladder cancer study?



Conclusions

- Located across the U.S., in the targeted age range, and are diagnosed with NMIBC
- Willing to take an extensive online screening questionnaire to find out if they may qualify for a bladder cancer clinical trial
- Willing to be contacted by a nurse and interested in learning more
- 83bar call center can be utilized to further screen and discuss the study, and pass qualified and motivated patients along to potential study locations (and/or capture their oncologist's information)
- Additional optimizations can be made with our creative to further home in on the intended patient population and determine what best resonates with them
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that connect with bladder cancer patient population



For more information visit
www.83bar.com

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