

Market Report

**Non-Valvular
Atrial
Fibrillation**

Objective

- Conduct market research to better understand Non-Valvular Atrial Fibrillation patients and their need for blood thinner alternatives
- Utilize Facebook ads to attract NVAF patients and direct them to a dedicated landing page and health risk survey

Key Metrics

- Number of Qualified Surveys
- Cost Per Lead (CPL)
- Cost Per Qualified Lead (CPQL)
- Survey Data

Definition of a Qualified Lead

- Patients diagnosed with NVAF, who are taking or recommended to take blood thinners, and are in need of an alternative to lifelong medication



Process

Creative Development

- To attract NVAF patients, we produced 2 concepts with 3 visual variants each under the following themes:
 - Blood Thinner Alternative: Find an alternative to treat AFib
 - AFib Treatment without Pills: Find an AFib treatment without the pills.

Facebook Ad Targeting

- Men and Women / Age 40+

Geo-Target

- United States

Results

Run Dates

- July 9 - 14, 2019

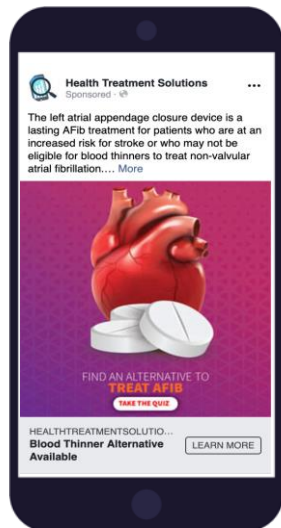
Acquisition Metrics

- Nationwide ad spend
- 114 total leads (a.k.a. survey completions)
- 55% of leads were qualified (diagnosed with NVAF, taking or recommended to take blood thinners, and need for alternative)
- Sub \$10 CPL (avg. cost per lead)

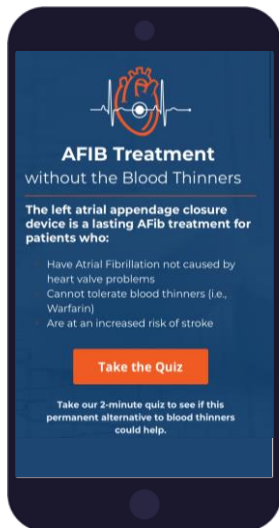
Attract patients who need treatment

Optimized to ensure high consumer engagement

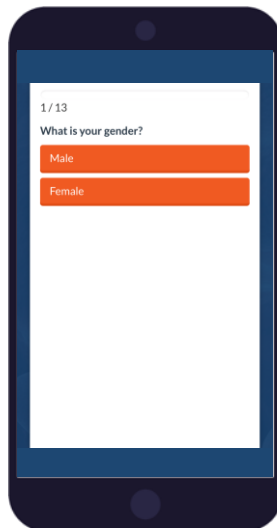
Social Media



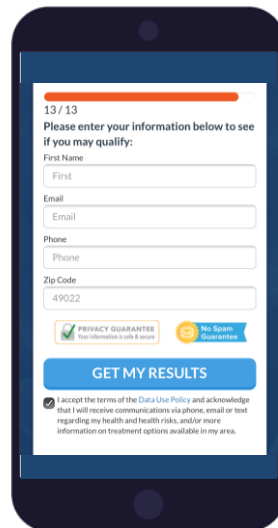
Landing Page



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

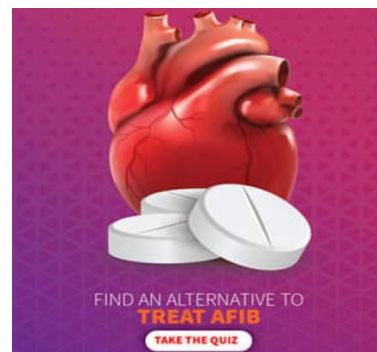
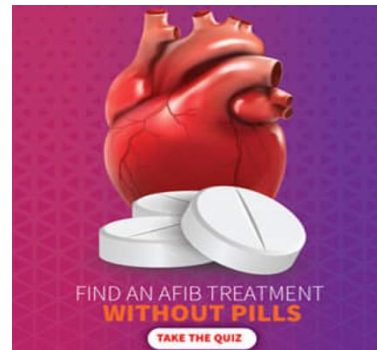
Qualify

Collect

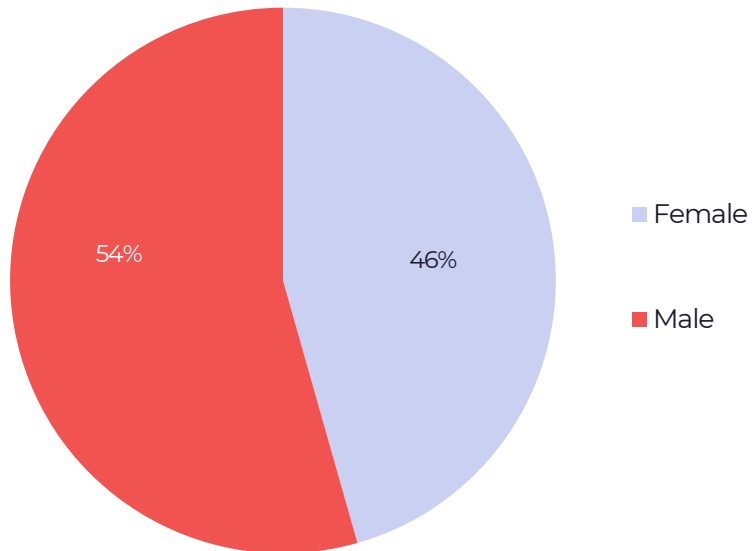
Process

- Developed two creative concepts to generate demand
- Each concept included three unique images and one unique headline
- The headline conveyed: Lasting AFib treatment without Warfarin
- Each ad featured the same variant copy and pointed to the same landing page
- Leveraged Facebook's algorithm to optimize ad delivery based on highest conversion rate
- Determined winning concept based the most qualified survey completions

Image Assets Tested



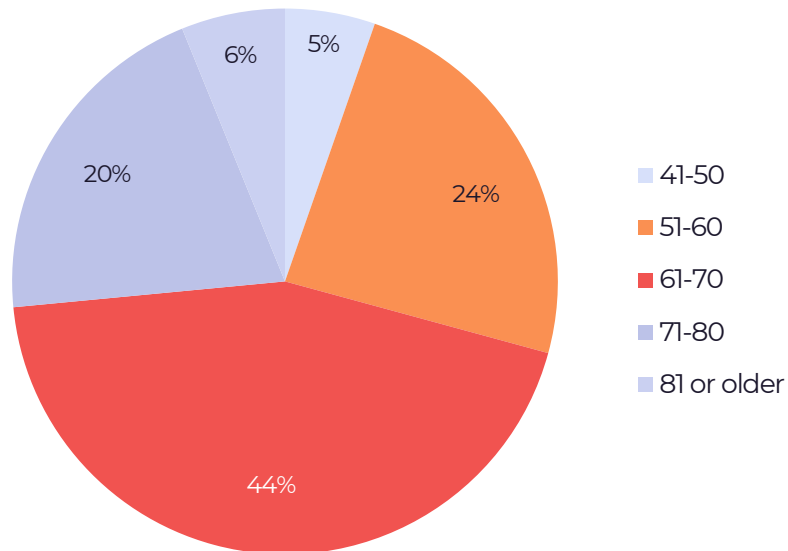
What is your gender?



Key Findings

- Captures responses from all leads
- While 54% of respondents were male, it is a pretty even split amongst genders

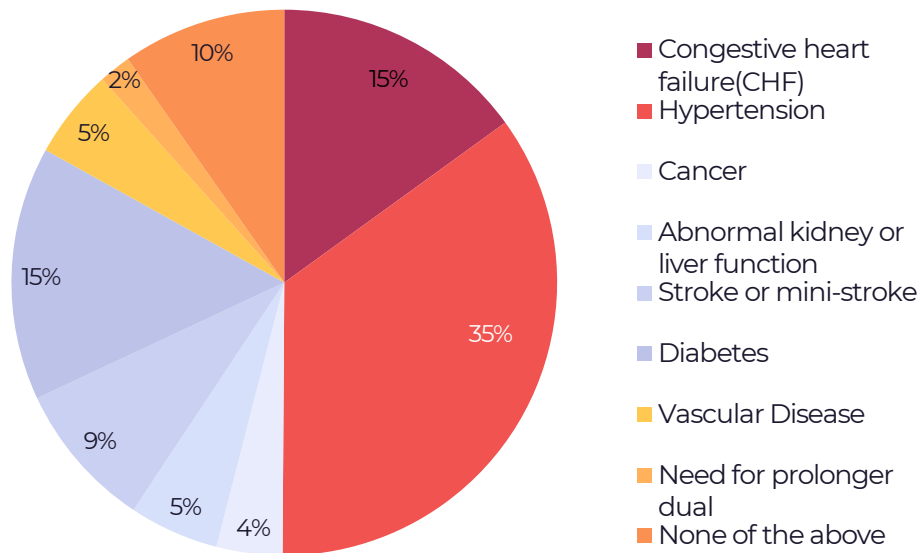
What is your age range?



Key Findings

- Captures responses from all leads
- Almost 44% fall in the 61-70 age group
- People aged 55-64 are twice as likely to engage with sponsored Facebook advertising than younger adults (NCBI, 2018); ability to attract target demographic through ads

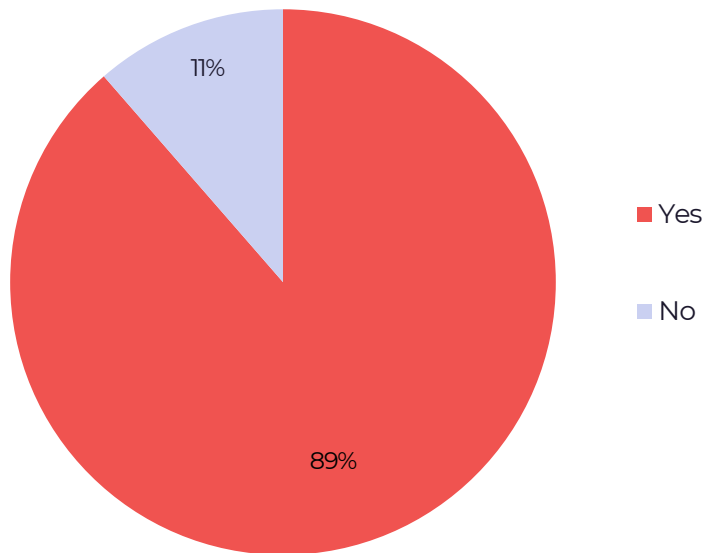
Do you have (or have you previously had) any of the following conditions?



Key Findings

- Captures responses from all leads
- Respondents were asked to select all that apply
- The majority of respondents have or have had Hypertension
- 91% of respondents have or have had at least one of the following conditions, putting them at higher risk for stroke

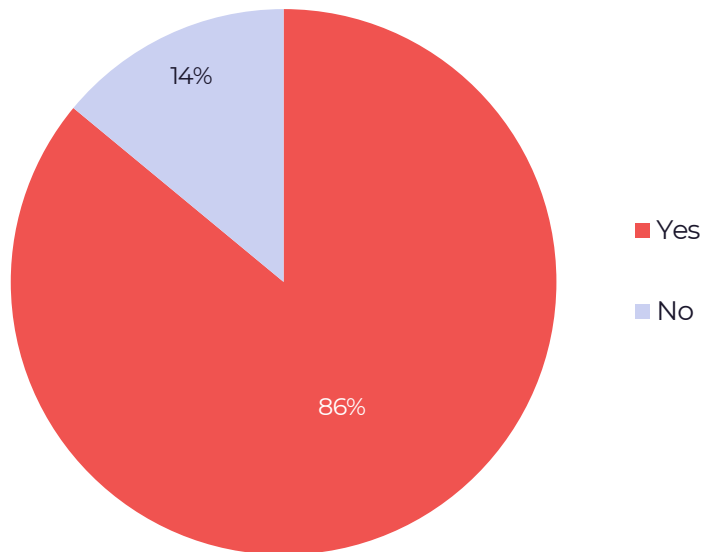
Have you been diagnosed with Atrial Fibrillation (AFib) not caused by a heart valve problem (NVAF)?



Key Findings

- Captures responses from all leads
- Almost 90% of patients have been diagnosed with NVAF; messaging concepts effectively reached target audience

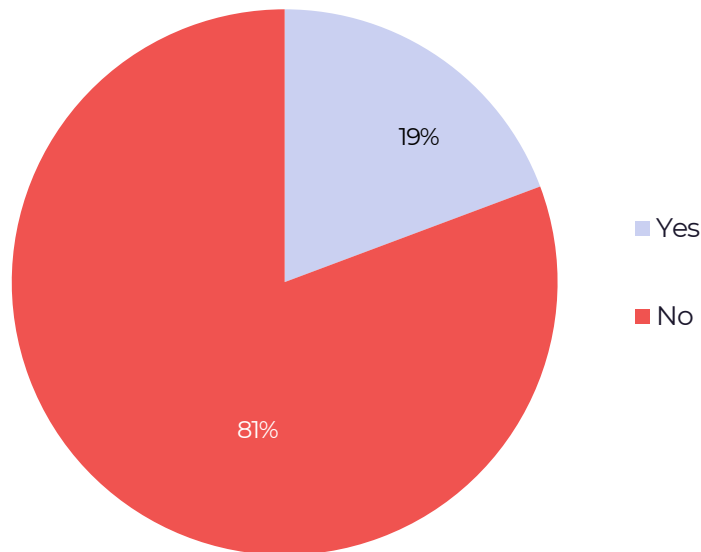
Are you currently taking or have been recommended to take blood thinning medicines by your doctor?



Key Findings

- Captures responses from all leads
- 86% are taking or have been recommended to take blood thinning medications; ability to reach eligible patients

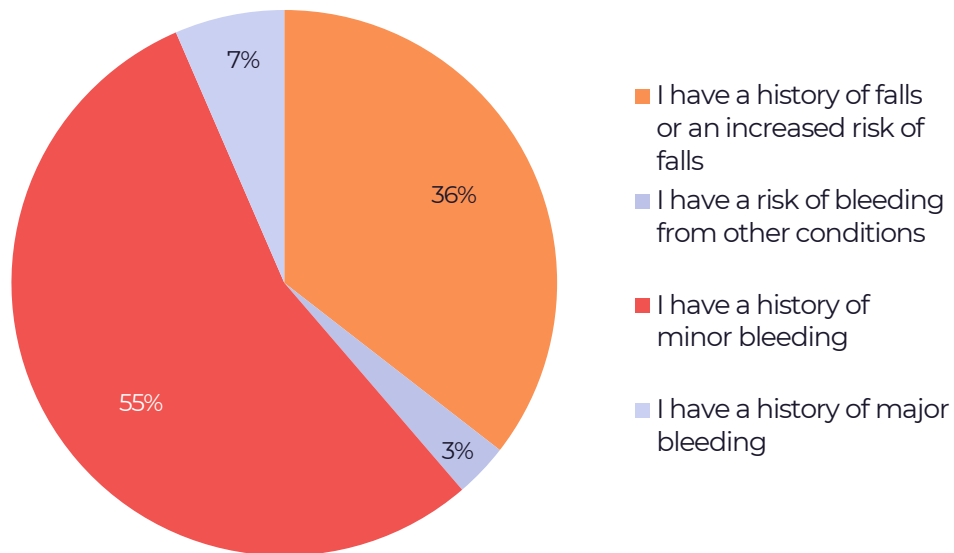
Do you have a history of bleeding or a lifestyle that puts you at risk for bleeding (as it relates to blood thinners)?



Key Findings

- Captures responses from all leads that take or are recommended to take blood thinners
- Almost 20% of respondents have a history of bleeding or a lifestyle that causes risk for bleeding
- Of those diagnosed with NVAf and taking/recommended to take blood thinners, 68% are either experiencing issues with blood thinners, have a risk of bleeding, or both
- Ability to find eligible patients

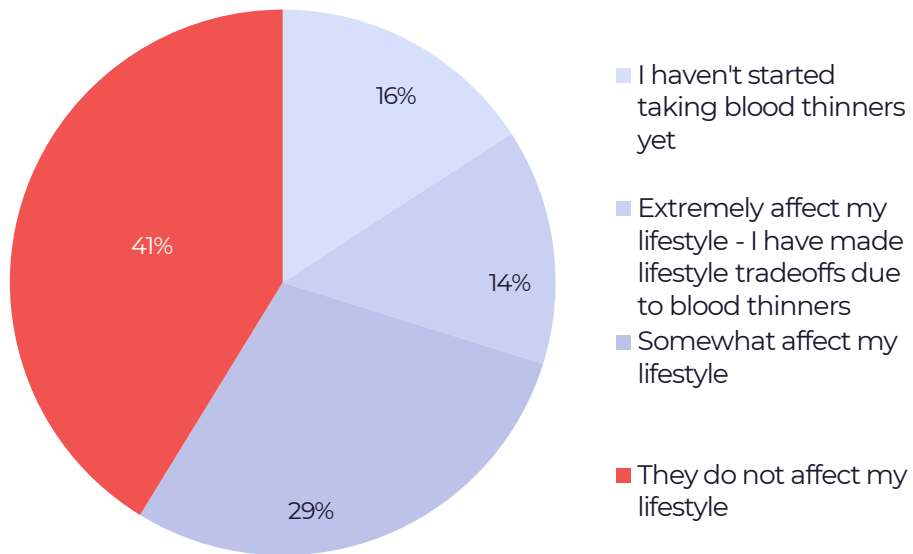
Which of the following statements best describes your history with bleeding?



Key Findings

- Captures responses from all leads that take or are recommended to take blood thinners, who have a history or lifestyle that causes risk of bleeding
- The majority of respondents have a history of minor bleeding

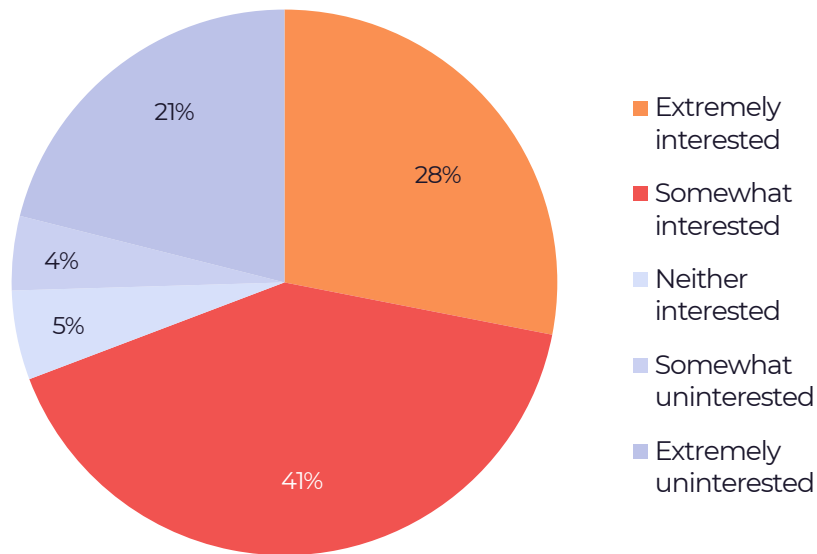
How much do your blood thinners affect your lifestyle?



Key Findings

- Captures responses from all leads
- 43% of respondents stated blood thinners somewhat or extremely affect their lifestyle; motivates to find a better solution

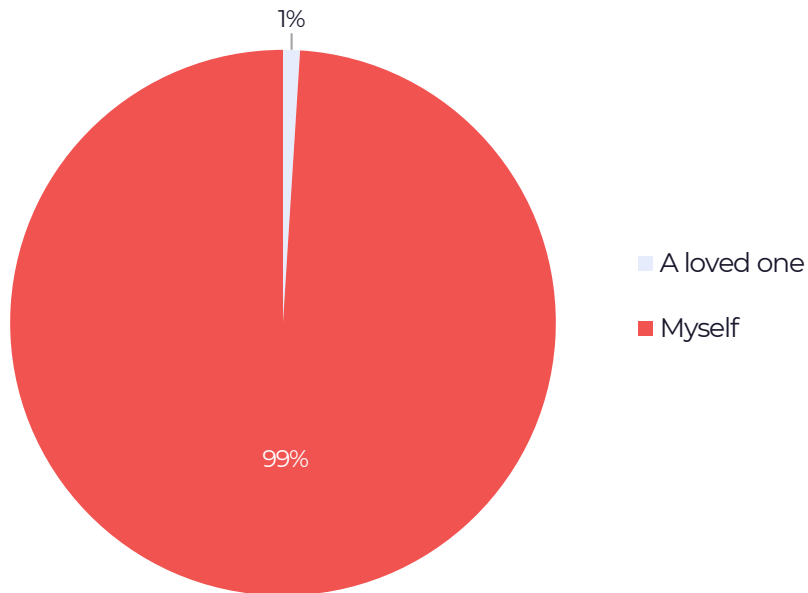
How interested would you be in seeking an alternative treatment (device) to blood thinners to treat your AFib?



Key Findings

- Captures responses from all leads
- The majority of respondents are somewhat or extremely interested in a device to replace blood thinning medication

Are you taking this quiz for yourself or a loved one?



Key Findings

- Captures responses from all leads
- The vast majority of respondents were taking this quiz for themselves



Profile

- Male / Age 65-75
- Diagnosed with NVAf
- Currently taking blood thinners
- History of falls
- Private / Medicare Insurance

Symptoms

- **Palpitations**
- **Shortness of breath**
- **Fatigue**

He has a high stroke risk and previous history of falling, causing blood thinning medication to be too dangerous

Eligibility:

- Increased risk for stroke due to hypertension, congestive heart failure, and age
- Deemed suitable to take warfarin by his physician
- Has a high risk of falling

Due to his medical history and concern for taking blood thinners, his doctor determined him a candidate who could benefit from an alternative to lifelong medications.

Conclusions

- NVAF sufferers are likely to experience:
 - Diminished quality of life
 - High risk for stroke
- The majority of survey respondents are diagnosed and currently taking blood thinners.
 - Their lifestyle puts them at an increased risk for bleeding.
 - Some have negative side effects and other issues with blood thinners.
- Strong desire to find an alternative that is safer due to lifestyle and medical implications
- Going forward: Further testing (e.g. “stroke risk” concept) can be completed to further determine what medical messaging appeals most to this subset of people.
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Competitive CPL
 - Ad concepts emotionally connect with NVAF patients through creative messaging
 - Ad concepts address and encourage leads to qualify and learn more about different options



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