



Market Report

Osteoarthritis

Objective

- Discover the interest level of patients in participating in an osteoarthritis (OA) clinical trial
- Determine the number of people online who are suffering from OA pain, at what level, and if they are willing to take action to find better treatments
- Prove that it's possible for 83bar to reach not only diagnosed patients suffering from OA pain, but those that are willing to seek new treatment options

Key Metrics

- Click Through Rate (CTR)
- Cost Per Lead (CPL)
- Cost Per Qualified Lead (CPQL)
- Survey Data
- Call Center Data
-

Qualified Leads

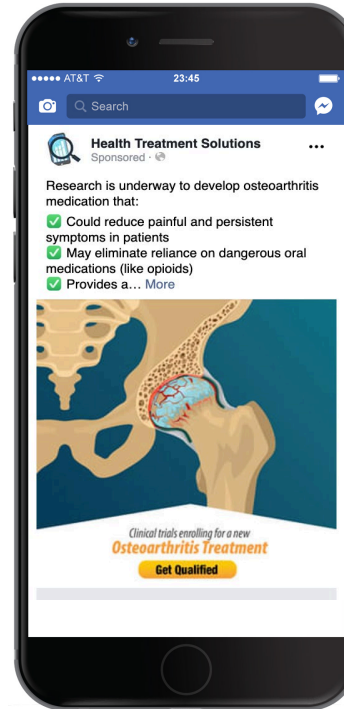
- Include men and women ages 50-90
- Include respondents who have been diagnosed with OA of the knee plus another joint, including back, hip, elbow or shoulder
- Exclude women who are pregnant, breastfeeding or planning a pregnancy
- Exclude respondents who have a history of medical conditions including but not limited to uncontrolled diabetes, glaucoma, atrial fibrillation, hypercalcemia, or a corticosteroid injection in last three months
- Exclude respondents who are not interested in participating in study visits or taking investigational medication

Campaign Assets

- 1 straight-forward concept to attract potential patients
- 5 total ad variants
- 1 unique landing page variant
- 1 pre-screening survey customized for current OA patients, as well as caregivers of OA patients

Digital Campaign Plan

- Create one straight-forward messaging concept that calls patients to get qualified to help develop a new treatment for osteoarthritis
- Target a lookalike audience of patients on Facebook who we know are suffering from OA pain of the knee to reach the most qualified group
- Develop an online quiz to pre-qualify patients based off of their OA diagnosis, current pain level, history of medical conditions, and interest level in participating in a clinical trial
- Incorporate our call center to contact qualified leads to confirm online quiz responses, further qualify, and capture future interest in a trial



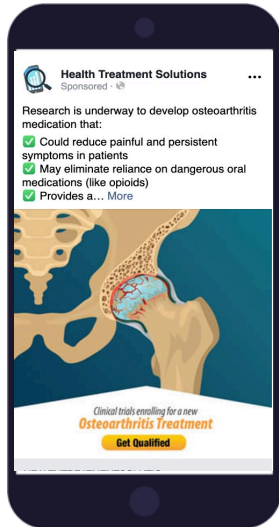
Top Performing Creative

- 226 leads generated
- \$2.02 CPL
- 652 link clicks
- 2.59% click-through rate

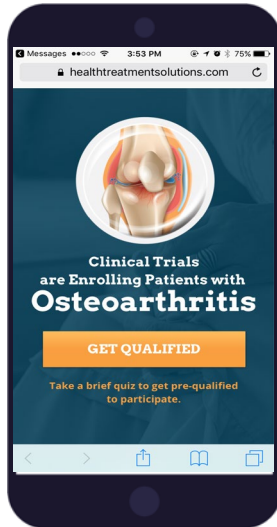
Attract patients who need treatment

Optimized to ensure high consumer engagement

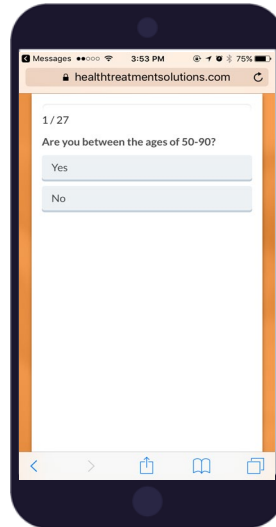
Social Media



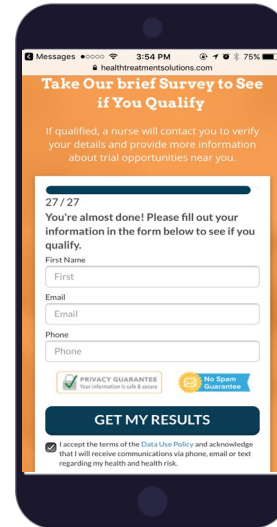
Landing Page



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

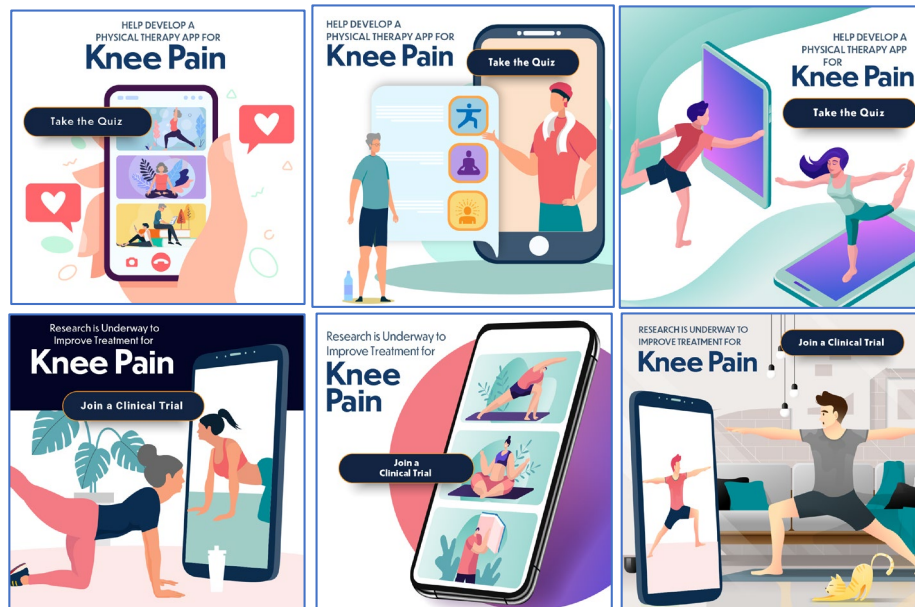
Qualify

Collect

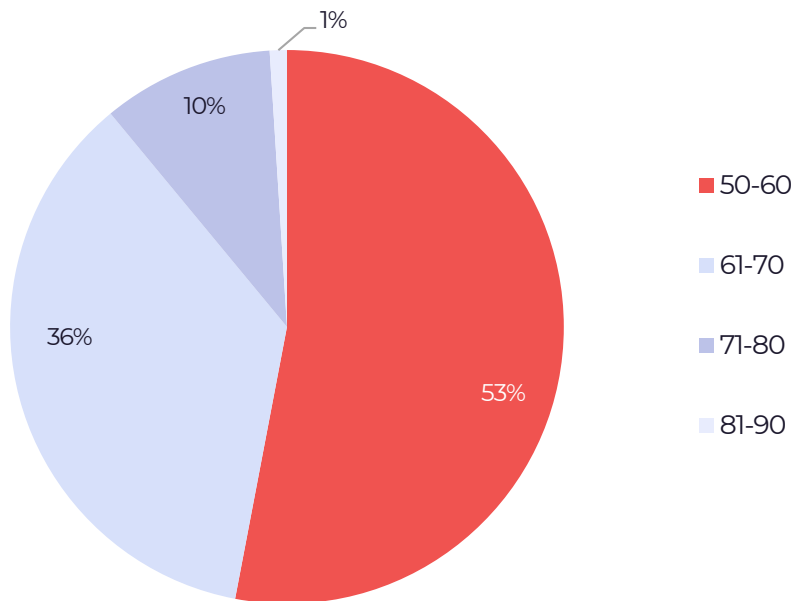
Process

- Seven Facebook ads (6 static images and 1 gif) that point to one unique landing page with an embedded survey
- One 10-question screening survey designed based on protocol inclusion and exclusion criteria
- Thank-you page with links to educational information on knee pain and trial participation
- Disqualified page with links to educational information on knee pain and trial participation
- The ad images featured lung imagery designed to quickly resonate with the patient population
- Ad copy tested different key word concepts and text to find the most appropriate and engaged potential participants

Image Assets Tested



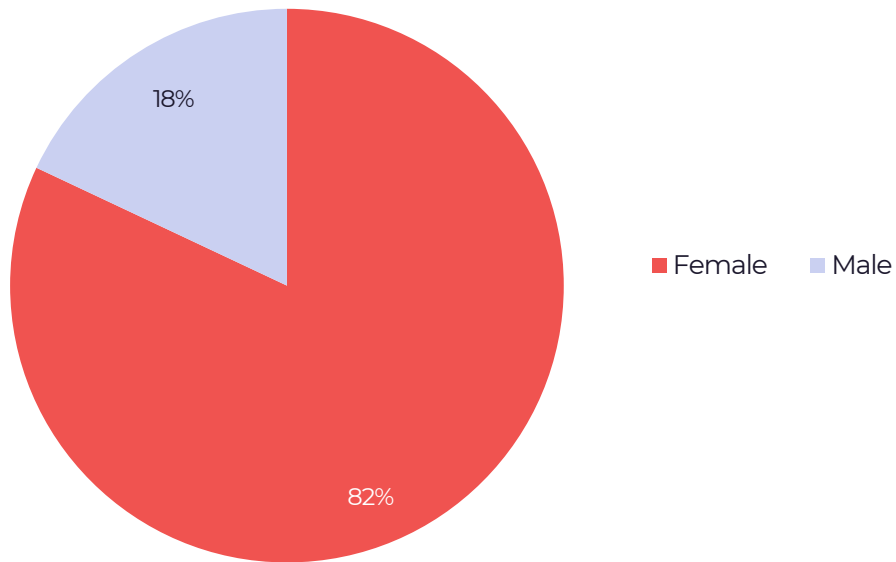
Age Range



Key Findings

- Of those qualified, 26% fall under the age group of 50-60
- 9% of respondents disqualified due to being outside the age range of 50-90
- Our target audience accurately reached the qualified age group for this test

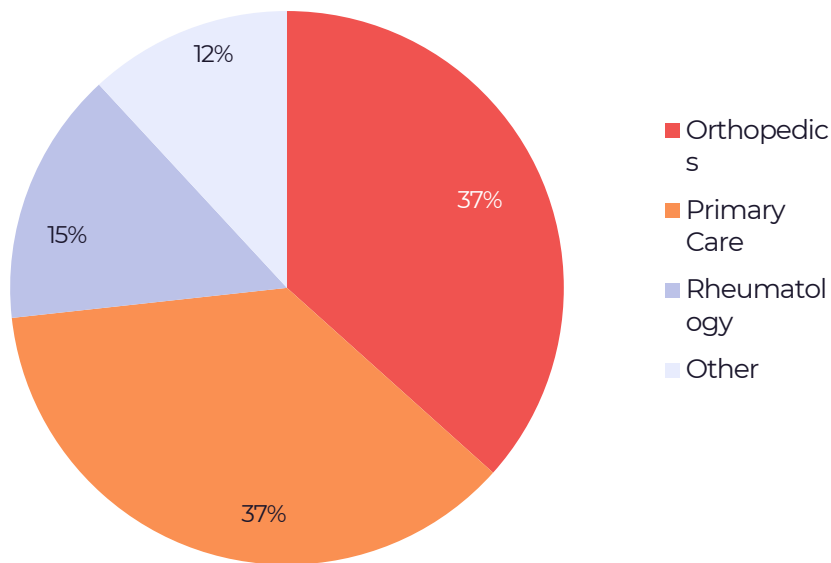
Gender



Key Findings

- 82% of all respondents are female
- As expected, none of the respondents indicated current or planned pregnancy
- Males had a higher qualification rate than females (26% vs. 19%)

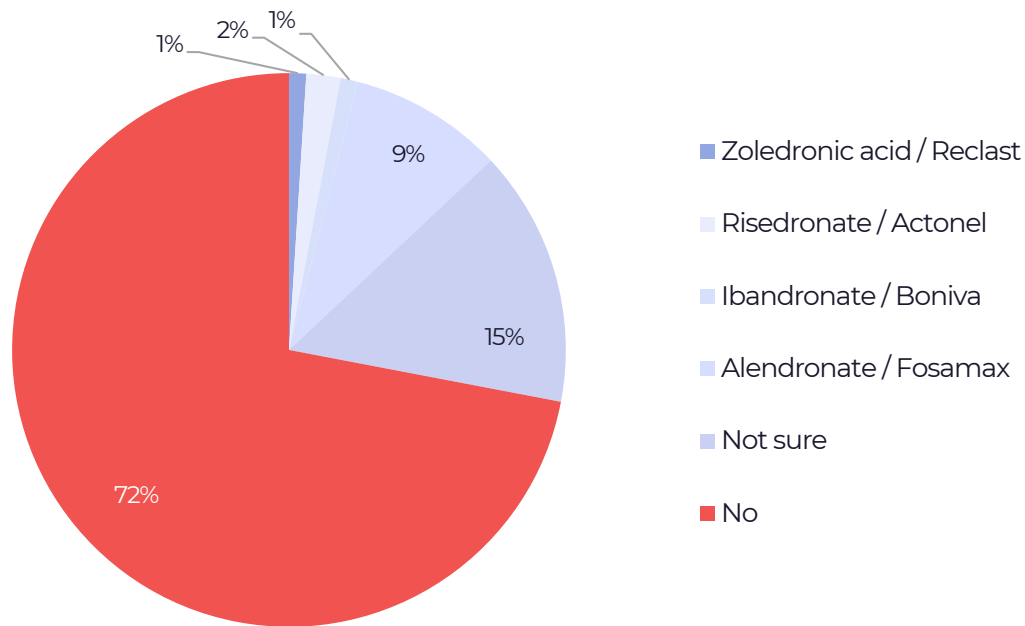
Current OA Doctor



Key Findings

- 37% of all respondents are seeing a primary care doctor or orthopedic doctor for their OA
- 26% of qualified respondents are seeing a primary care doctor for their OA
- 18% of qualified respondents are seeing “Other”; in 83bar past experience this has correlated to Urgent Care but can not be directly assumed without further testing

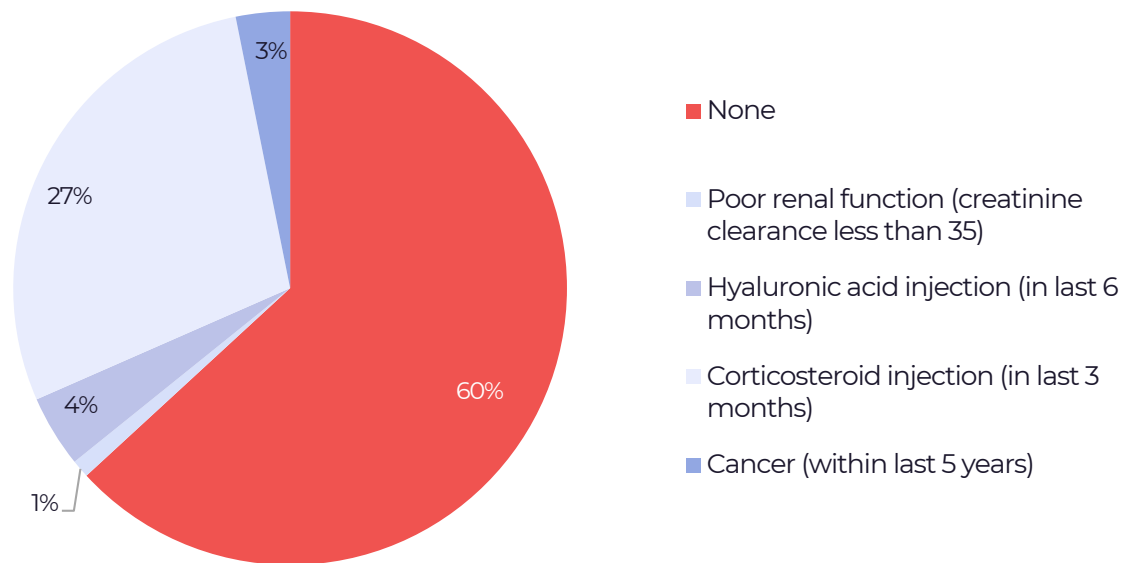
Bisphosphonates taken?



Key Findings

- 13-28% of all respondents have or may have taken bisphosphonates
- Amongst all responders, the most common bisphosphonate taken is Alendronate/Fosamax (15%)

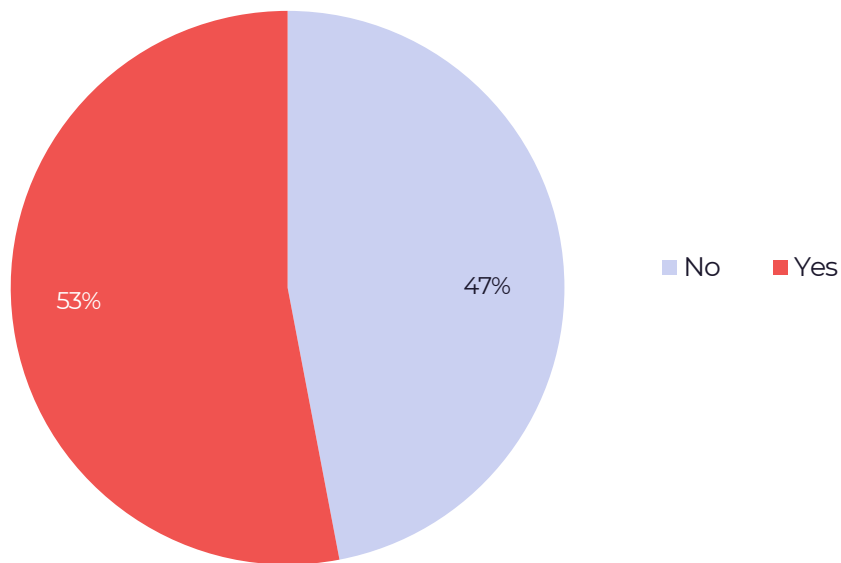
History of medical condition



Key Findings

- Most common medical condition is corticosteroid injection within the last three months (27% of all respondents)
- 61% of all respondents, across these two questions, have not been diagnosed with any of the exclusionary medical conditions
- Indicates that the medical conditions listed would not be a large disqualifier among audience in trial

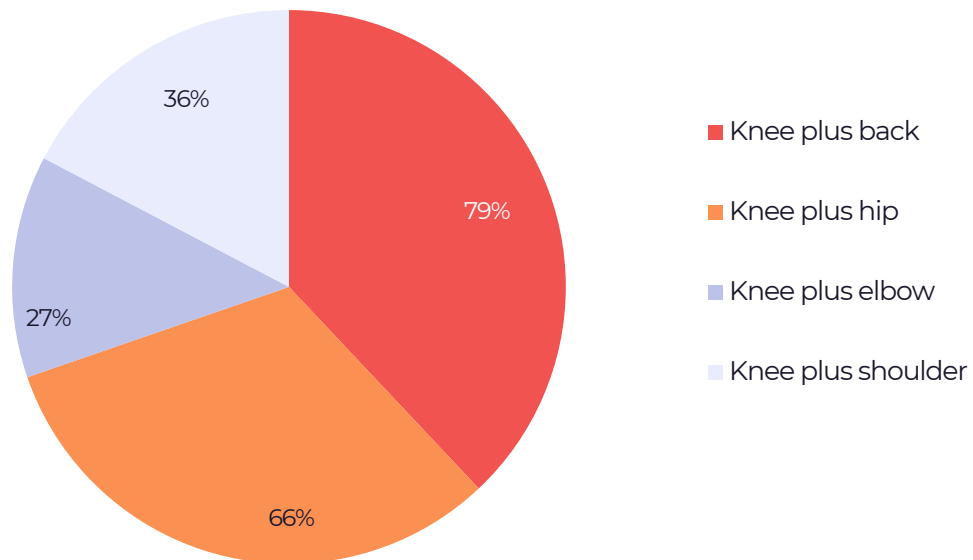
OA diagnosis of knee plus either hip, elbow, back, or shoulder?



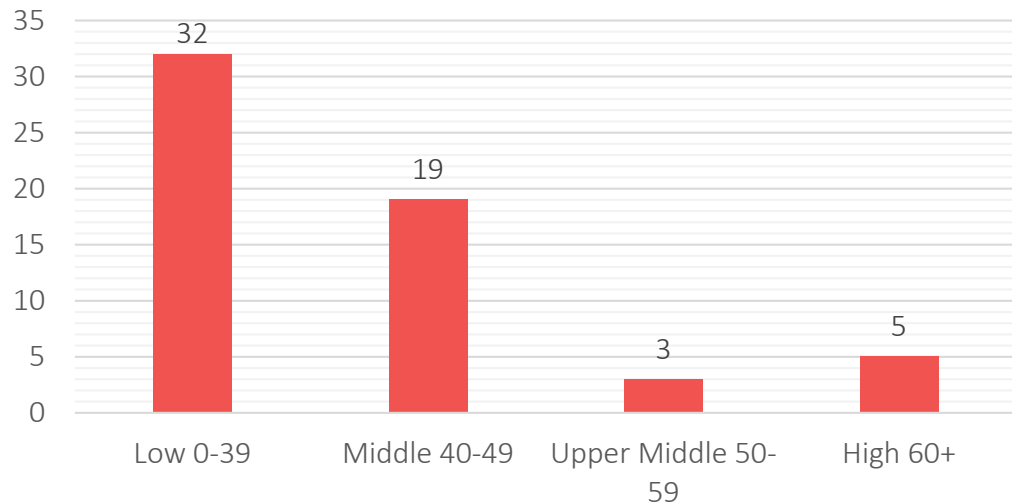
Key Findings

- More than half of all respondents have been diagnosed with OA of the knee, plus at least one other joint (back, hip, shoulder and elbow) indicating target audience is responsive and reachable
- The most common combo joint diagnosis among qualified respondents, is knee and back (79%), followed by knee and hip (66%)

Breakdown of each joint



Qualified Leads



- Low – Lesser or non-insured. Less access to transportation. Unpredictable work schedule
- Middle – Have some unutilized credit. Usually working on fixed budgets
- Upper middle – Financially stable. Typically covered by insurance and willing to pay for cash products if needed.
- High – Financially stable with ample comfort with cash pay options.

Key Findings

- 83bar privately and securely bounces email addresses against database containing publicly available demographic information
- Largest number of qualified leads had a low financial ability score, indicating that affordability of treatment may be a large concern
- The second largest is the middle financial ability score, operating on fixed budgets
- This gives insight into some of the components of a clinical trial that will support recruitment of your target audience (see recommendations)

Recommendations

- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - ✓ Competitive Cost Per Qualified Lead
 - ✓ Ability to reach potential OA patients
 - ✓ Almost all respondents are interested in taking action (office visits, take medication) to participate in trial
- Explore different creative options to explicitly call out an OA diagnosis to capture more qualified patients
 - ✓ Consider testing creative or audience that targets men directly
- Determine audience reach based on trial's site locations or target markets
- Incorporate more follow-ups with call center to increase the contact rate
- Consider what this target audience needs to participate given age and financial ability (e.g. no-cost trial medication, ride share offering)



Bob Baurys

President & CEO

bob@go83bar.com

512-592-9177

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.



Kate Hermans

CBO Pharma

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.



For more information email
www.83bar.com

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