



Market Report

Paroxysmal Supraventricular Tachycardia

Objective

- Determine the feasibility of the 83bar approach to identifying patients with PSVT who might be candidates for the RAPID Study (NODE-301 Part 2)
- Use Facebook & Instagram ads to attract candidates and direct them to a dedicated landing page in order to complete an online screening survey

Acquisition Metrics

- 25 survey respondents
- 3 potential trial candidates (2 likely, 1 uncertain)

Campaign Dates

- Ads ran for 5 days from April 19-23, 2021
- Targeted men and women aged 18+ within approximately 1 hour of trial sites

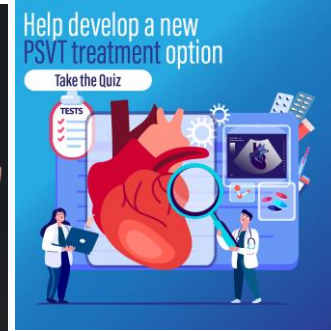
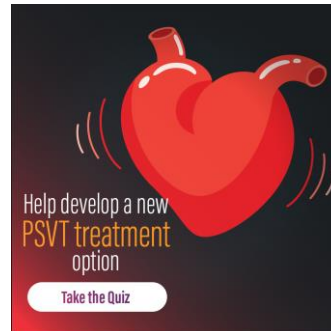
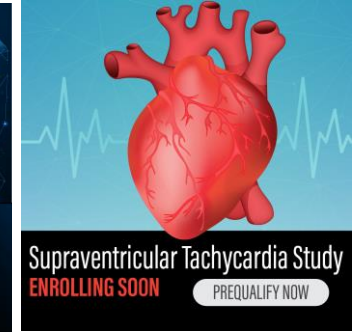
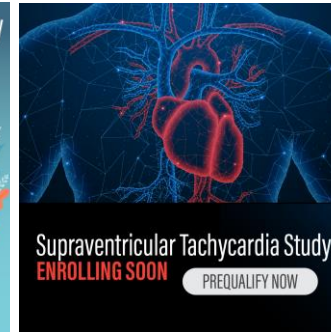
Inclusion / Exclusion Criteria

- Aged 16+
- Diagnosed with PSVT
- Diagnosis confirmed by EKG, Holter monitor, or Loop monitor
- History of PSVT episodes lasting 20 minutes or longer
- NO history of syncope or fainting during PSVT episodes
- NO history of ventricular fibrillation, Torsade's de Pointes, sustained ventricular fibrillation, atrial fibrillation, atrial flutter, or sustained ventricular tachycardia
- NO severe liver or kidney disease
- NO stroke or heart attack in prior 6 months
- NO Class 1 or 3 antiarrhythmics. If taking verapamil, diltiazem, or beta blockers is willing to discontinue for the duration of the study
- NOT pregnant, nursing or planning to become pregnant and willing to use adequate contraception if of childbearing age

Process

- 6 Facebook ads (3 static images and 2 copy alternatives) that point to a unique landing page with embedded survey
- 21-question screening surveys designed to assess eligibility for trial
- Thank-you email
- Disqualified email
- The ad images featured simple, high-contrast medical illustrations, per 83-bar best practices
- Ad copy tested different language concepts and text

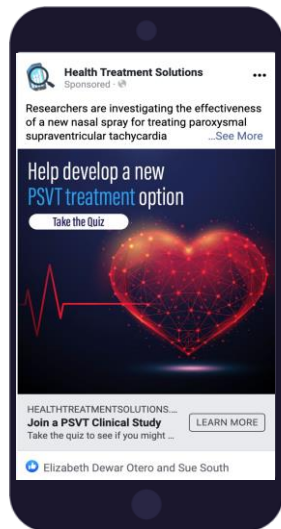
Image Assets Tested



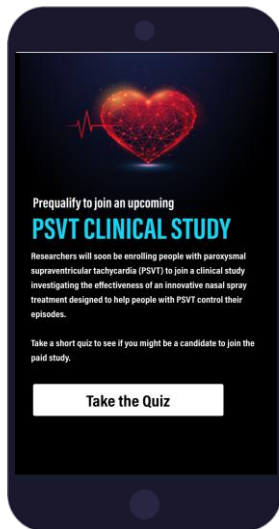
Attract patients who need treatment

Optimized to ensure high consumer engagement

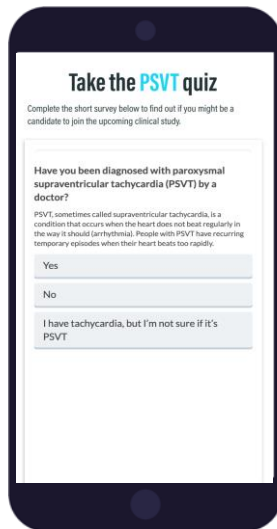
Social Media



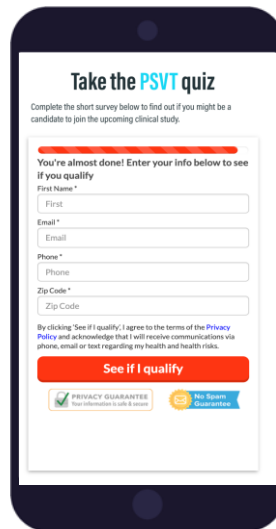
Landing Page



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

Health Treatment Solutions Sponsored · 🌐

Adults with paroxysmal supraventricular tachycardia (PSVT) may qualify to join an upcoming clinical study. [...See More](#)

Supraventricular Tachycardia Study
ENROLLING SOON

[Prequalify Now](#)

HEALTHTREATMENTSOLUTIONS...
Take the PSVT Quiz
Take the quiz to see if you might... [LEARN MORE](#)

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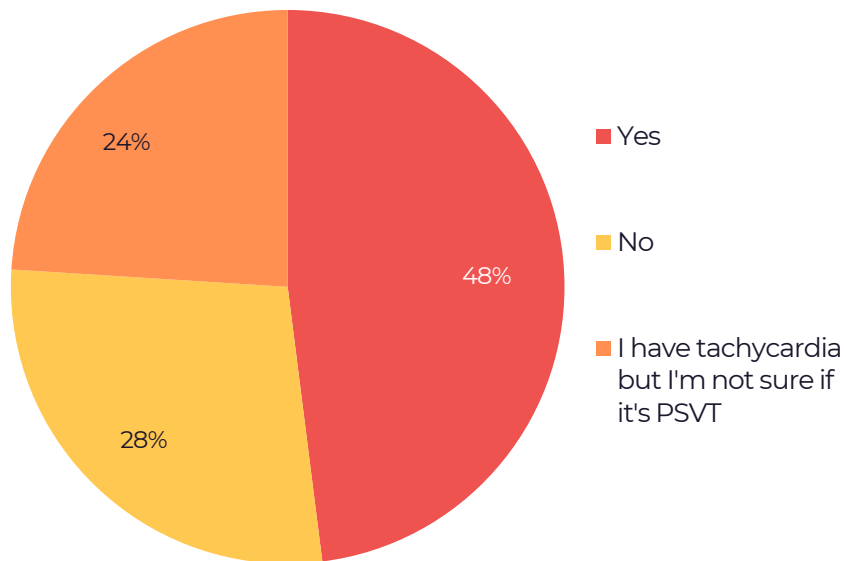
Ernesto Mendoza and 7 others 4 Shares

[Like](#) [Comment](#) [Share](#)

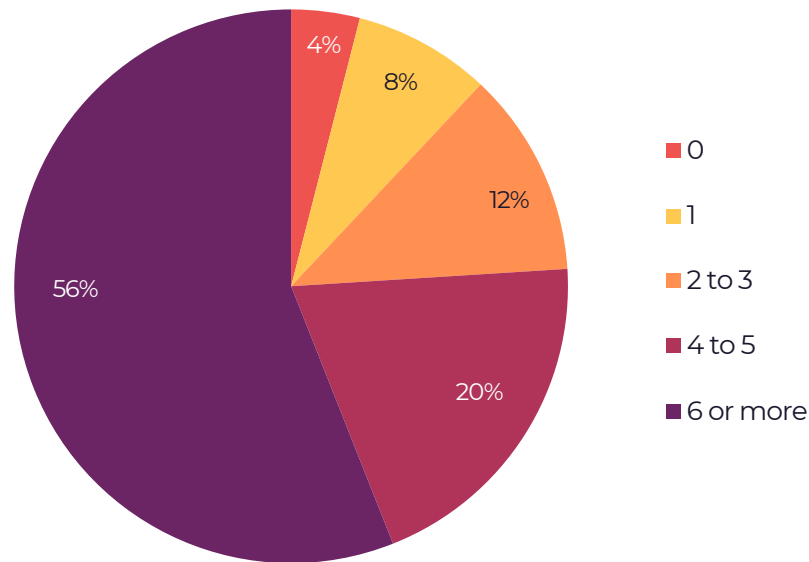
Performance

- 10/25 leads were generated by the first (left) ad and 8/25 leads by the second
- 619 users visited the landing page
- “Study enrolling soon” language outperformed “help develop a new treatment option” language

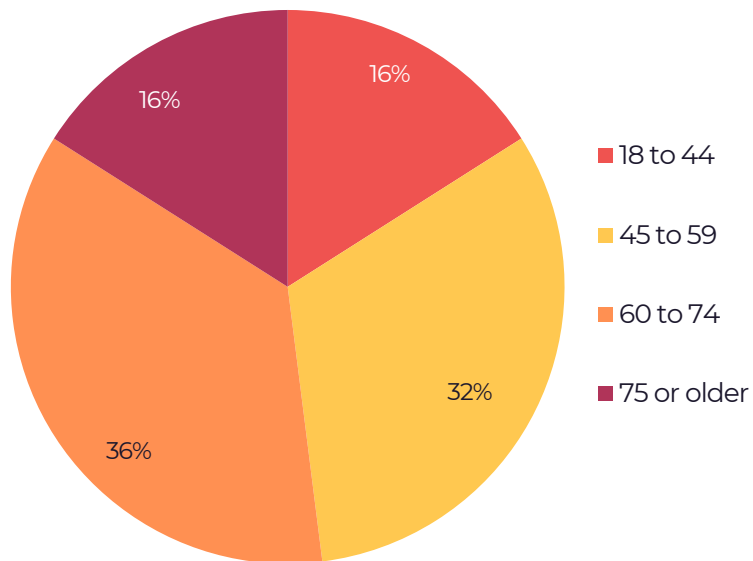
Have you been diagnosed with Paroxysmal Supraventricular Tachycardia (PSVT) by a doctor?



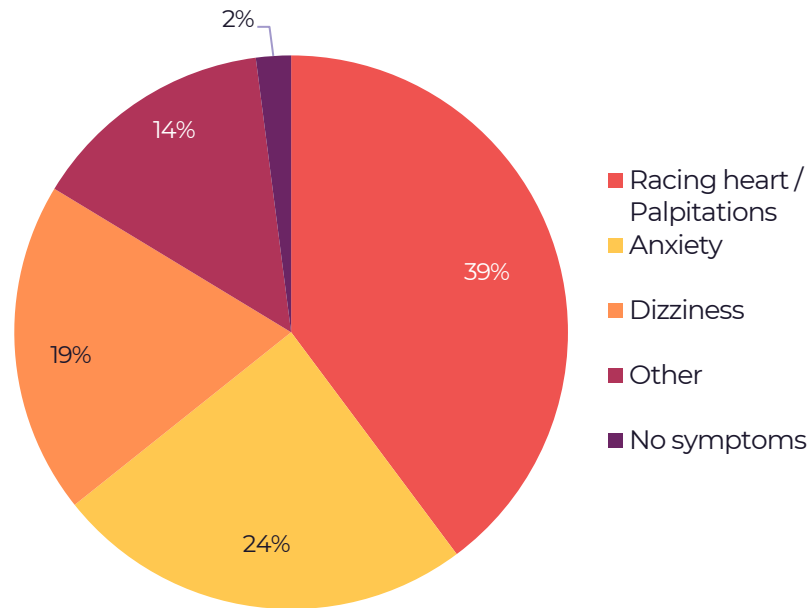
In the last 6 months, how many rapid heartbeat episodes have you experienced?



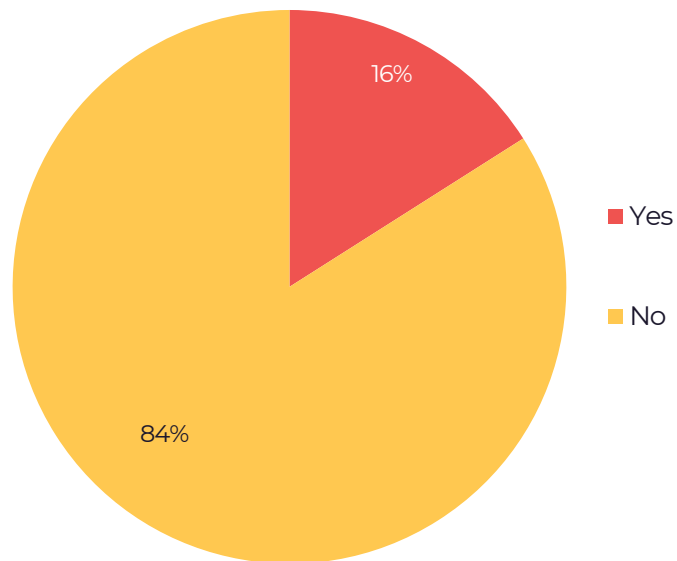
How old are you?



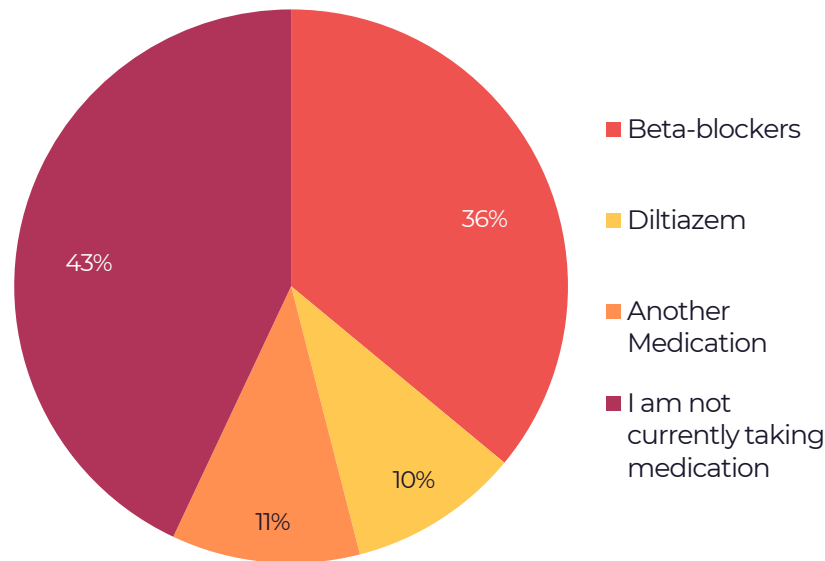
Which of the following symptoms have you experienced during a rapid heartbeat episode?



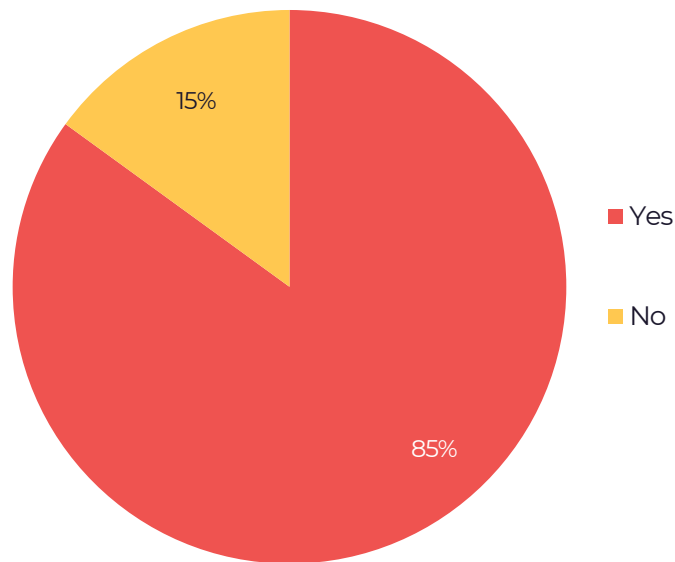
Have you ever had an ablation procedure to treat your rapid heartbeat episodes?



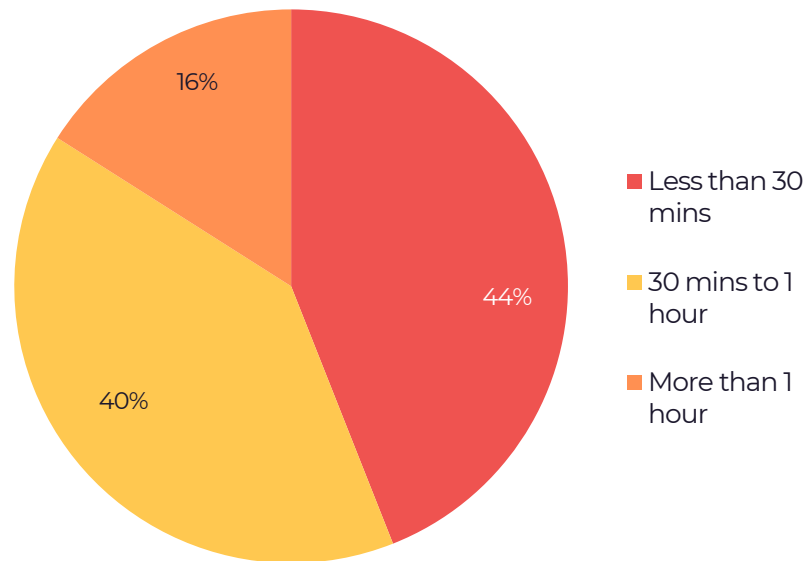
What type of medication are you taking to treat your rapid heartbeat episodes?



Would you be willing to stop your medication for the duration of the study (under careful monitoring by a doctor)?



How far would you be willing to travel for clinic visits?



Summary and Conclusion

- **People with PSVT are interested in participating in the RAPID study.** In 5 days, we were able to engage 25 cardiac patients who were interested in participating in a clinical trial and willing to share their contact details and history. 3 were potential trial candidates.
- **Many patients are not fully educated about their cardiac condition.** Almost 25% of patients did not know if their tachycardia was PSVT or not. Apart from lack of knowledge, no other major barriers to recruitment were identified.
- **Recruitment should be concentrated within 1 hour of study sites.** Although much of the study can be done remotely, most patients are unwilling to travel.
- **83bar can identify and activate candidates for the RAPID study.** We recommend a social media campaign to identify potential candidates combined with call center screening and site handoff.



For more information email
www.83bar.com

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