



Market Report

**Ped General  
Anxiety  
Disorder  
(GAD)**



## The information contained in this presentation will assist:

- Operators of healthcare services focused on treating GAD
- GAD researchers
- Clinical trials focused on GAD patient enrollment
- Marketing managers with products or services in the GAD market
- Brand managers in the GAD market
- Direct-to-patient marketers in the GAD market

## Objective

- Conduct market research to better understand young patients who suffer with symptoms of GAD
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and survey

## Key Metrics

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

## Definition of a Qualified Lead

- Target parents in the United States whose children are experiencing symptoms of or are at risk for GAD

## Campaign Assets

- 2 ad concepts to attract parents of GAD patients
- 1 unique landing page with embedded survey
- 1 market research survey designed to connect with parents of GAD patients
- 1 thank-you landing page



## Process

### Creative Development

- To attract parents of GAD patients, we produced 2 visual variants following proven 83bar best practices.
- The main concept is to use graphics (instead of stock photos) that convey the messaging and force users to stop and look at the ad since it stands out from other content in their newsfeed.

### Set Up Ad Targeting & Launch

- Target parents in the United States via paid Facebook newsfeed ads

### Measure Results

- Determine Cost per Lead (CPL) generated and analyze survey responses

## Results

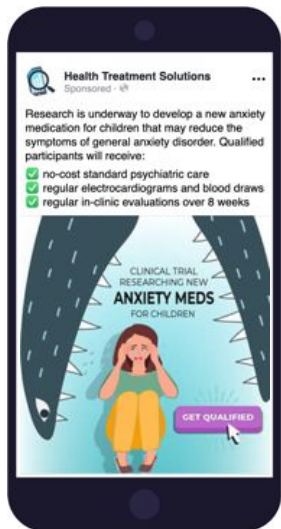
- Determined winning messaging concept to attract potential clients
- Captured willingness to share information
- Refined understanding of GAD patients



# Attract patients who need treatment

Optimized to ensure high consumer engagement

## Social Media



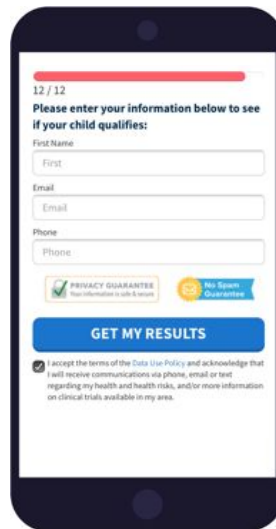
## Landing Page



## Symptoms



## Submit



## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



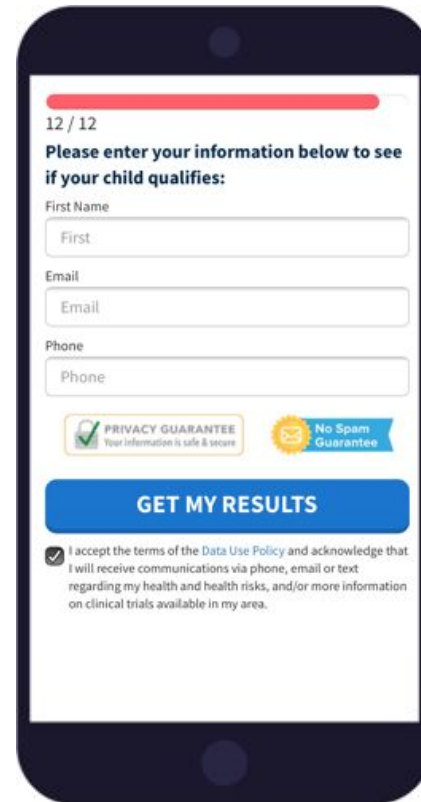
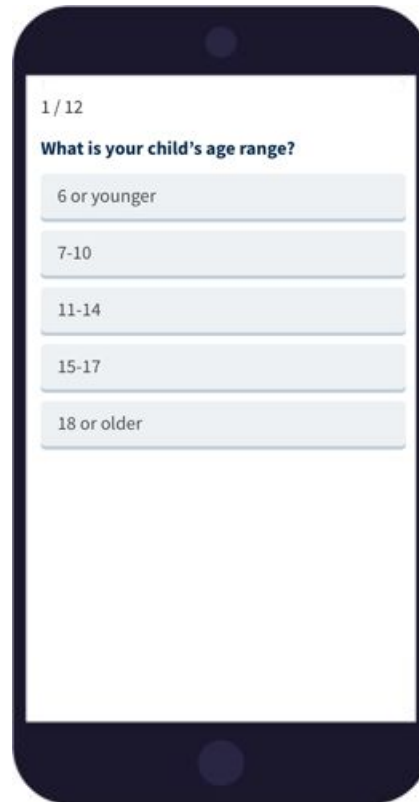
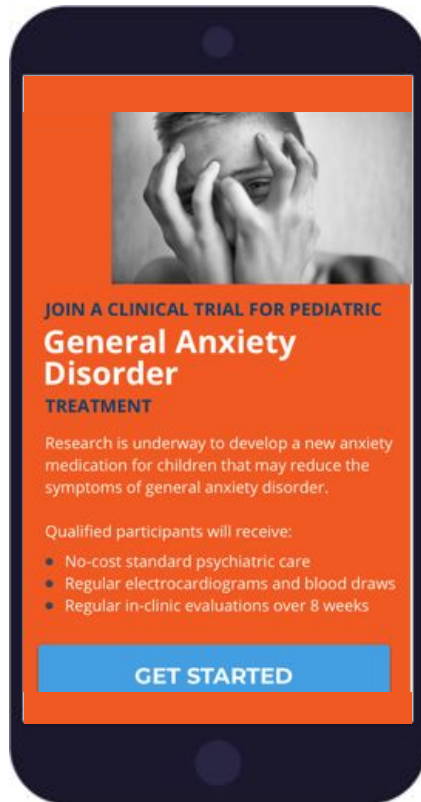
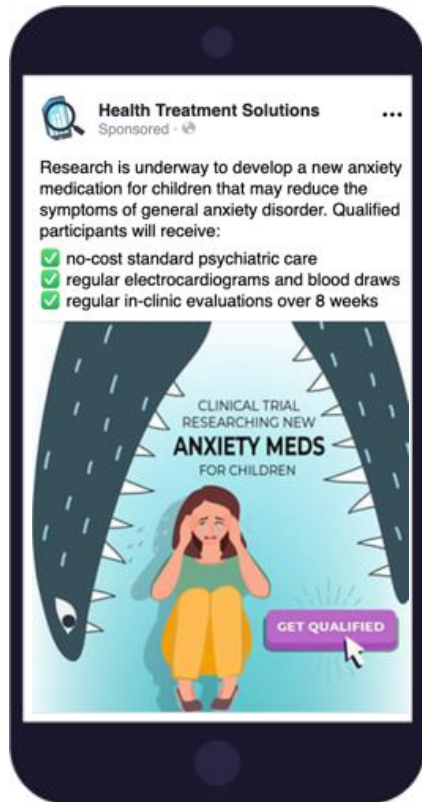
Optimize percentage of respondents who complete survey with engaging experience

Attract

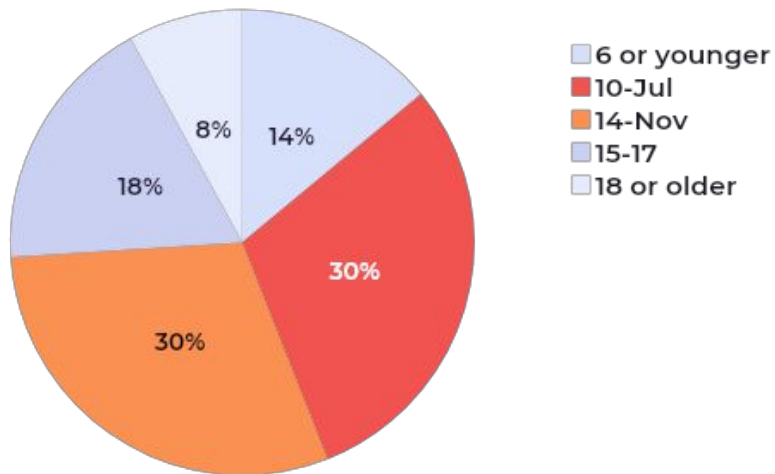
Engage

Qualify

Collect



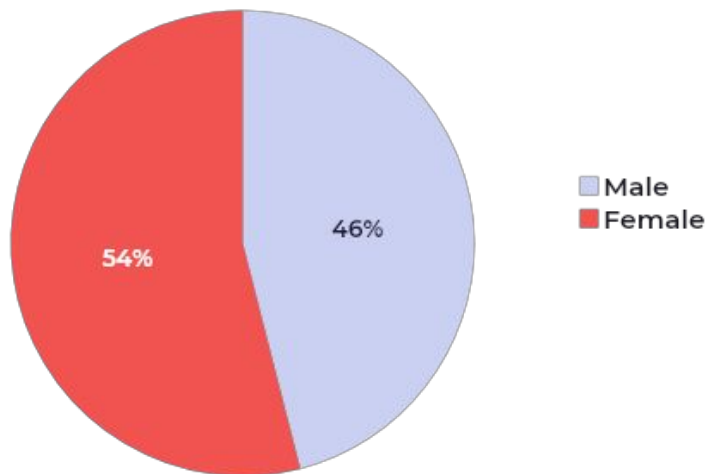
## What is your child's age range?



## Key Findings

- Captured responses from all leads
- 78% of all respondents indicated their child is between 7-17 years of age
- Target audience is responsive and reachable

## What is your child's gender?

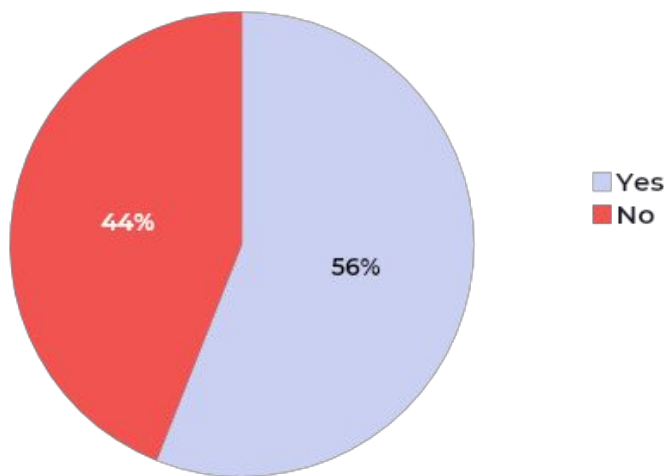


## Key Findings

- Captured responses from all leads
- Majority of respondents indicated their child is a female



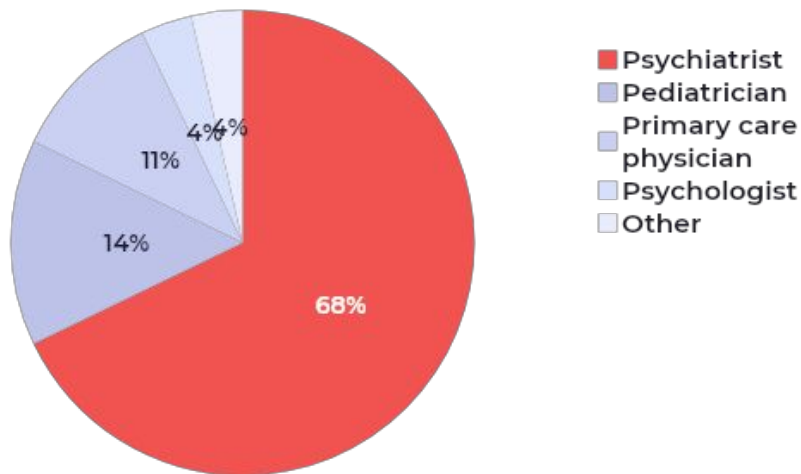
## Has a doctor diagnosed your child with Generalized Anxiety Disorder (GAD)?



### Key Findings

- Captured responses from all leads
- A little over half of respondents indicated their child has a diagnosis of GAD
- Percentage may increase with more explicit creative that calls out a diagnosis

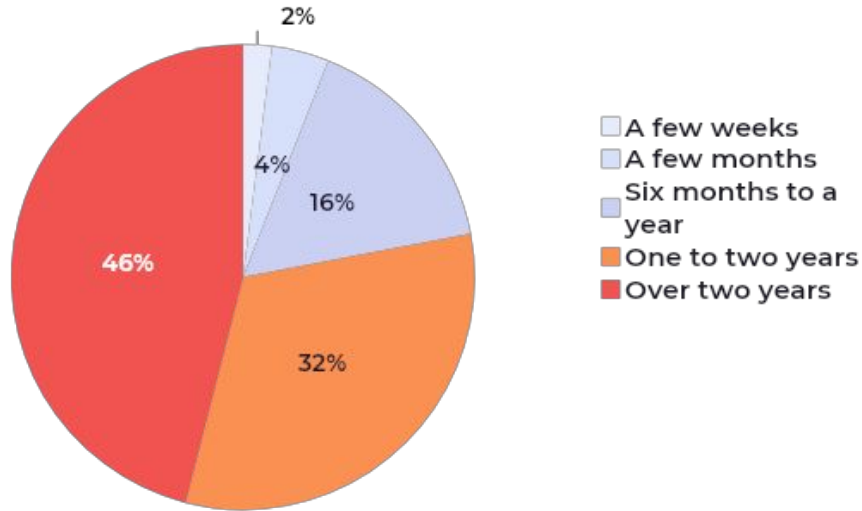
## Which medical professional diagnosed your child with GAD?



## Key Findings

- Captured responses from leads who said their child was diagnosed with GAD
- A vast majority of them (68%) indicated their child was diagnosed by a psychiatrist

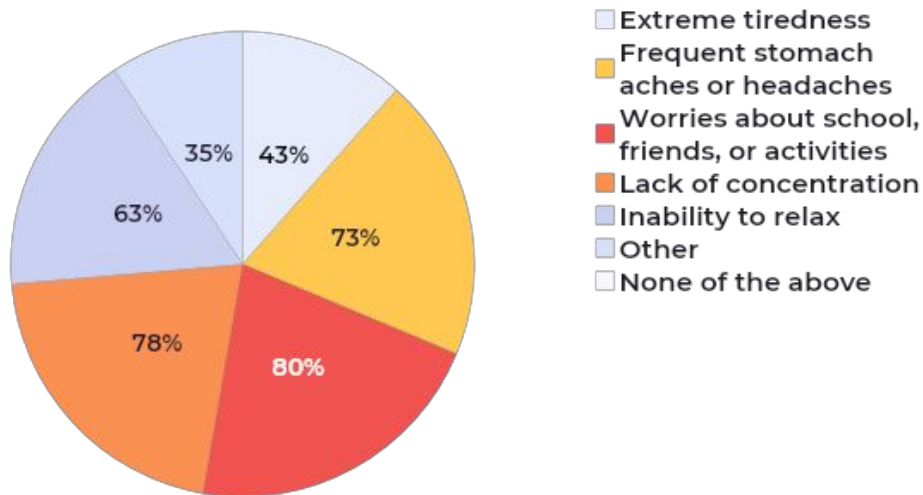
## How long has your child been experiencing symptoms of GAD?



## Key Findings

- Captured responses from all leads
- Majority of respondents (78%) indicated their child has been experiencing symptoms of GAD for over a year

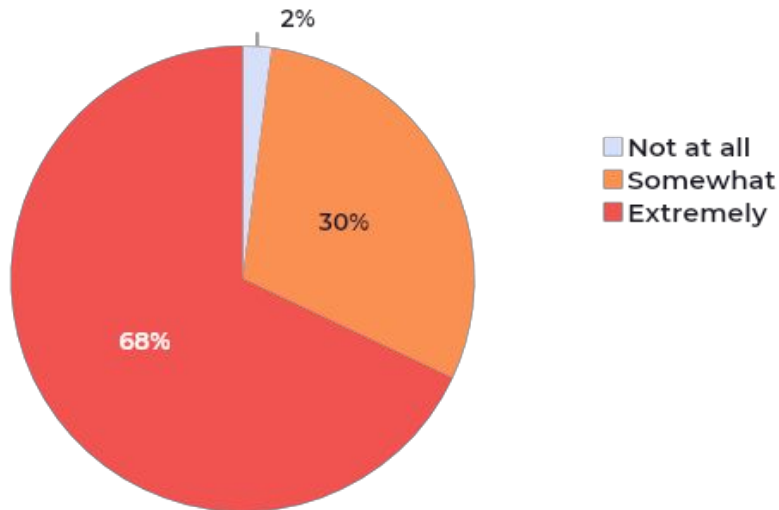
## What symptoms are they experiencing?



## Key Findings

- Captured responses from all leads
- Respondents were asked to select all that applied
- All respondents indicated their child is experiencing at least one GAD symptom
- Nearly 80% of respondents indicated their child has been experiencing worries about school, friends, or activities
- Almost 78% indicated their child has been experiencing lack of concentration
- Symptoms with the highest percentages reveal their prominence in children with

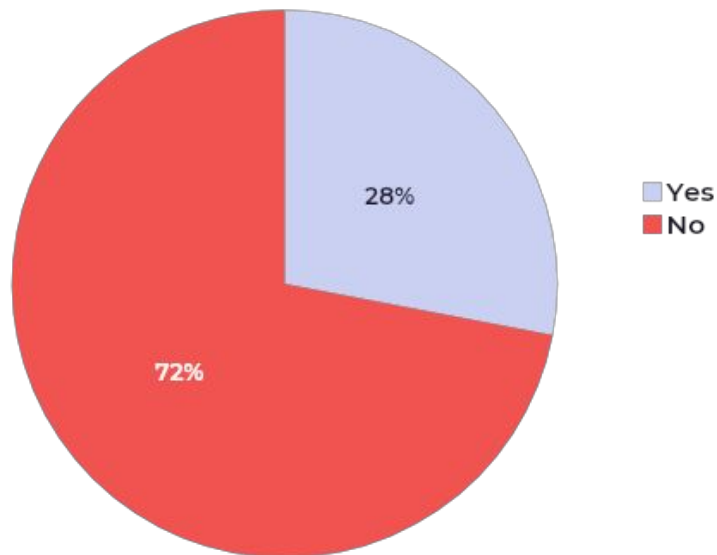
## How much has your child's symptoms of GAD impacted their daily life?



## Key Findings

- Captured responses from all leads
- 98% of respondents indicated their child's GAD symptoms have somewhat to extremely impacted their daily life
- Reveals severity of disorder and may motivate parents to seek new treatment options

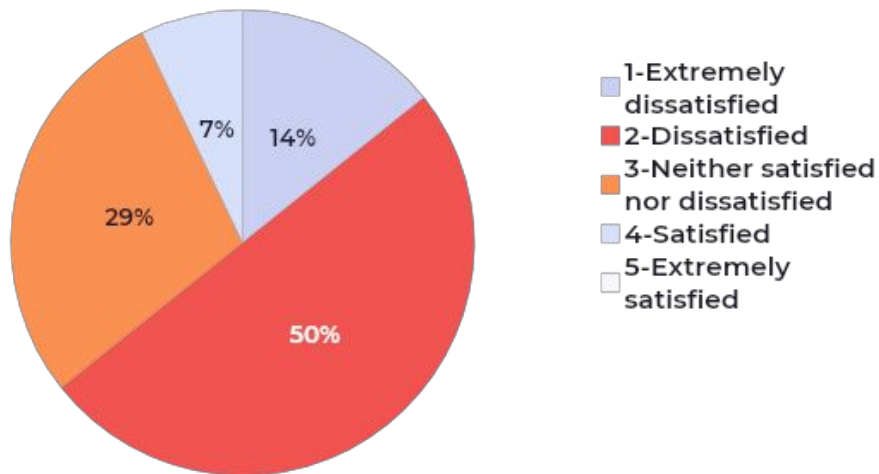
## Is your child currently taking medication to treat their GAD?



### Key Findings

- Captured responses from all leads
- 72% of respondents indicated their child is not currently taking medication to treat GAD
- This could be due to lack of formal diagnosis

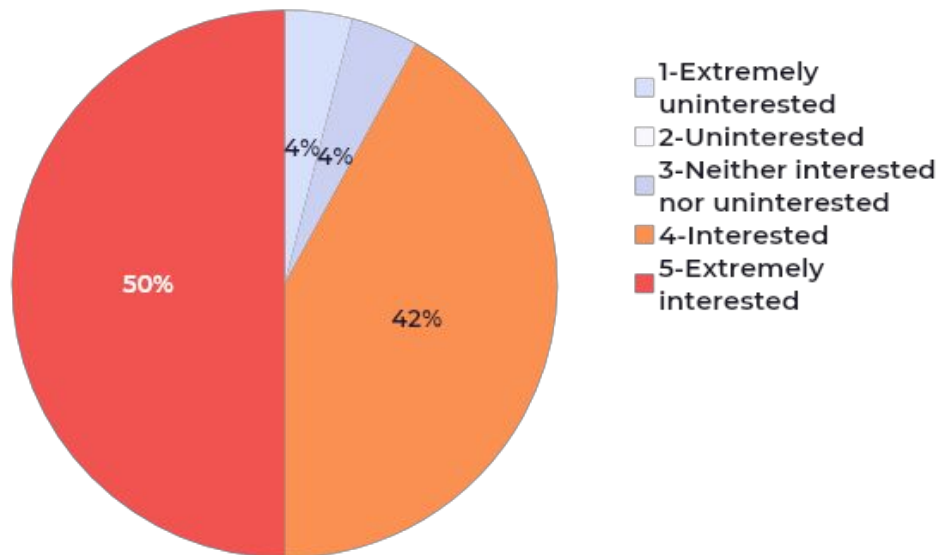
## On a scale from one to five, how satisfied are you with your child's current GAD medication?



## Key Findings

- Captured responses from leads who indicated their child is taking GAD medications
- 64% indicated they are dissatisfied or extremely dissatisfied with their child's current treatment
- None of the respondents are extremely satisfied with their child's current treatment

## On a scale from one to five, how interested are you in seeking new treatment to treat your child's GAD?

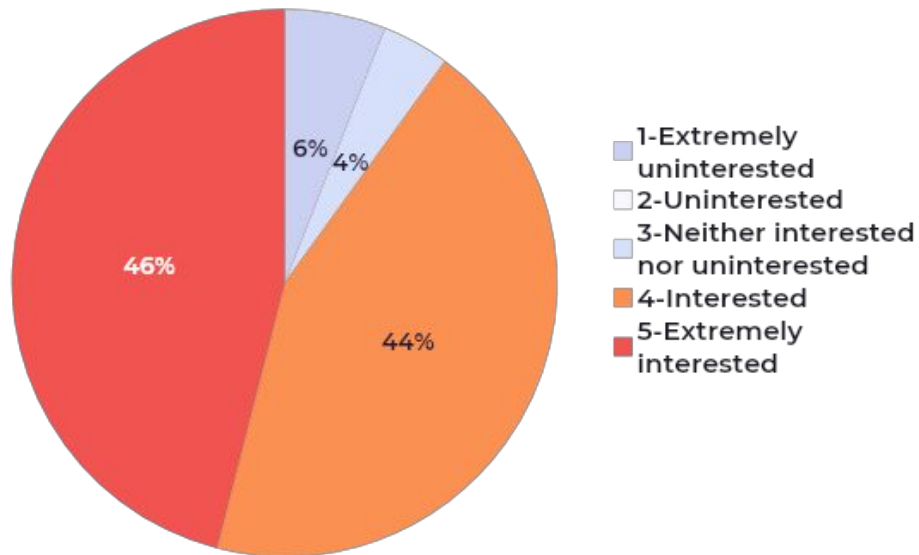


## Key Findings

- Captured responses from all leads
- An overwhelming majority (92%) of respondents are interested or extremely interested in seeking new treatment options to treat GAD
- Indicates our audience is frustrated with their child's current or lack of treatment and are motivated to try something new



## On a scale from one to five, how interested would you be in having your child participate in a clinical trial for GAD?



## Key Findings

- Captured responses from all leads
- An overwhelming majority (90%) of respondents are interested or extremely interested in a clinical trial for their child
- Reveals that target audience is responsive, reachable, and highly motivated to allow their child to participate in GAD trial



## Profile

- Female, Age 7 to 14
- Diagnosed with GAD by a psychiatrist
- Experiencing GAD symptoms for over 2 years
- Not currently taking medication to treat GAD

## Other Common Symptoms:

- **Constant worrying**
- **Refusing to go to school**
- **Muscle aches or tension**
- **Sleep problems**
- **Clingy behavior with family members**
- **Feeling as though there is a lump in the throat**
- **Extreme tiredness or fatigue**
- **Being easily startled**
- **Being grouchy**

She is frequently overcome with irrational fears and worries, especially about her friends, school, or activities. These thoughts are often accompanied by physical complaints like stomach aches or headaches. She also has difficulty concentrating and relaxing.

Her symptoms greatly impact her everyday life; hence her parents have expressed extreme interest in new treatment options and clinical trials for GAD in their area.

## Key findings

**56%**

have been diagnosed  
with GAD

**68%**

were diagnosed by a  
psychiatrist

**98%**

are impacted by their  
symptoms daily

**92%**

are interested in  
new treatment options

- 54% of leads indicated their child is female and while 46% said their child is male
- 78% indicated their child is between 7-17 years of age
- Majority (78%) indicated their child has been experiencing symptoms of GAD for over a year
- All respondents indicated their child is experiencing at least one GAD symptom
- Nearly 80% of respondents indicated their child has been experiencing worries about school, friends, or activities
- Almost 78% indicated their child has been experiencing lack of concentration
- 72% of respondents indicated their child is not currently taking medication to treat GAD
- Of those whose child is taking medication, 64% indicated they are dissatisfied with their child's current treatment
- An overwhelming majority (90%) of respondents are interested in a clinical trial for their child

## Objective

- Better understand young patients suffering symptoms of GAD

## Conclusions

Survey confirmed children experiencing worries about school, friends, or activities, as well as lack of concentration and frequent stomach or headaches.

- It revealed that while 68% reported QoL being “extremely” impacted, a significant 72% were not taking medication.
- Nearly a third of patients were diagnosed by primary care or pediatricians other than a psychiatrist.

## Recommendations

- Expand campaign reach beyond patients currently under psychiatrist care.
- Add messaging about impact on school and social life.
- Consider not only new RX options, but also new treatments in development





## **Bob Baurys**

**President & CEO**

[bob@go83bar.com](mailto: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 ArthroKinex, Inc.



## **Kate Hermans**

**CBO Pharma**

[kate@go83bar.com](mailto: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.



## **Paul Egli**

**VP Business Development**

[paul@go83bar.com](mailto:paul@go83bar.com)

415-203-9404

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 everchanging healthcare insurance landscape.



For more information email  
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