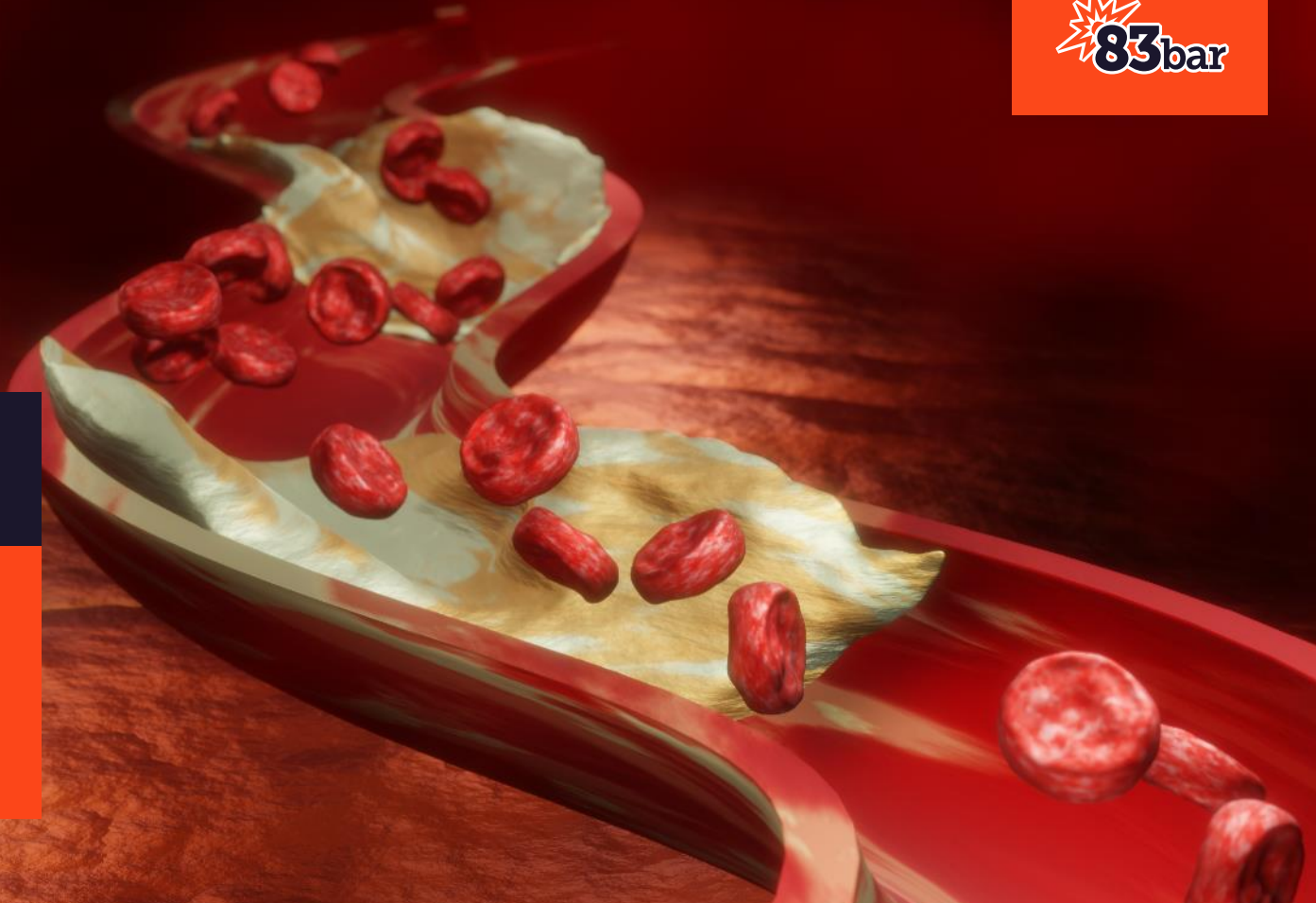


Market Report

Peripheral Artery Disease (PAD)



Objective

- Conduct market research to locate patients that have been diagnosed with or are experiencing symptoms of peripheral artery disease (PAD)
- Pre-qualify leads to participate in a PAD clinical trial
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

Key Metrics

- 118 total survey submissions
- 49 leads qualified for a PAD clinical trial

Definition of a Qualified Lead

- Male & Female, age 18+
- Within 50-mile radius of testing locations



Process

Creative Development

- To attract our target patients, two unique ad concepts were produced, with one CTA (call to action)
 - **Clinical Trial:** Clinical Trials for Peripheral Artery Disease
 - **Advance Treatment:** Help Advance Treatment for Peripheral Artery Disease

Facebook Ad Targeting

- Targeted men and women 18+ that live within a 50-mile radius of testing locations

Measure Results

- Determine CPL (cost per lead) for two concepts, qualified leads generated by each concept, and analysis of survey responses

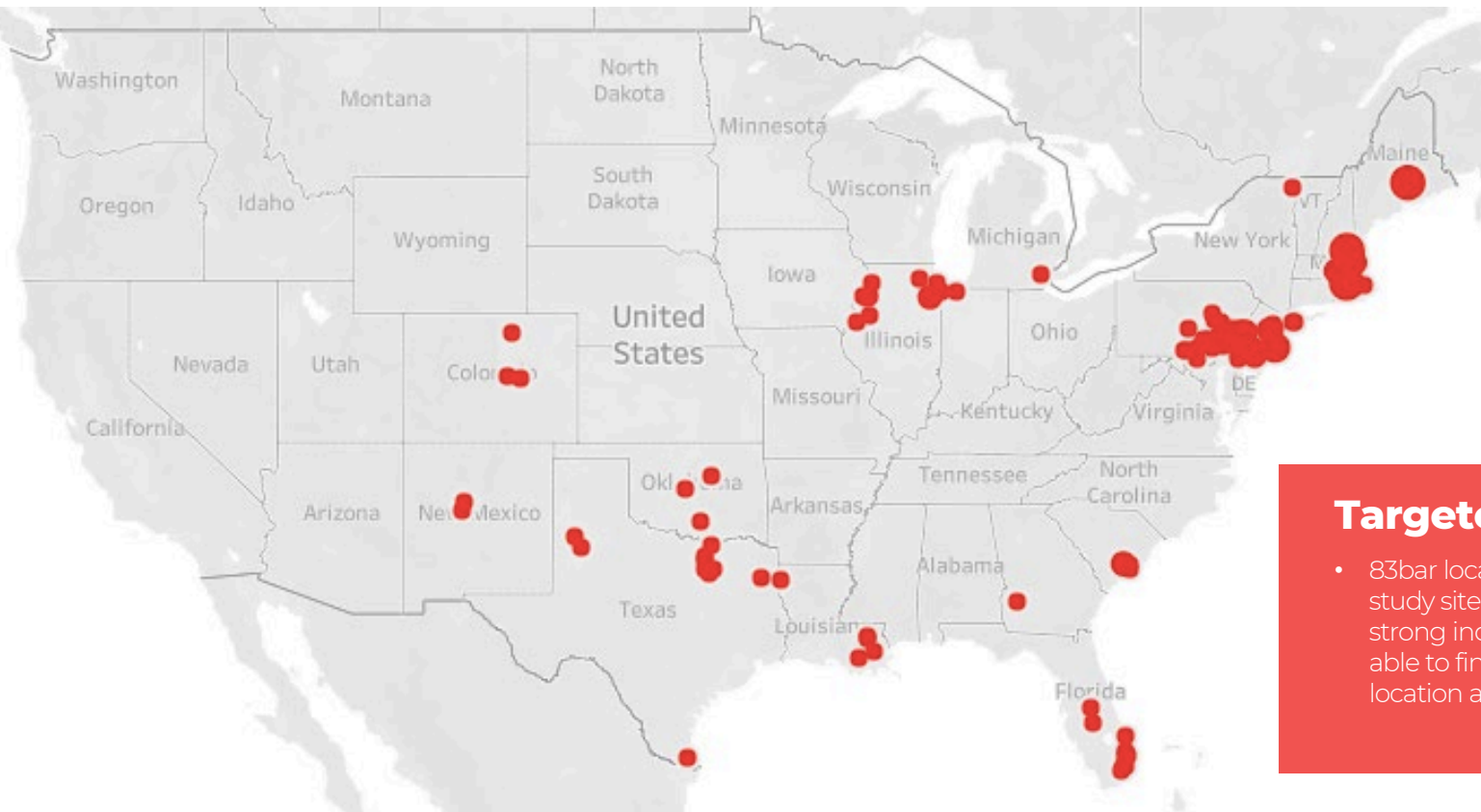
Results

Run Dates

- May 29 – 30, 2020

Acquisition Metrics

- 118 leads were found near the study site locations
- 14% of leads have a PAD diagnosis
- 42% of leads qualify for a PAD clinical trial based on previous diagnosis and/or symptoms



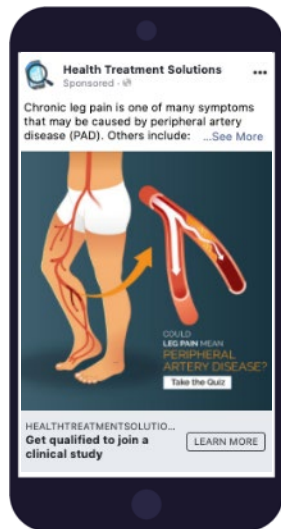
Targeted Locations

- 83bar located leads that live near study site locations. This is a strong indicator that we will be able to find leads near the site location at a comparable cost.

Attract patients who need treatment

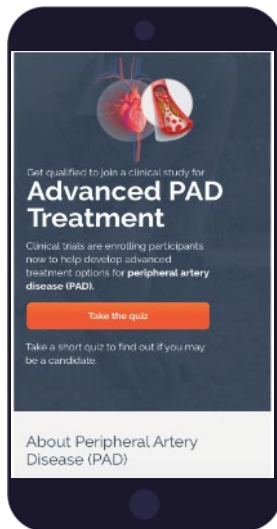
Optimized to ensure high consumer engagement

Social Media



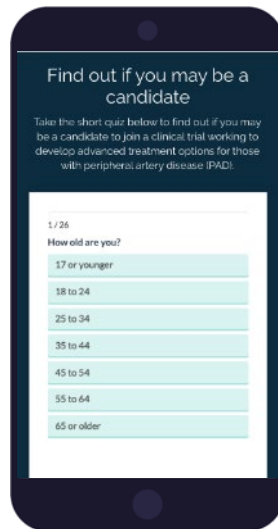
Attract

Landing Page



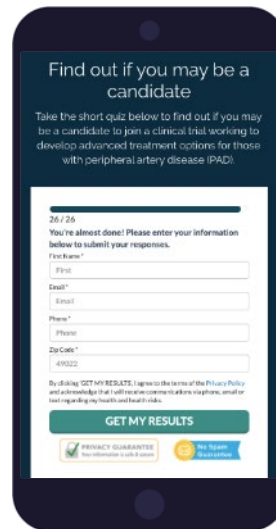
Engage

Symptoms



Qualify

Submit



Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed

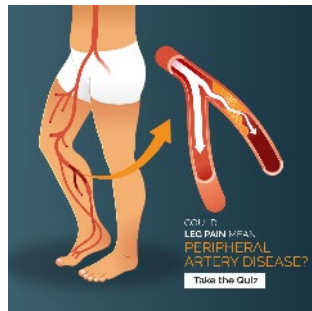


Optimize percentage of respondents who complete survey with engaging experience

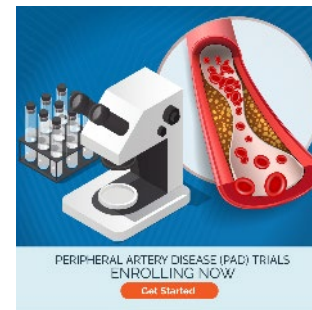
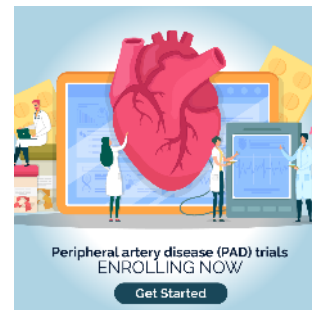
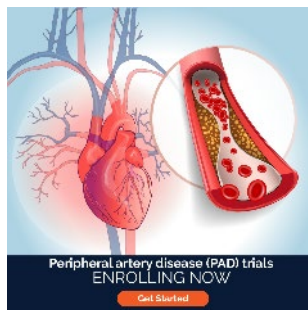
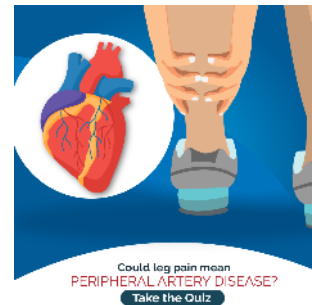
Process

- Developed six Facebook ads that point to one unique landing page with an embedded survey
- Six graphics were used with two ad copy variants and two in-graphic text variant
- One market research survey designed to connect with patients who peripheral artery disease symptoms
- One unique qualified thank you page with links to educational websites
- One unique not qualified thank you page

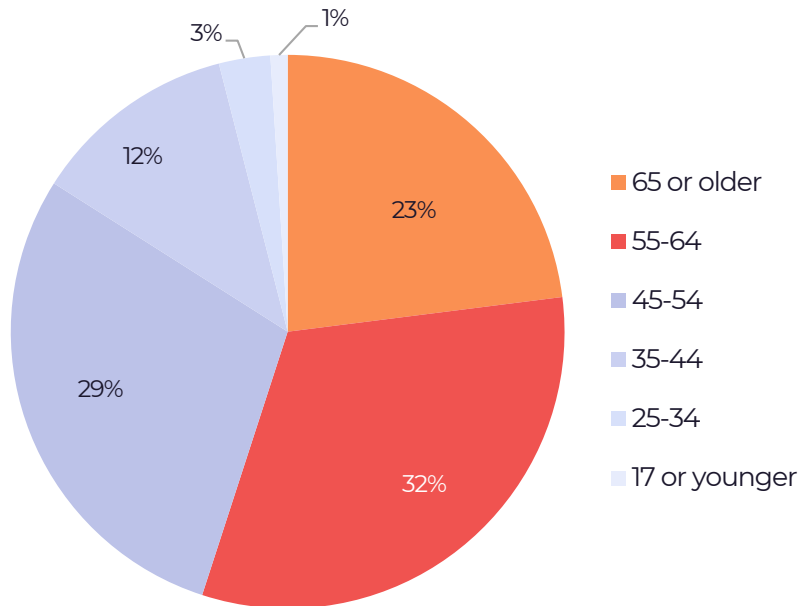
Image Assets Tested



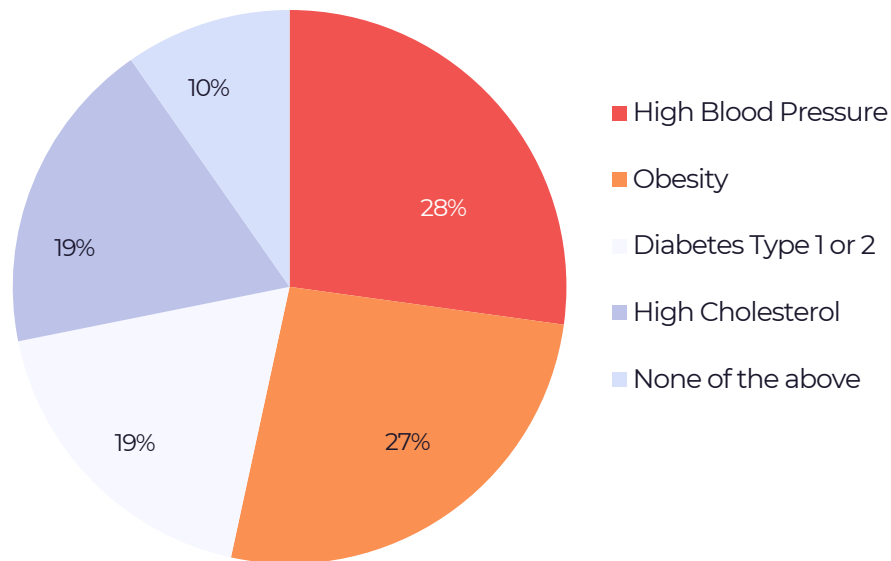
TOP PERFORMING IMAGE



What is your age range?

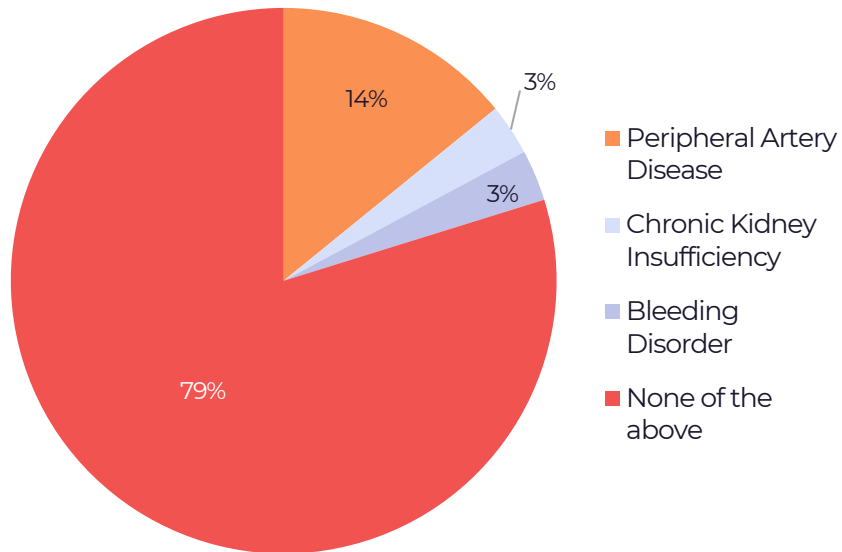


Have you been diagnosed with any of these conditions by a doctor? 1/2

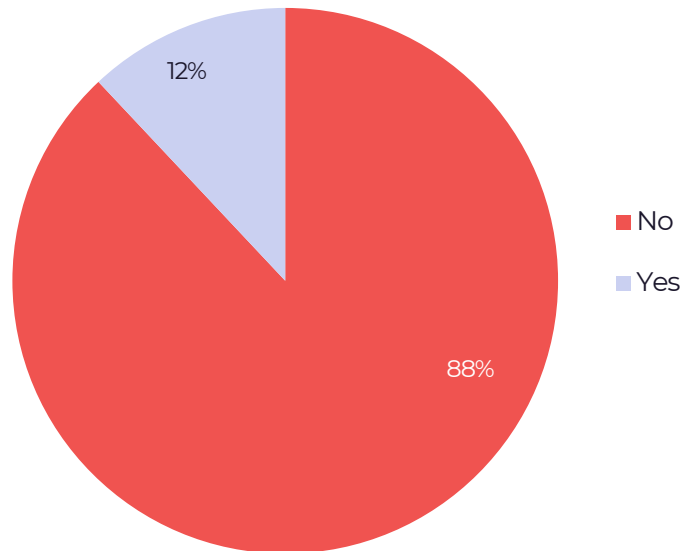


Note: Respondents younger than 18 were disqualified. 18 to 24 was listed as an option, but no respondents are in that age group.

Have you been diagnosed with any of these conditions by a doctor? 2/2

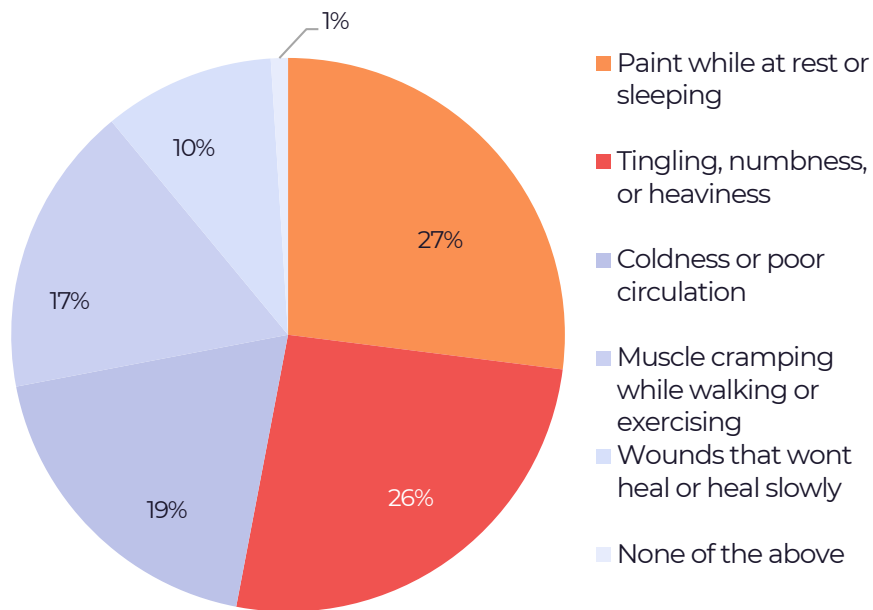


Was you PAD treated with stent or angioplasty?

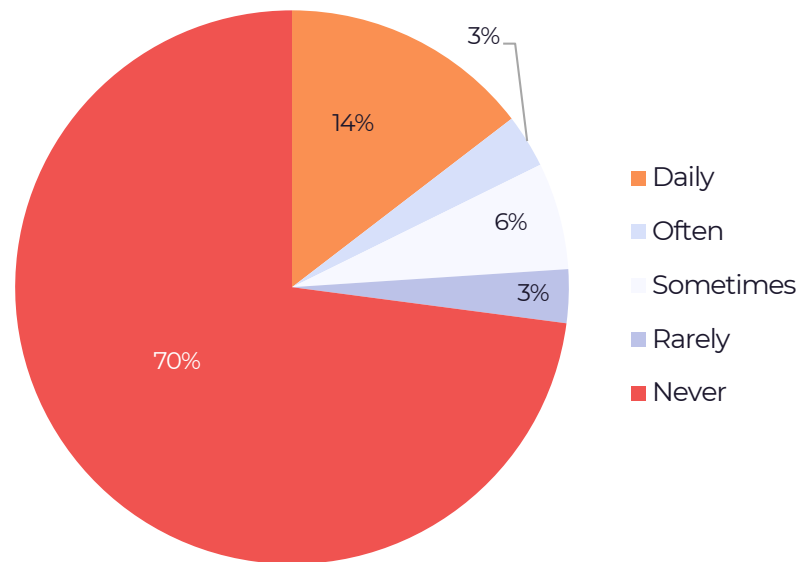


Note: Only respondents that said they have PAD were shown this question

Do you have any of the following symptoms in your legs or feet?

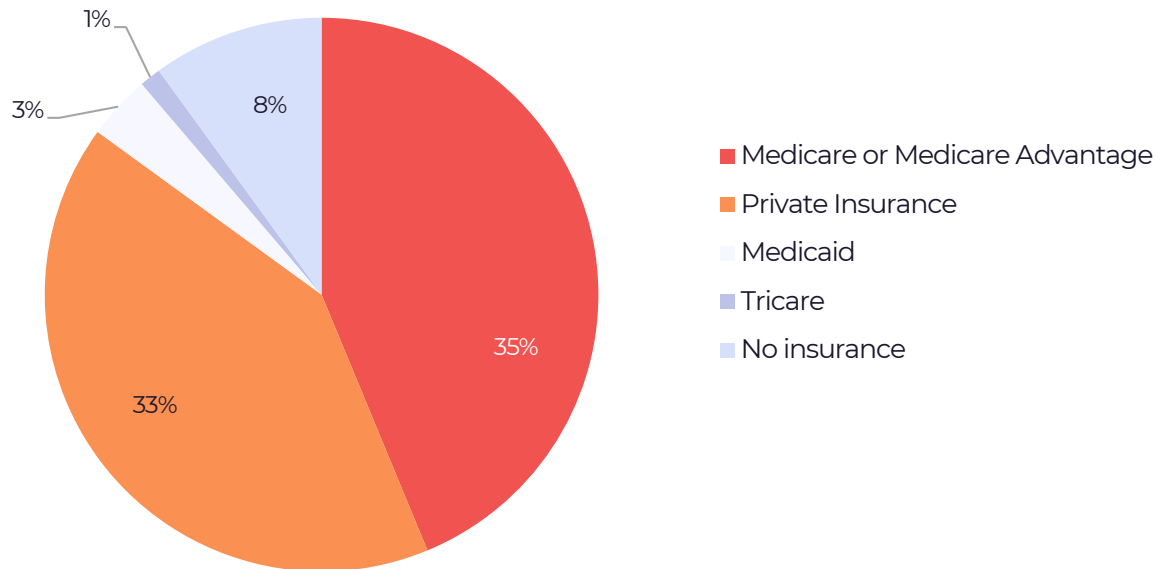


Do you smoke cigarettes or tobacco products?



Note: Only respondents that said they have PAD were shown this question

What type of insurance do you have?



Key Findings

- **Eight qualified leads have a peripheral artery disease (PAD) diagnosis.** Of these, only one has treated their PAD with a stent or angioplasty. All eight would consider changing doctors if they qualify for the study, and five would like to speak to a nurse to answer their questions about a PAD clinical study.
- **Ninety-nine leads do not have a PAD diagnosis but are experiencing symptoms.** Over half of the leads in this category are age 45 to 64. Fifty-four of these leads have high blood pressure, and 49 are considered obese. Seventy-eight experience pain in the legs and feet while at rest, tingling, numbness, and heaviness.
- **33% of all qualified leads have private insurance.** 35% have Medicare, 23 % have Medicaid, and 1% had TriCare. Only 8% do not have insurance.
- **32% of all qualified leads are age 55 to 64.** 29% are age 45 to 54 and 23% are over 65.

Recommendations

- Due to the specificity of the prescribing criteria, 83bar's Call Center should be utilized to further qualify leads. Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with patient population



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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