

A large, 3D molecular model of a protein or virus, rendered in shades of blue and purple. The structure is highly textured and complex, with many protrusions and indentations. It is centered in the upper half of the image, with several smaller, similar structures scattered around it against a dark blue background.

Market Report

Peripheral T-Cell Lymphoma & Transformed Mycosis Fungoides

Objective

- Conduct market research to find eligible participants for clinical trial in relapsed/refractory (R/R) Peripheral T-Cell Lymphoma (PTCL) and transformed mycosis fungoides (TMF)
- Determine the number of people online who are suffering from these subtypes of lymphoma, who meet specific eligibility requirements, and are willing to join a study
- 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

- Males & Females ages 18+ who have been diagnosed with PTCL or TMF, have refractory or relapsed disease, do not have other specific subtypes of lymphoma (per protocol), and meet other protocol-driven criteria



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 Rare Lymphoma Subtypes
 - **Advance Treatment:** Help Advance Treatment for Rare Lymphoma Subtypes.

Facebook Ad Targeting

- Target males and females in the United States, age 18+, via paid Facebook newsfeed ads (nationwide based on their willingness to travel for treatment)

Geo-Target

- United States (Nationwide)

Results

Run Dates

- August 15th – 19th, 2019

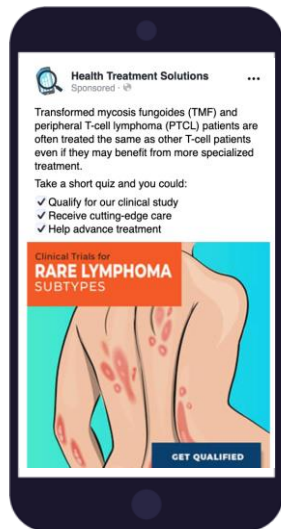
Acquisition Metrics

- Nationwide ad spend
- 26 total leads (a.k.a. survey completions)
- 2 leads were diagnosed
- 1 lead was qualified (based off protocol criteria; diagnosed with TMF)

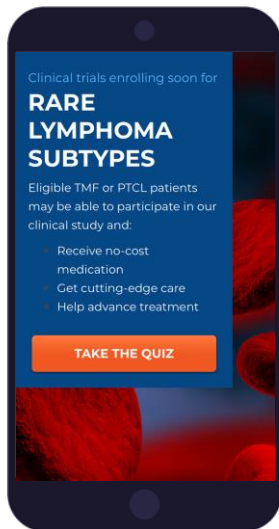
Attract patients who need treatment

Optimized to ensure high consumer engagement

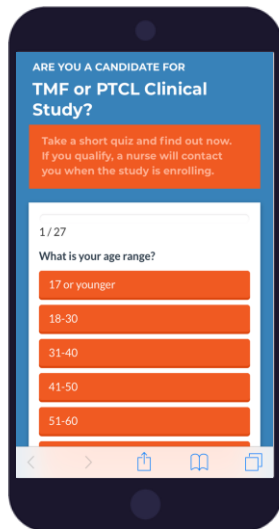
Social Media



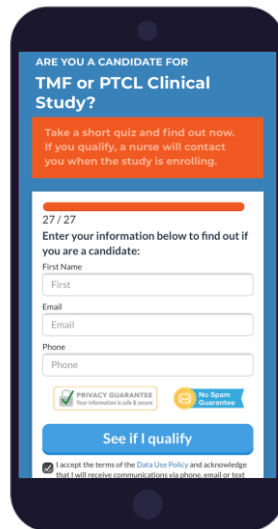
Landing Page



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

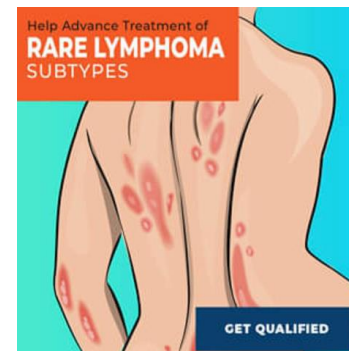
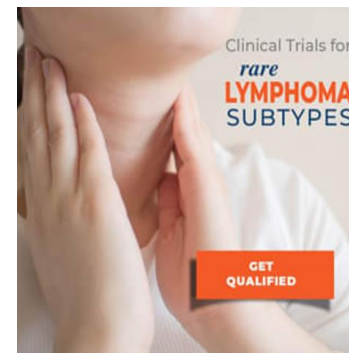
Qualify

Collect

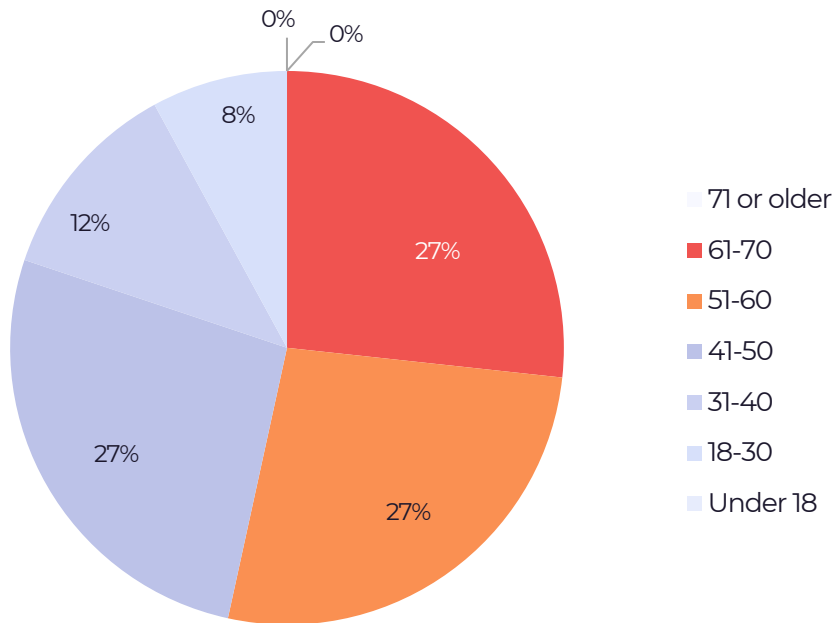
Process

- Developed two creative concepts to generate demand: Clinical Trial, Advance Treatment
- Each concept included four unique images and one CTA (call to action)
- The CTA encouraged users to get qualified by taking the quiz to see if they meet eligibility requirements for trial
- Leveraged Facebook's algorithm to optimize ad delivery based on highest conversion rate
- Determined winning concept based on which one produced the most survey responses
- Used different medically oriented images that highlight symptoms of TMF and PTCL to see which resonated strongest with patient

Image Assets Tested



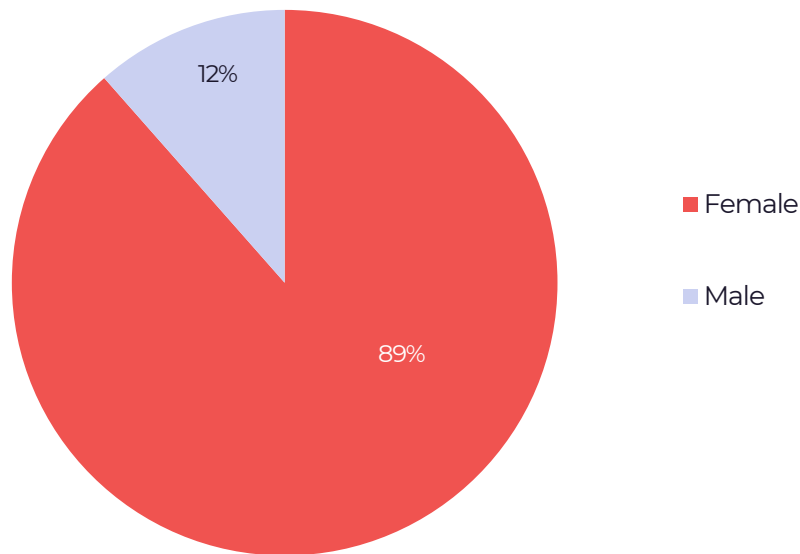
What is your age range?



Key Findings

- Captures responses from all leads
- **81% are between 41-70 years old**, equally split between 41-50, 51-60, and 61-70 subgroups

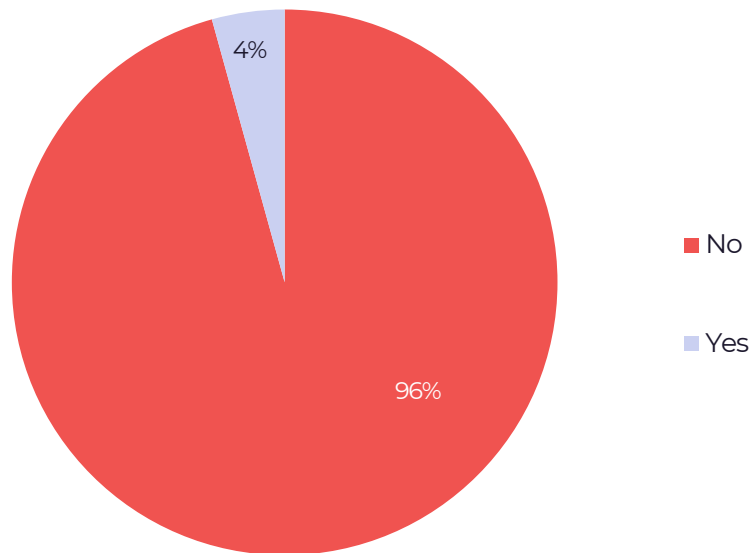
What is your gender?



Key Findings

- Captures responses from all leads
- >85% of respondents are female
- Research has found that TMF and PTCL are slightly more common in men than women*
- **Of the 3 male responses, 1 survey (33%) was filled out by a female on the male's behalf**
- 83bar experience shows that in most households, **the 45-60-year-old female is often making decisions for herself, her spouse, and/or her loved ones**
- Opportunity to target messaging to female caregivers to fill out on male patients' behalf

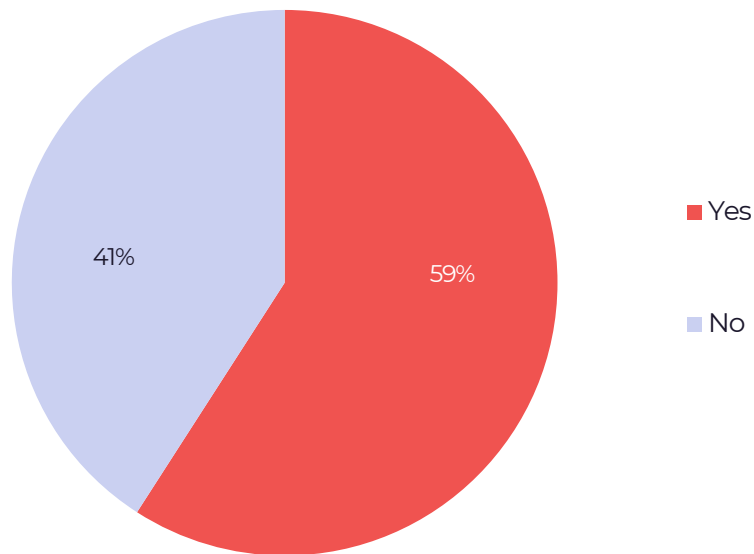
Are you pregnant, breastfeeding, or planning to become pregnant?



Key Findings

- Captures responses from all females
- **Only 4% of respondents indicated they are pregnant, breastfeeding, or planning to become pregnant** (an exclusion based on protocol)

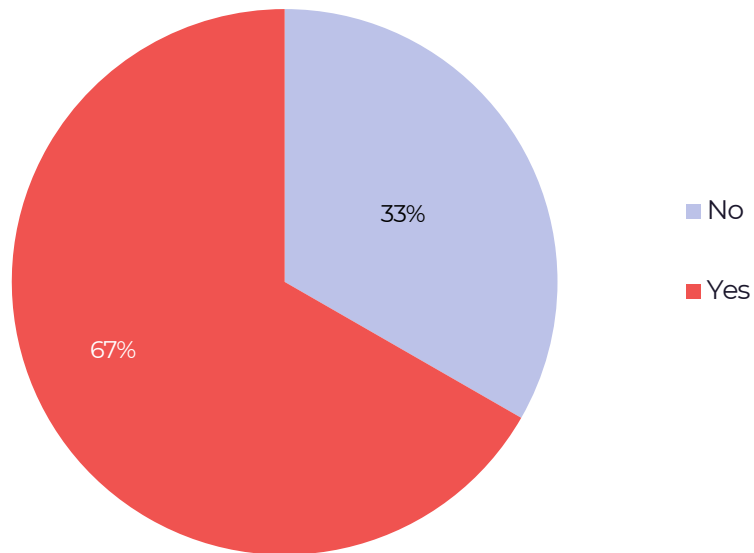
Are you willing to use a highly effective method of contraception from 14 days prior to first dose, during, and 60 days after the last dose of study drug?



Key Findings

- Captures responses from all females who are not pregnant or not planning to become pregnant
- Slightly over half are willing to use contraception before, during, and after trial
- Although over half were willing, there seems to be a strong concern about using contraception (41% unwilling), which may be a large factor in participation
- Those unwilling to use contraception were disqualified

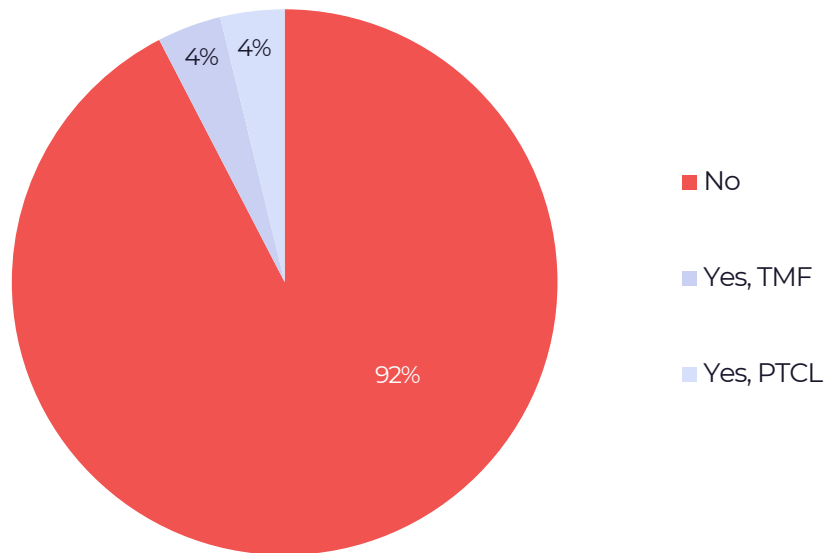
Have you had a vasectomy or are you willing to use a highly effective method of contraception prior, during, and 60 days after the last dose of study drug?



Key Findings

- Captures responses from all males
- The majority of male respondents have had a vasectomy or are willing to use contraception before, during, and after trial
- Those unwilling were disqualified

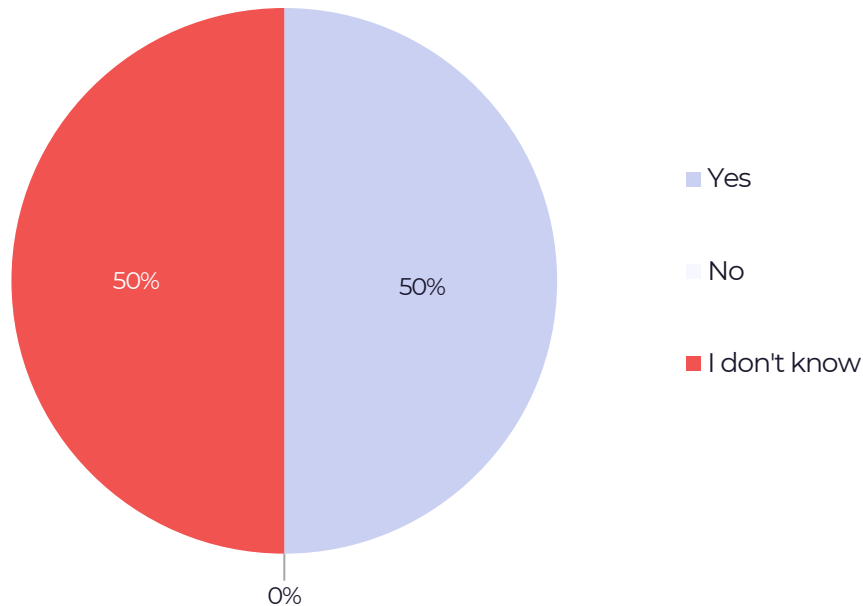
Have you been diagnosed with either peripheral T-cell lymphoma (PTCL) or transformed mycosis fungoides (TMF)?



Key Findings

- Captures responses from all leads
- The majority of respondents have not been diagnosed with TMF & PTCL
- Of the one respondent diagnosed with PTCL, they said they were unsure what subtype they were diagnosed with; patient's may not be familiar with the specific names and may need to consult with doctor to confirm

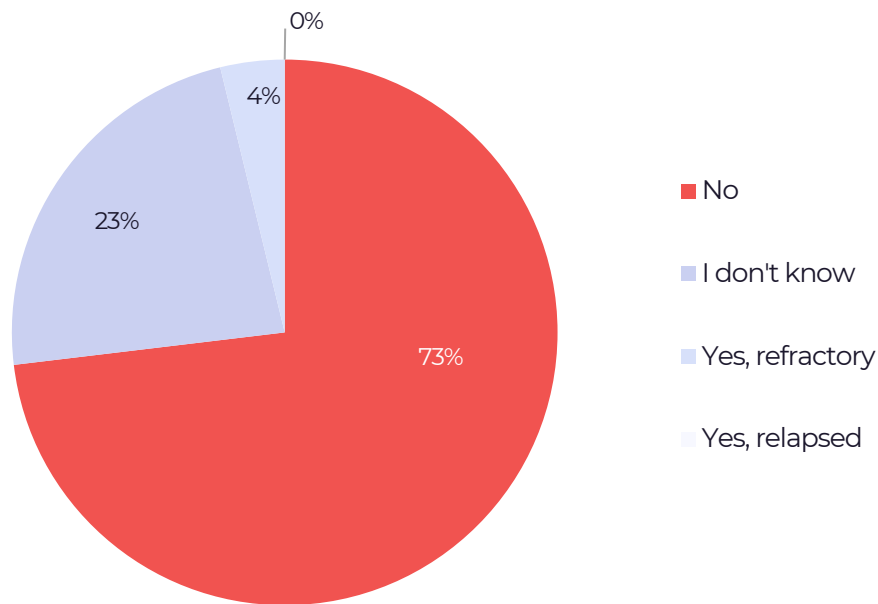
Have you received at least 1 prior line of systemic therapy?



Key Findings

- Captures responses from those who have been diagnosed with PTCL or TMF
- **Of the 2 respondents who have been diagnosed, 1 of them has had at least one prior line of systemic therapy, and the other was unsure**

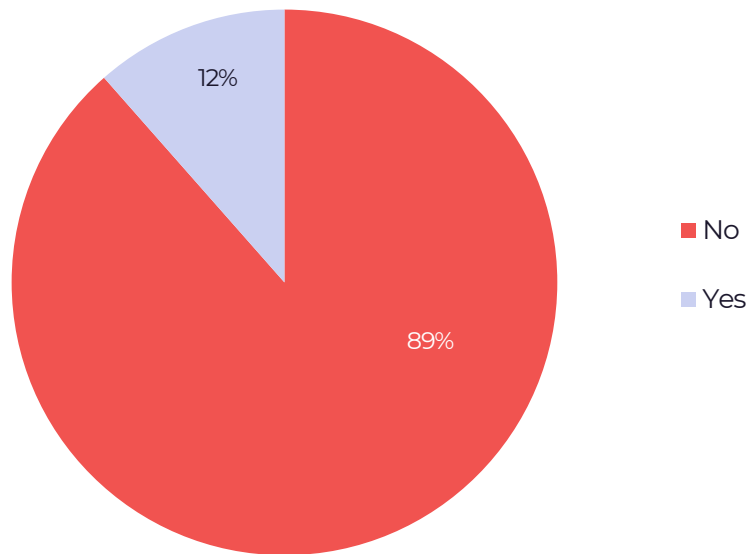
Were you told whether you have relapsed or refractory disease?



Key Findings

- Captures responses from all leads
- 1 respondent has been diagnosed with refractory disease, and 6 were unsure
- The 6 that are unsure may have this disease, but are not familiar with the terminology
- The patient with PTCL stated they do not have relapsed or refractory disease

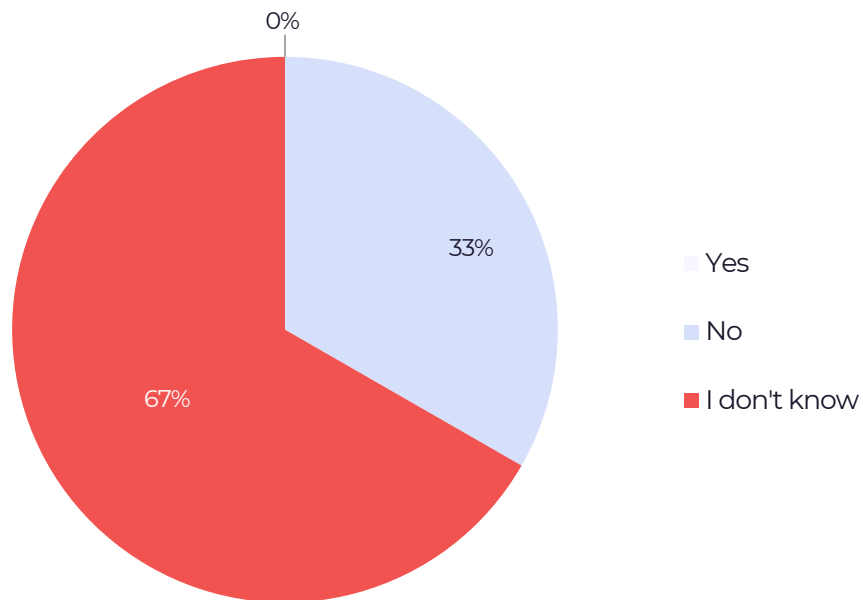
Have you been told whether you have systemic anaplastic large cell lymphoma (ALCL)?



Key Findings

- Captures responses from all leads
- The majority of respondents do not have systemic ALCL
- Ability to capture eligible patients based off of a **“no ALCL”** diagnosis

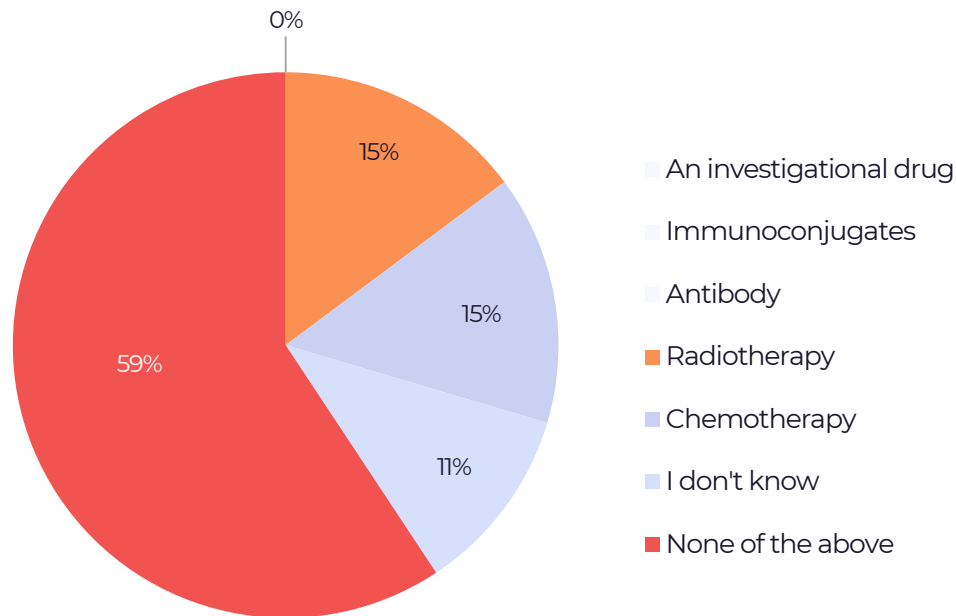
Have you failed or been intolerant to brentuximab vedotin (Adcetris)?



Key Findings

- Captures responses from those who have systemic ALCL
- The majority of respondents are unsure whether they have failed brentuximab vedotin, so were not disqualified based on this answer
- **33% of those with systemic ALCL were disqualified** because they have not failed brentuximab vedotin (1 respondent)

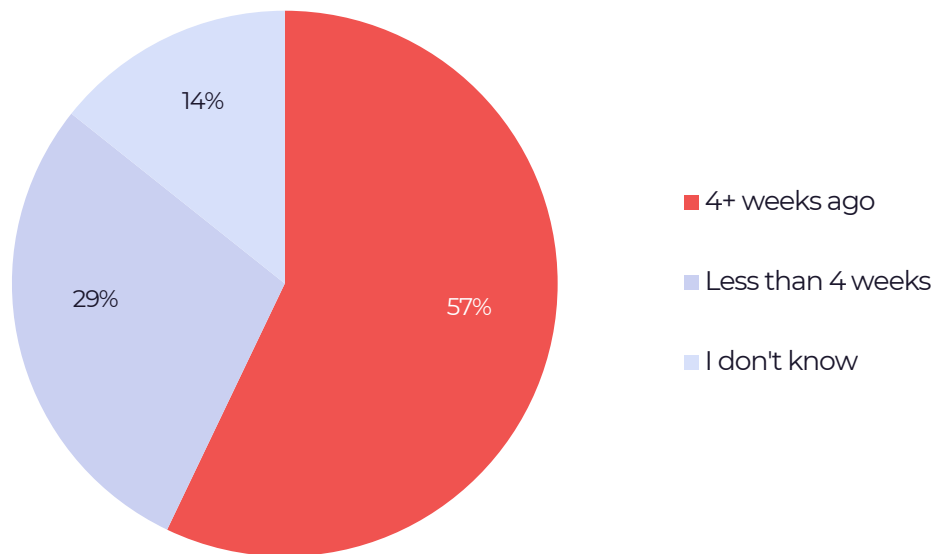
Have you been treated with any of the following?



Key Findings

- Captures responses from all leads
- Over half of respondents have not been treated with any of the ones listed
- **11% were unsure if they have been treated with any of the treatments listed**
- The most common treatment is radiotherapy or chemotherapy

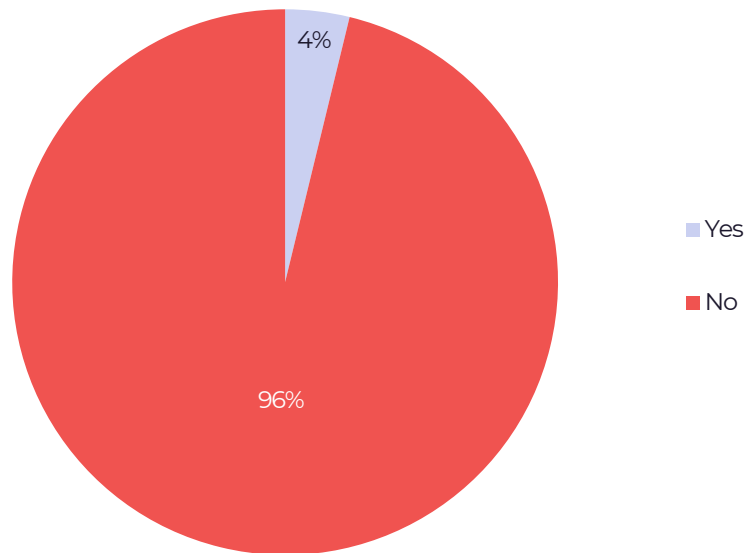
How long ago did this treatment end?



Key Findings

- Captures responses from those who have had chemotherapy or radiotherapy (based on previous question)
- The majority of respondents have finished this treatment 4+ weeks ago
- 29% have finished less than 4 weeks ago, but this did not disqualify as the 4 weeks may elapse by the time they are enrolled

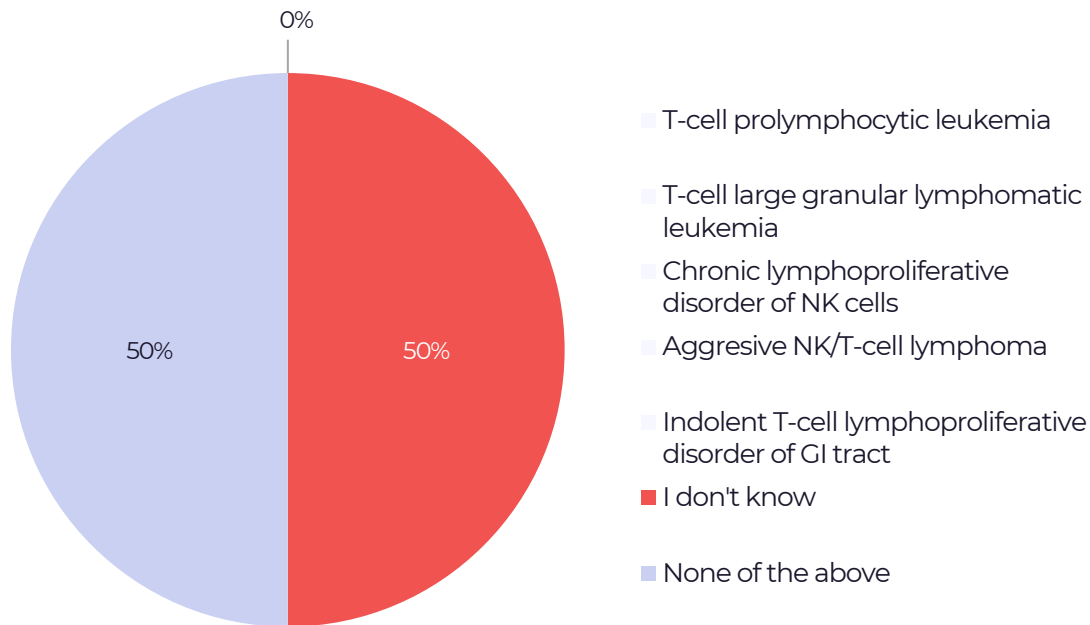
Have you had a stem cell transplantation?



Key Findings

- Captures responses from all leads
- Almost all respondents have never had a stem cell transplant
- **Of the one who did, their transplant occurred 3+ months ago, allowing them to still qualify based on this criteria**

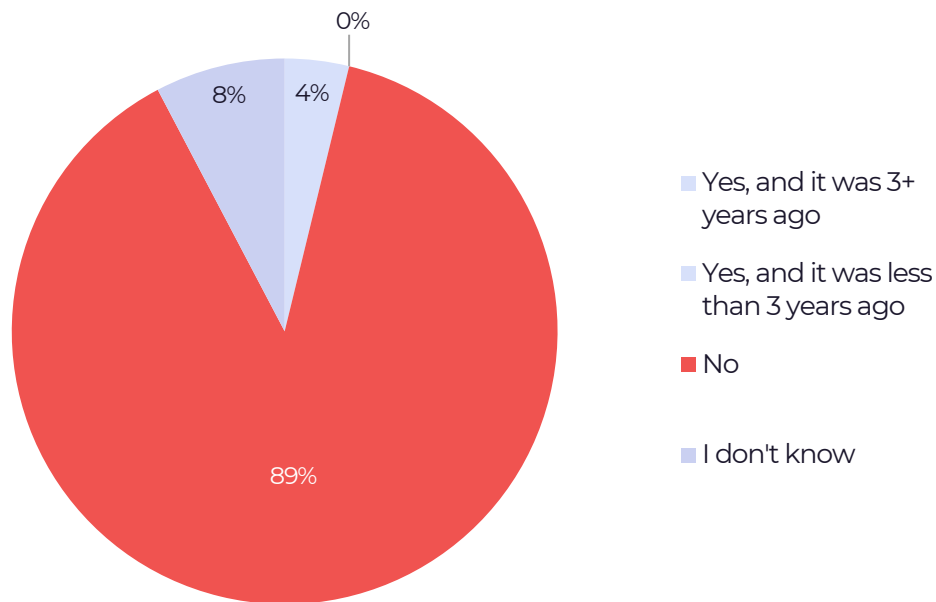
Do you have any of the following subtypes of lymphoma?



Key Findings

- Captures responses of all leads
- Half of respondents do not have any of the following subtypes of lymphoma and half are unsure, allowing 100% of respondents to qualify based on this question
- Respondents do not seem to be aware of or are not confident in knowing which subtypes they do/do not have

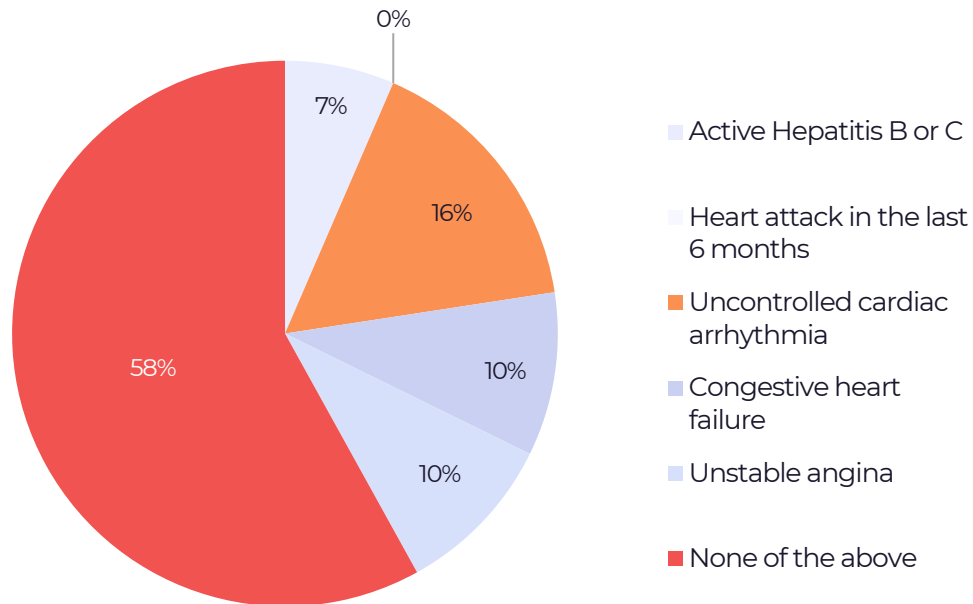
Have you had an allogeneic tissue hematopoietic cell/solid organ transplant?



Key Findings

- Captures responses from all leads
- Almost 90% of respondents have never had a hematopoietic cell/solid organ transplant
- **Of the one respondent who indicated they have had the transplant; they were unsure whether there were any signs or symptoms of graft versus host disease**

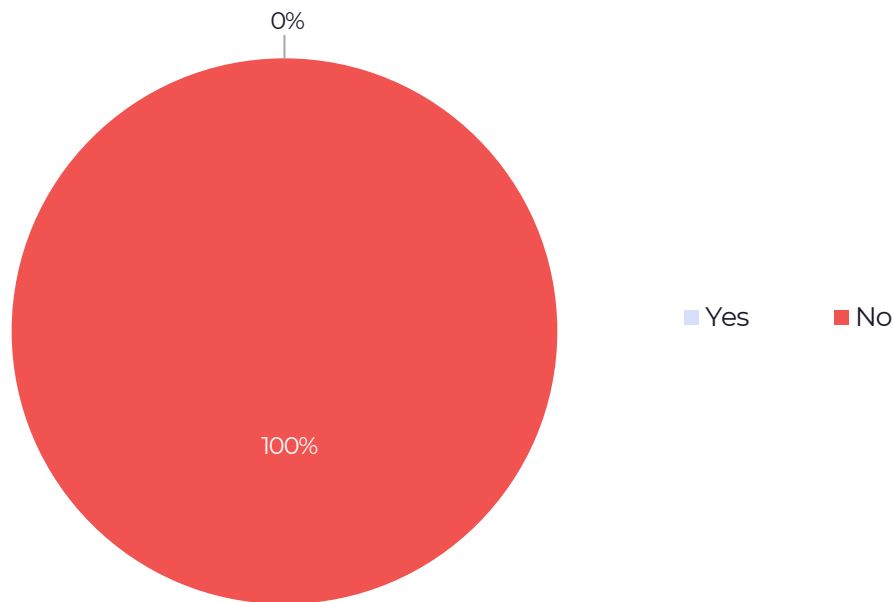
Do you have any of the following?



Key Findings

- Captures responses from all leads
- Majority of leads qualified based off this criteria because they do not have any of the following conditions
- The most common disqualification for this question is uncontrolled cardiac arrhythmia (16%)

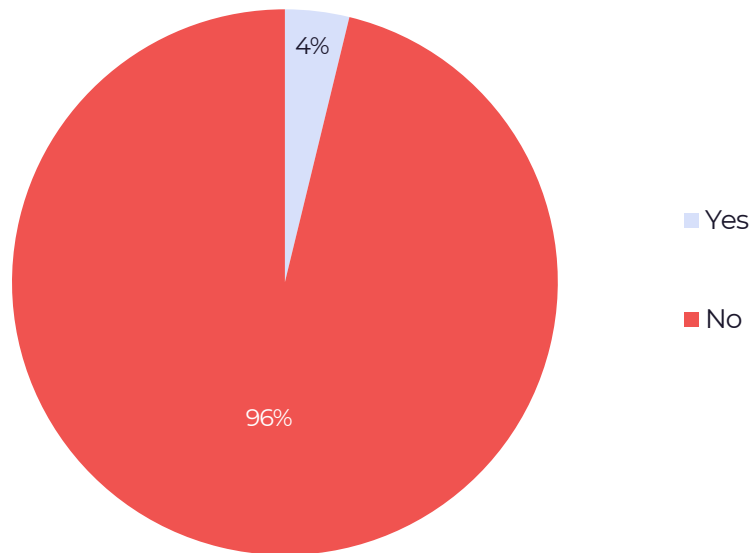
Do you have a known history of HIV (human immunodeficiency virus)?



Key Findings

- Captures responses from all leads
- **All** respondents stated they do not have a known history of HIV
- Ability to find qualified patients based off this criteria

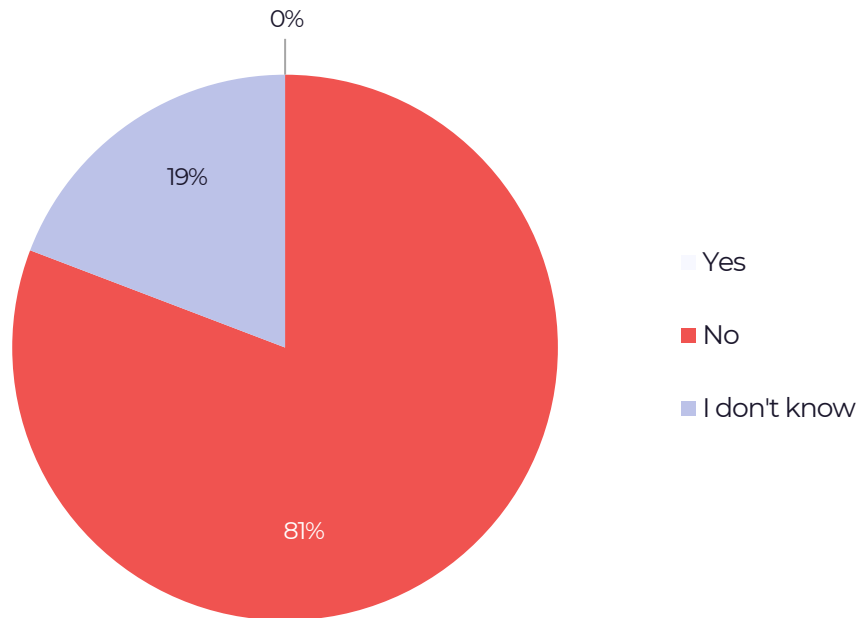
Do you have any other active malignancy (cancer)?



Key Findings

- Captures responses from all leads
- All but 1 respondent stated they do not have any other known cancer
- The lead who stated they did, does not have cervical intra-epithelial neoplasia or non-melanoma skin cancer, so they disqualified

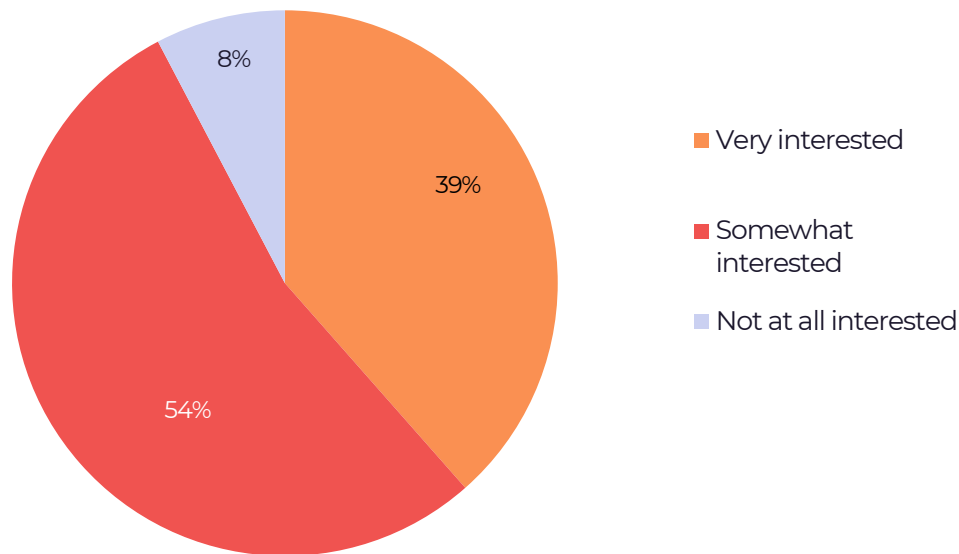
Have you received prior treatment with AFM13?



Key Findings

- Captures responses from all leads
- The majority of respondents have never received treatment with AFM13
- Almost 20% indicated they are not sure; patients may not have a strong knowledge of drug

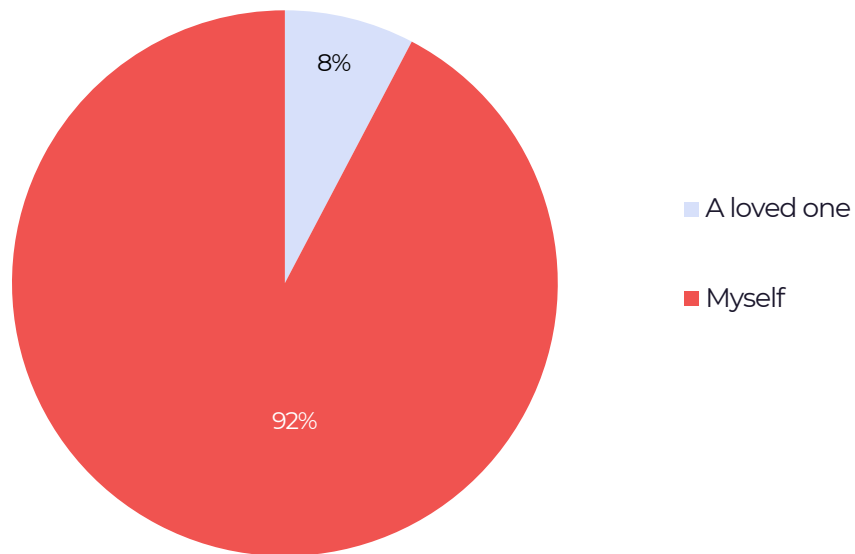
How interested would you be in participating in a clinical trial evaluating the safety and effectiveness of the study drug AFM13?



Key Findings

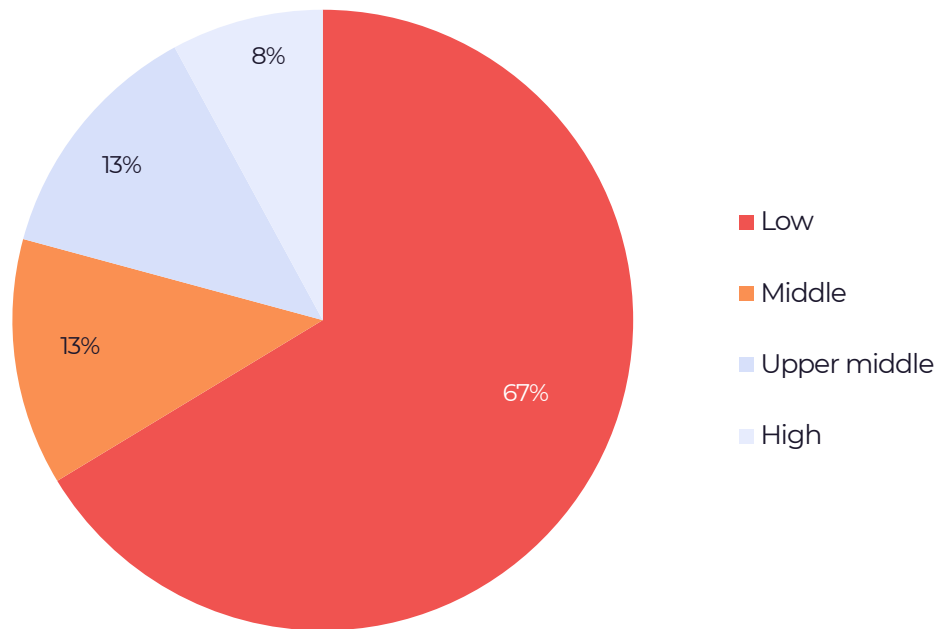
- Captures responses from all leads
- **92%** of all respondents are either somewhat or **very** interested in participating in a trial
- Ability to find several high intent patients looking for a new option, or those that may be open to it

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



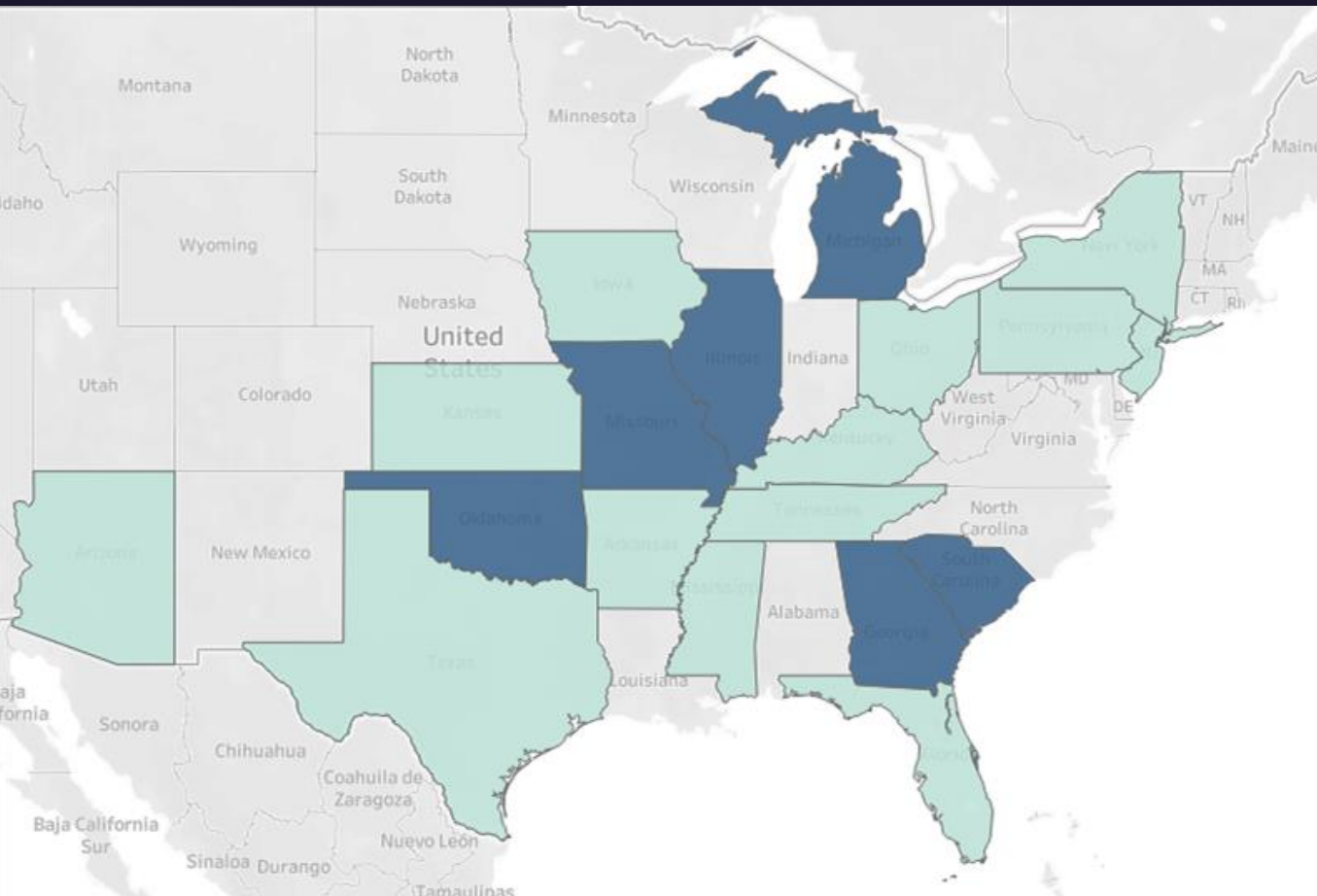
Key Findings

- Captures responses from all leads
- **92%** of all respondents are taking the quiz for themselves
- A small portion (8%) are taking for a loved one
- Ability to reach target market as well as their caregivers



Wealth Score of 26 leads

The Financial Ability Score is based on a number of factors and assess the prospective patient's ability to afford the cost of treatment, device or medication. It may also affect the patient's ability to travel to a treatment center.



Targeted Locations

- While we targeted nationwide, the highlighted states are the locations where the leads came from.
- Location is based off the lead's area code. Regions were not captured for this pressure test but would be captured in a full campaign.

■ 1 lead each ■ 2 leads each



Profile

- Female / Age 41-50
- Not pregnant, breastfeeding, or planning to become pregnant
- Willing to use contraception

Lead has the following qualified criteria

- Diagnosed with TMF
- Have received at least 1 prior line of systemic therapy
- Has refractory disease
- Does not have systemic ALCL
- Has had chemotherapy and radiotherapy
- Has not had stem cell transplantation
- Does not have any of the exclusionary subtypes of Lymphoma
- Has not had an allogenic tissue hematopoietic cell/solid organ transplant
- Does not have any of the following exclusionary
- Does not have known HIV
- Does not have any other cancer
- Is unsure if they have previously been treated with AFM13
- Somewhat interested in participating in trial

Conclusions

- Based on click-through-rate of our ads (1.87%) and survey completions, we proved 83bar's ability to attract lymphoma audience, and found 2 patients that have been diagnosed with PTCL or TMF in a 4 day period, and 1 (TMF) that meets study criteria listed in survey.
- Majority of respondents have a low financial ability score. They may be seeking free medication because they may not be able to afford medication/treatment based on their insurance (or lack of).
- Based on survey responses, majority of leads are unsure about at least one of the questions asked in the quiz (based off protocol). They are not confident they know the answer and should further discuss with our call center or site to determine eligibility and be further educated. They may also be diagnosed with PTCL or TMF and not be familiar with the terminology.
- Lymphoma is not one-size fits all, and affects people in different ways. The majority of survey respondents are in dire need of a new treatment option, and almost all are interested in a clinical trial; they are high intent leads willing to take the next steps.
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Competitive CPL
 - Ad concepts emotionally connect with lymphoma patients through creative messaging
 - Ad concepts attract the correct patient population



For more information visit
www.83bar.com

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