

Market Report

**Recurrent
Yeast
Infection**

Objective

- Conduct market research to locate patients with recurrent yeast infections, gauge their interest in participating in a clinical study, and determine their eligibility to participate
- Utilize Facebook ads to attract patients and direct them to a dedicated landing page and survey

Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Number of qualified leads per region
- Survey data

Definition of a Qualified Lead

- Women age 18+ who have documented recurrent yeast infections
- A recurrent yeast infection is defined as three or more episodes in the last 12 months
- The diagnosis must be confirmed via a laboratory analysis of their discharge
- Patients that are using birth control or who have had a tubal ligation must have used birth control or had the procedure more than 90 days ago
- Patients must be willing to use two forms of birth control for the duration of the trial

Inclusion / Exclusion Criteria

- Patients must have an active yeast infection at the time of enrollment and cannot also be experiencing bacterial vaginosis
- Patients are excluded if they have a history of or are currently experiencing cervical cancer, STI, STD, major organ system disease, or poorly controlled diabetes
- Patients are excluded if they recently used topical or systemic antifungal, antibacterial drugs, or corticosteroids
- Patients cannot be pregnant

Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target women who have experienced recurrent yeast infections

Facebook Ad Targeting

- Women / Age 18+

Geo-Targets +20 Mile Radius

- Englewood, Colorado
- Groton, Connecticut
- Loxahatchee, Florida
- Boca Raton, Florida
- Mokena, Illinois
- Saginaw, Michigan
- Austin, Texas
- Katy, Texas

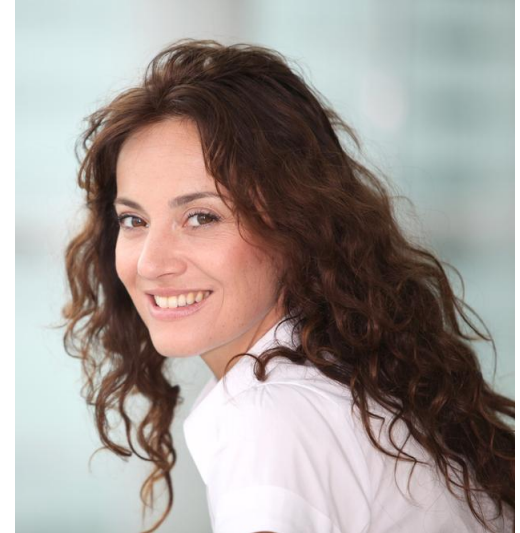
Results

Run Dates

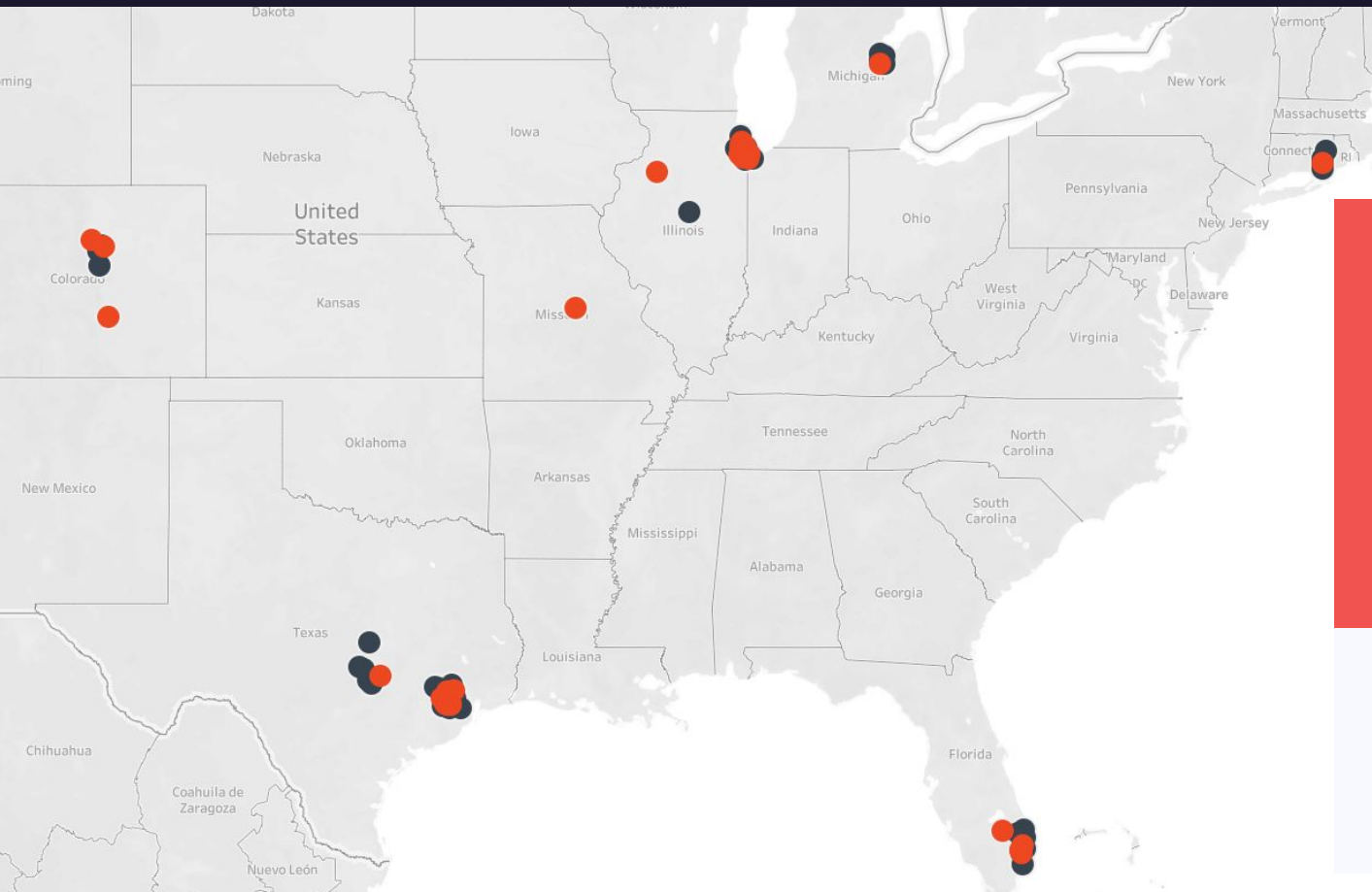
- September 16 – 19, 2019

Acquisition Metrics

- 98 total survey submissions
- 37 qualified leads from the following areas:
 - Englewood (6 leads / 3 qualified)
 - Groton (6 leads / 1 qualified)
 - Loxahatchee (4 leads / 1 qualified)
 - Boca Raton (7 leads / 4 qualified)
 - Mokena (32 leads / 15 qualified)
 - Saginaw (6 leads / 1 qualified)
 - Austin (5 leads / 1 qualified)
 - Katy (32 leads / 11 qualified)



Location of Respondents



Targeted Locations

- Englewood, Colorado
- Groton, Connecticut
- Loxahatchee, Florida
- Boca Raton, Florida (2 sites)
- Mokena, Illinois
- Saginaw, Michigan
- Austin, Texas
- Katy, Texas

■ Qualified ■ Not Qualified

**The qualified lead located in Missouri viewed an ad that ran in Mokena, IL. Most likely this lead is visiting Illinois but lives in Missouri.*

Attract patients who need treatment

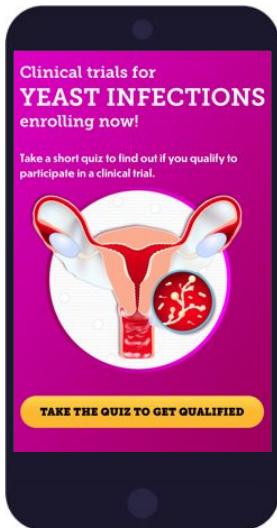
Optimized to ensure high consumer engagement

Social Media



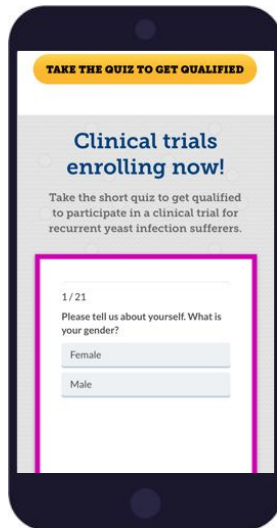
Attract

Landing Page



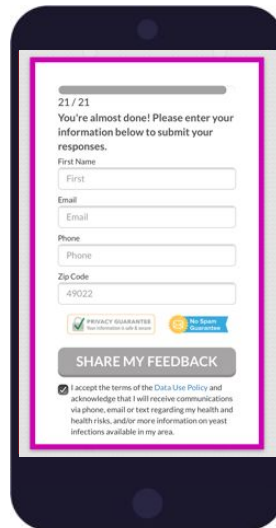
Engage

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

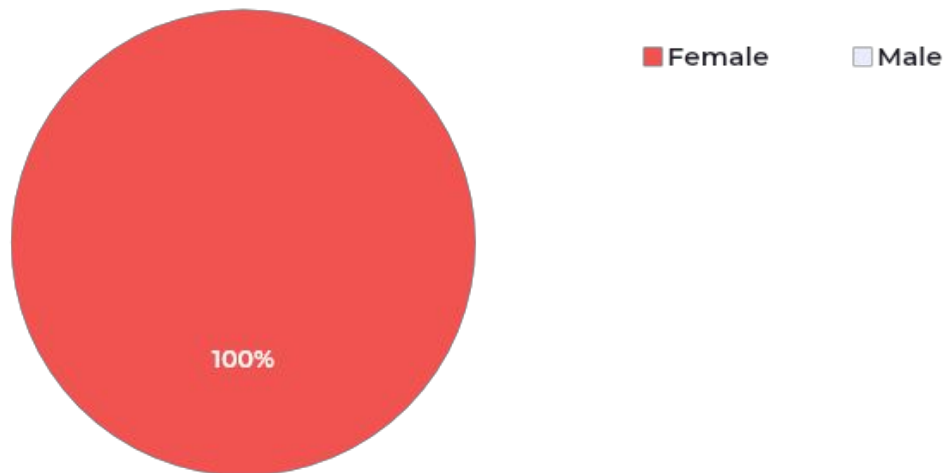
Process

- Two Facebook ads that point to one unique landing page with an embedded survey
- One market research survey designed to connect with patients who have recurrent yeast infections and gauge their interest in participating in a clinical study as well as determine their eligibility to participate
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page with links to educational websites

Image Assets Tested



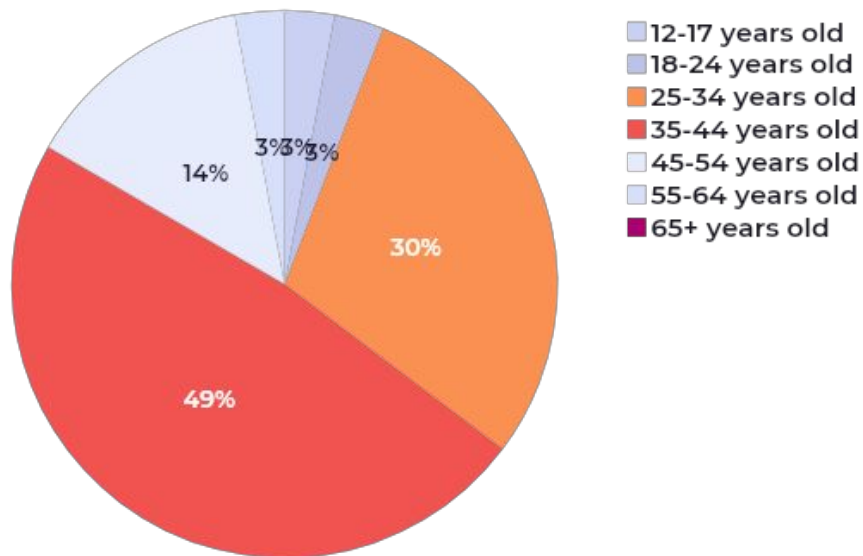
Please tell us a little about yourself. What is your gender?



Key Findings

- The graph depicts responses from all qualified leads (**37 respondents**)
- All respondents are female

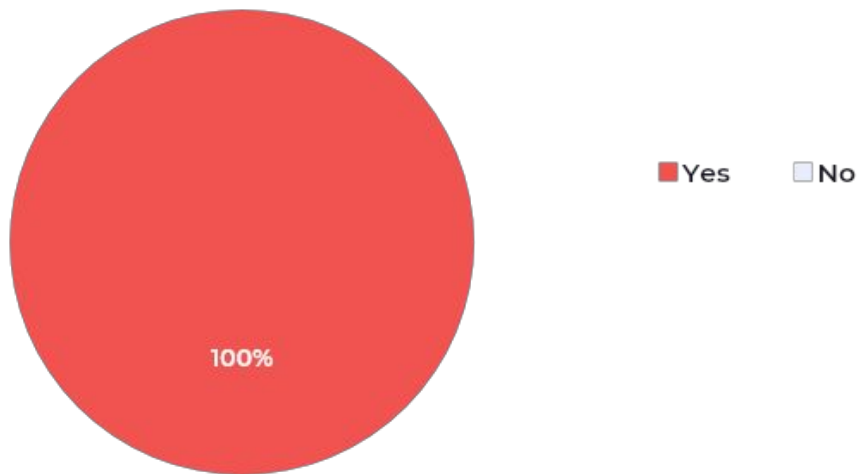
How old are you?



Key Findings

- The graph depicts responses from all qualified leads (**37 respondents**)
- The vast majority of leads (79%) are 25 to 44 years old

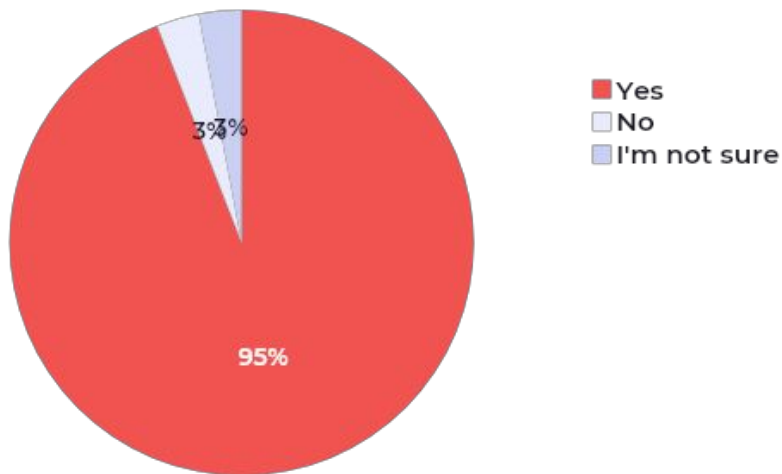
Has your doctor treated you for a recurrent yeast infection in the last 12 months?



Key Findings

- The graph depicts responses from all qualified leads (**37 respondents**)
- A recent medically documented recurrent yeast infection is part of the inclusion criteria; therefore, 100% of qualified leads have seen a doctor in the last 12 months.
- 87% of the 98 total survey respondents have been treated by their doctor for a recurrent yeast infection in the last 12 months.

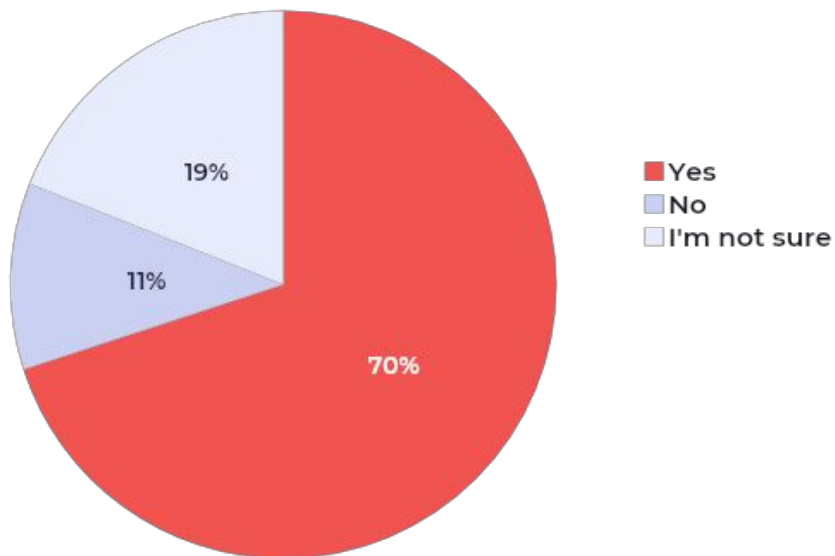
Did your doctor confirm your diagnosis with a sample of your discharge?



Key Findings

- The graph depicts responses from respondents that answered “yes” to question 3
- 95% of all qualified leads, 35 leads said their doctor confirmed their diagnosis with a sample of their discharge

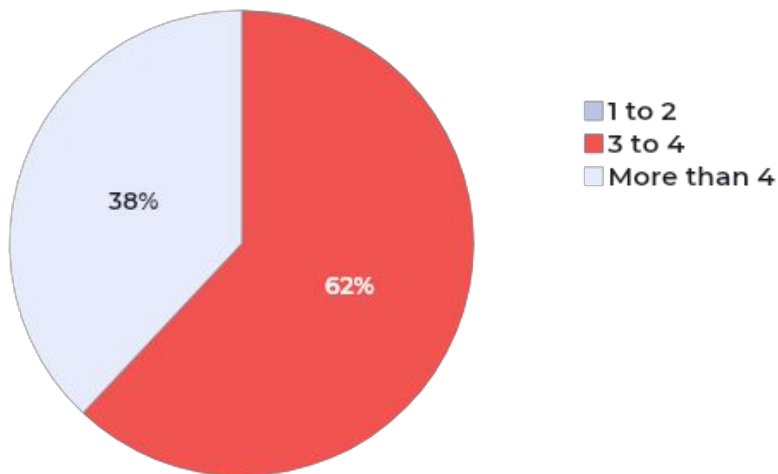
Did your doctor also diagnose you with bacterial vaginosis?



Key Findings

- The graph depicts responses from respondents that answered “yes” to question 3
- 70% of qualified leads, 26 respondents report having a bacterial vaginosis diagnosis
- Per the inclusion criteria, respondents with bacterial vaginosis might not be eligible to participate in a clinical study if their BV symptoms have not subsided by the time of enrolment

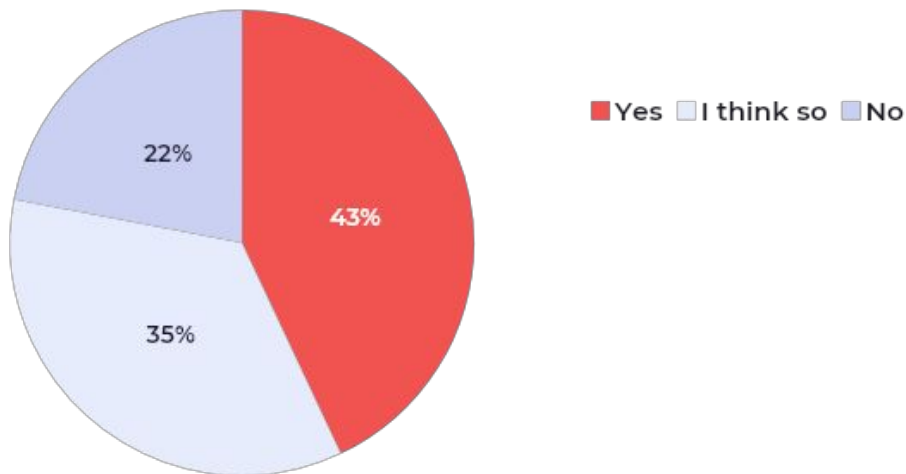
How many vaginal yeast infections have you experienced in the last 12 months?



Key Findings

- The graph depicts responses from all qualified leads (**37 respondents**)
- A recurrent yeast infection is defined as three or more episodes in a 12 month period
- 62% of qualified leads, 23 respondents report having experienced three to four recurrent yeast infections in the last 12 months

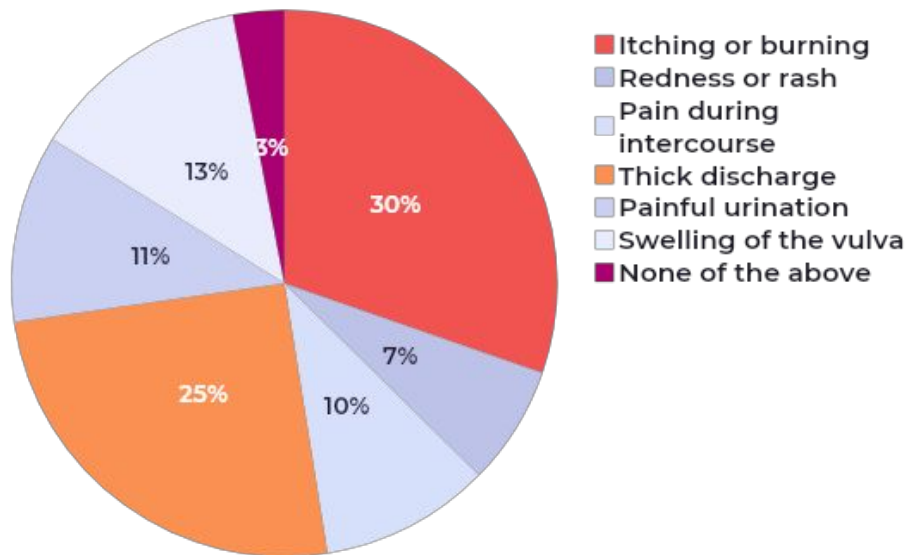
Are you currently experiencing one?



Key Findings

- The graph depicts responses from all qualified leads (**37 respondents**)
- 43% of qualified leads, 16 respondents say they are currently experiencing a recurrent yeast infection
- 35% of qualified leads, 13 respondents are possibly experiencing a recurrent yeast infection
- Due to the frequency of infection, qualified leads that are not experiencing an infection could potentially be experiencing an episode at the time of enrolment

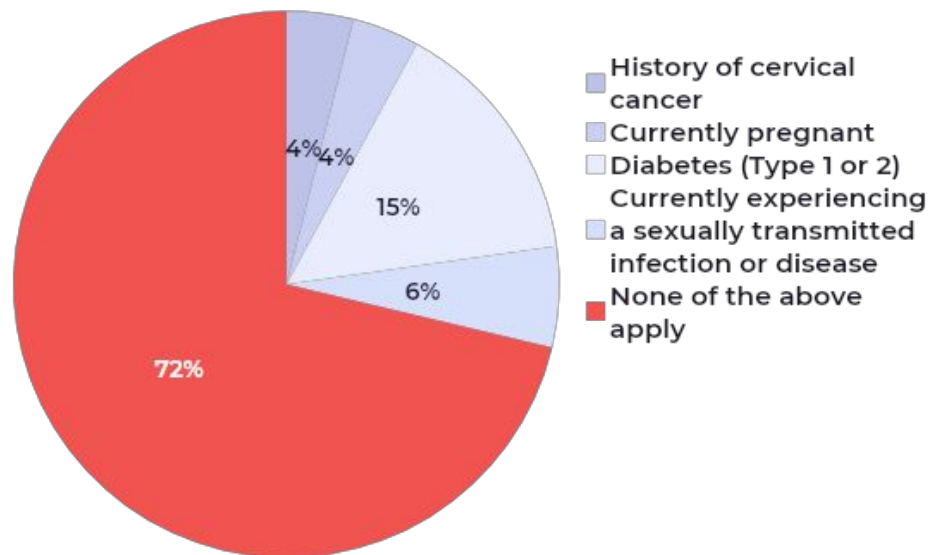
Which symptoms do you typically experience?



Key Findings

- The graph depicts responses from all qualified leads (**37 respondents**)
- Respondents were asked to check all that apply
- 68% of qualified leads experience these top three symptoms:
 - Itching or burning
 - Thick discharge
 - Swelling of the vulva

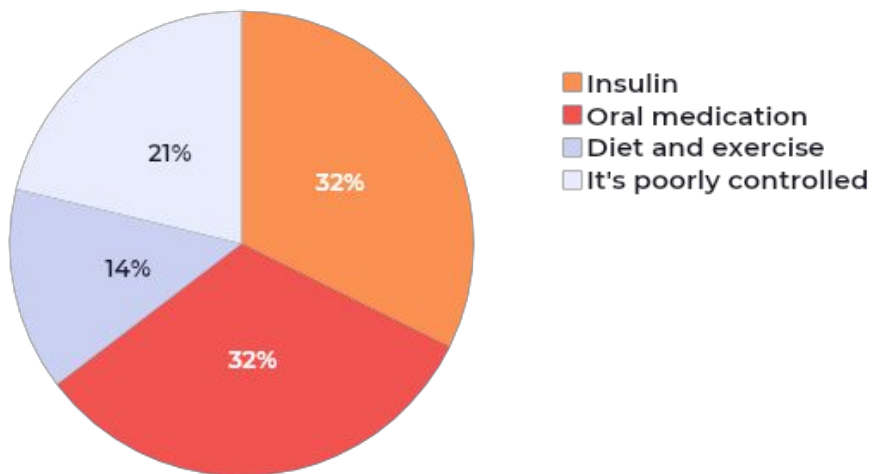
Please tell us a little about your medical history. Do any of these apply to you?



Key Findings

- The graph depicts responses from all leads **(98 respondents)**
- Respondents that selected diabetes were led to a conditional, follow-up question
- Respondents are not eligible to participate in the clinical study if any of the following apply to them:
 - History of cervical cancer
 - Currently pregnant
 - Uncontrolled diabetes
 - An STI or STD

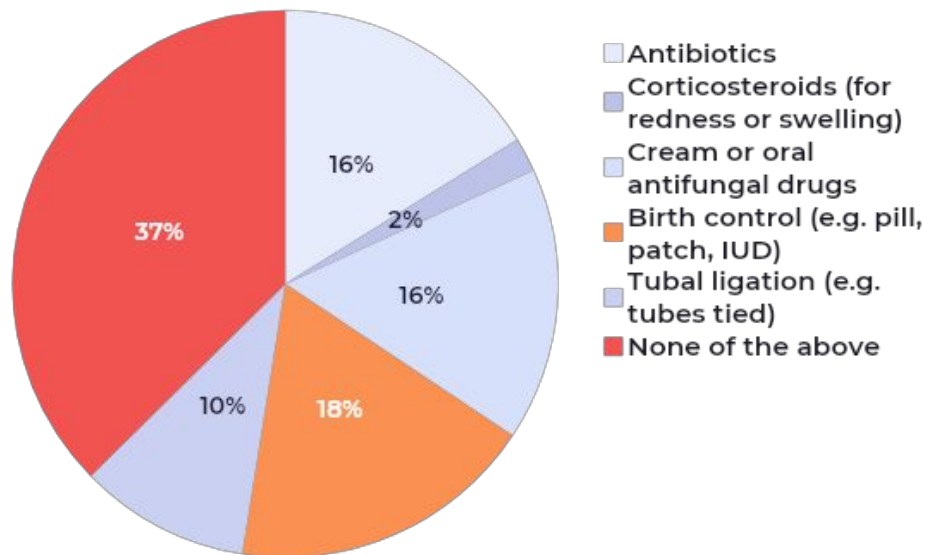
How do you manage your diabetes?



Key Findings

- The graph depicts responses from respondents that report having diabetes (**15 respondents**) and answered “diabetes” to question 9
- Only four qualified leads report having diabetes. Of those, two report managing their symptoms with insulin and two report managing their symptoms with oral medication.
- Respondents that answered “poorly managed” were disqualified per the clinical study’s exclusion criteria

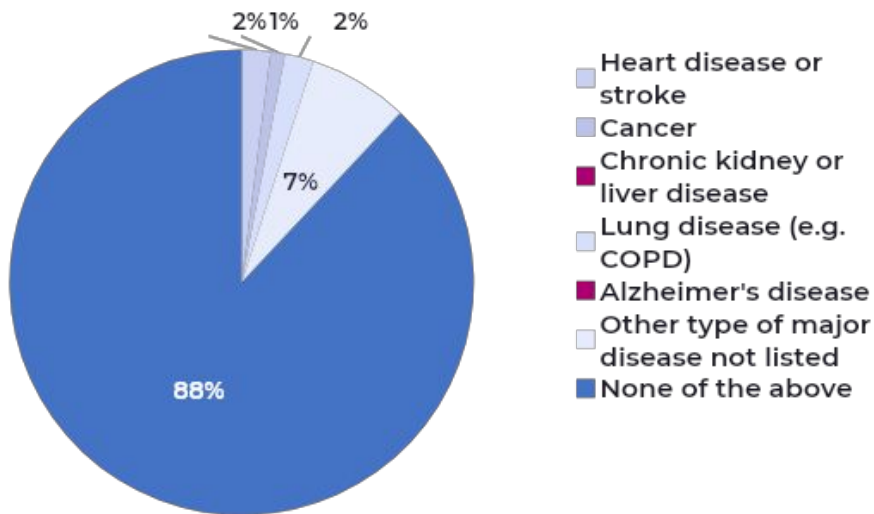
Have you recently or are you currently using any of these medications or birth control methods?



Key Findings

- The graph depicts responses from all qualified leads (**37 respondents**)
- Respondents were asked to check all that apply
- Respondents that selected any answer other than “none of the above” were led to a conditional, follow-up question

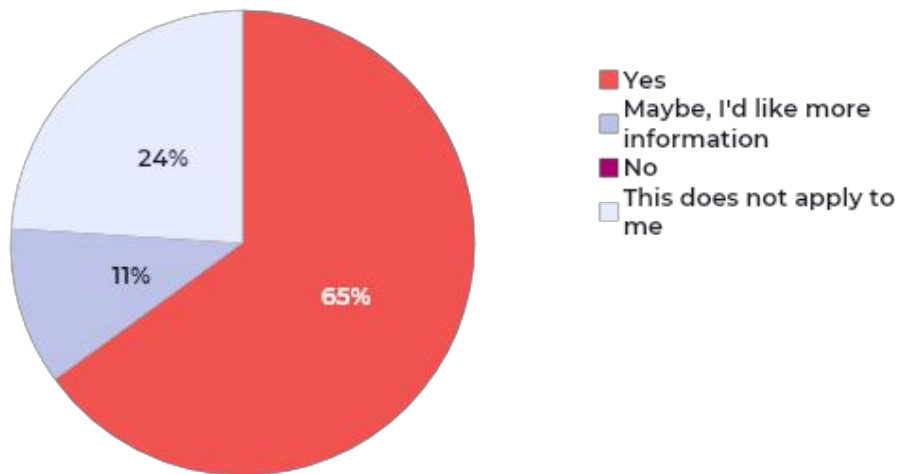
Have you been diagnosed with any of the following major diseases?



Key Findings

- The graph depicts responses from all leads (**98 respondents**)
- Respondents were disqualified if they reported any of the following:
 - Heart disease or stroke
 - Cancer
 - Lung disease
 - Other type of major disease not listed

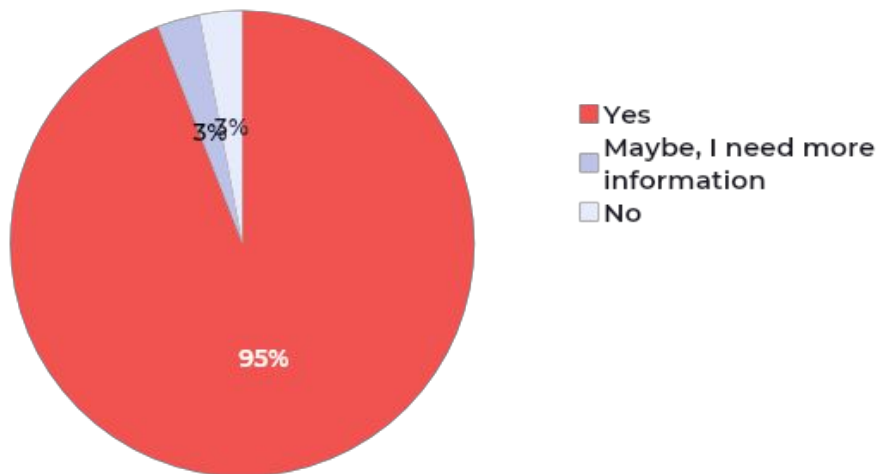
If you are sexually active, are you willing to use two forms of birth control for the duration of the clinical study?



Key Findings

- The graph depicts responses from **24 qualified leads**
- 65% of sexually active qualified leads are willing to use two forms of birth control for the duration of the study
- Leads that were not willing to take two forms of birth control were disqualified
- 13 leads were disqualified

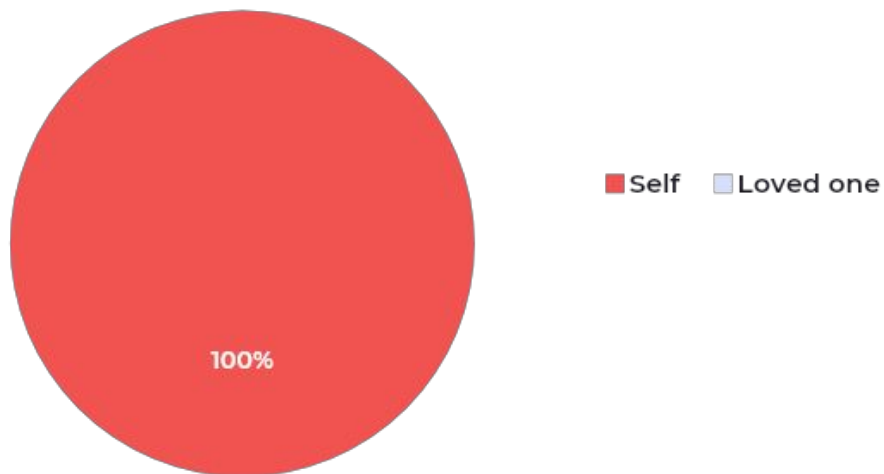
May we contact you about clinical trials in your area for recurrent yeast infections?



Key Findings

- The graph depicts responses from all qualified leads (**37 respondents**)
- 95% of all qualified leads consented to future communication

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



Key Findings

- The graph depicts responses from all qualified leads (**37 respondents**)
- 100% of all qualified leads took the survey for their own self



Profile

- Female / Age 35-44
- Currently experiencing a yeast infection
- Three to four yeast infections in the last 12 months
- Lives in Mokena, Illinois

Common Symptoms

- Itching and burning
- Thick discharge
- Swelling of the vulva

She has recently seen a doctor who confirmed her diagnosis through a laboratory analysis. In the last 12 months, she has also been diagnosed with bacterial vaginosis. She has used a cream or oral antifungal drug in the last three months.

She is very likely to comply with the guidelines of the study and is willing to use two forms of birth control for the duration of the study. She would also like to be contacted about clinical trials in her area.

Findings

- 83bar can find and qualify individuals that are diagnosed with a recurrent yeast infection and are highly interested in participating in a clinical trial.
- The majority of respondents fall between the ages of 35 to 44 with a majority of those respondents having a diagnosis confirmed by a laboratory analysis. Of the 37 qualified leads, 15 live in Mokena, IL and 11 live in Katy, TX. The most common symptoms are: burning or itching, thick discharge, and swelling of the vulva. 70% of qualified leads also report receiving a diagnosis of bacterial vaginosis in the last 12 months; however, we do not know the exact date of their diagnosis.
- Call center screening will likely be required to help screen for criteria that are beyond patient knowledge. Some respondents were not familiar with aspects of their disease or prior treatments. Experienced, medically-knowledgeable 83bar patient activation agents can help clarify. It also may be advisable to consider identifying low-knowledge “partially screened” patients with recurrent yeast infections for screening.
- Given the highly clinical inclusion/exclusion criteria for the clinical study, utilization of the 83bar Call Center is recommended to further qualify leads and better establish timelines.
- Targeted social media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with a highly targeted audience



For more information visit
www.83bar.com

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