



Market Report

SI Joint Dysfunction

Objective

- Conduct market research to locate patients with SI Joint Dysfunction, 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

- Men and women ages 30-65+
- Suffering from chronic lower lateral back and leg pain
- Experiencing symptoms of SI Joint Dysfunction



Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who are experiencing symptoms of SI Joint Dysfunction

Facebook Ad Targeting

- Men and Women / Age 30-65+

Geo-Target

- United States (Nationwide)

Process

Campaign Assets

- Two Facebook ads designed to attract patients with SI Joint Dysfunction and point them to a unique landing page with an embedded survey
- One market research screening survey designed based on protocol inclusion and exclusion criteria
- One qualified thank you page with links to educational websites
- One disqualified thank you page with links to educational websites

Results

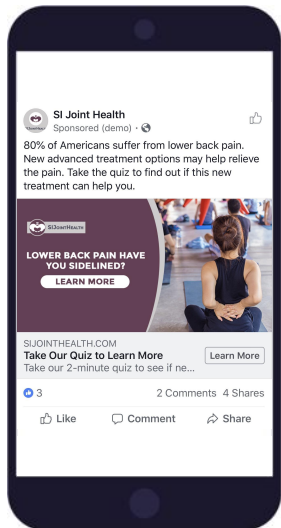
Acquisition Metrics

- 6,170 total leads (a.k.a. survey completions)
- Sub \$10 CPL (Cost Per Lead)
- 30 qualified leads (diagnosed with SI Joint Dysfunction)

Attract patients who need treatment

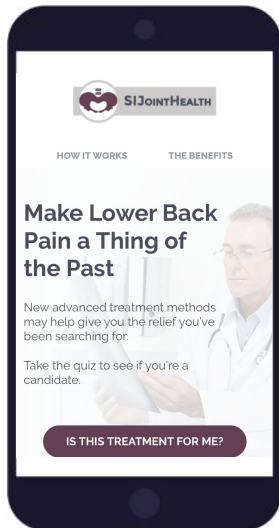
Optimized to ensure high consumer engagement

Social Media



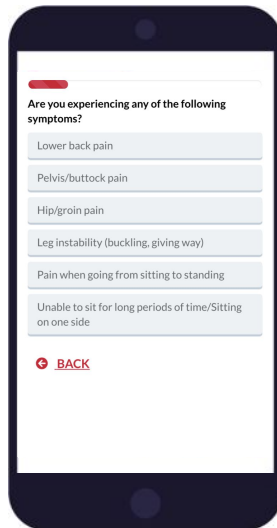
Attract

Landing Page



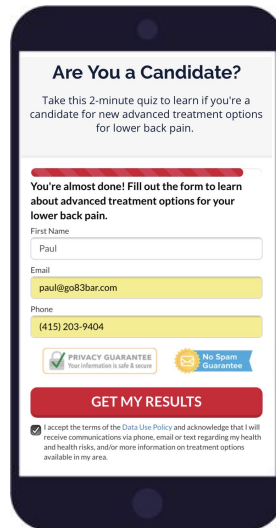
Engage

Symptoms



Qualify

Submit



Collect

Our Goals

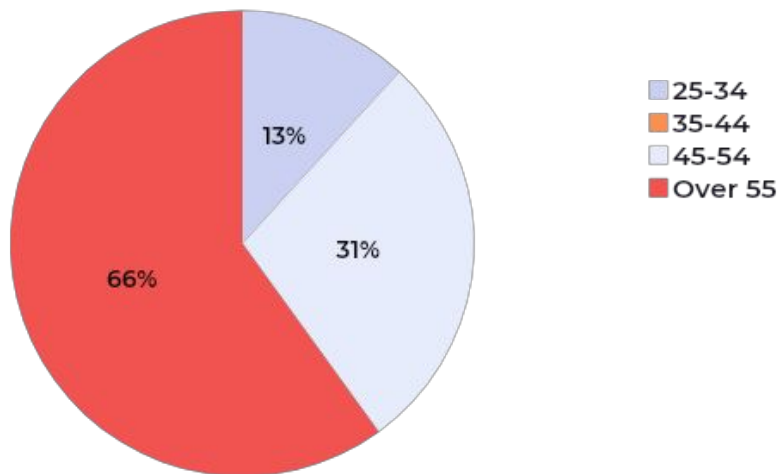


Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

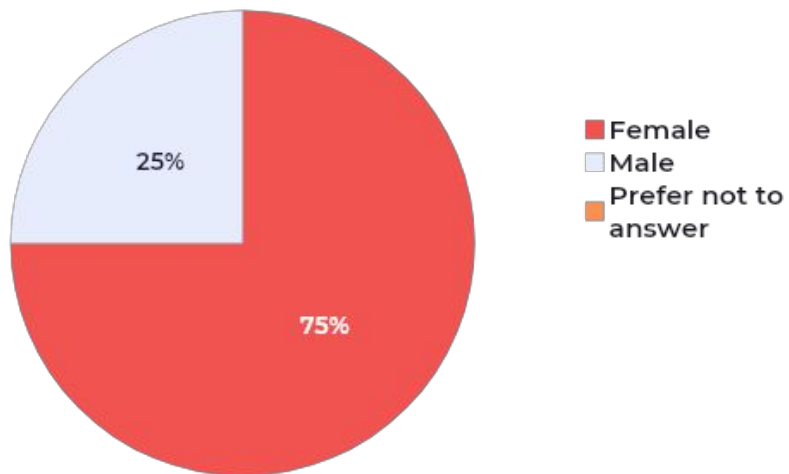
How old are you?



Key Findings

- The graph depicts responses from all leads
- Majority of respondents are over 55 years of age. Only 12.5% are 25-34 years of age.

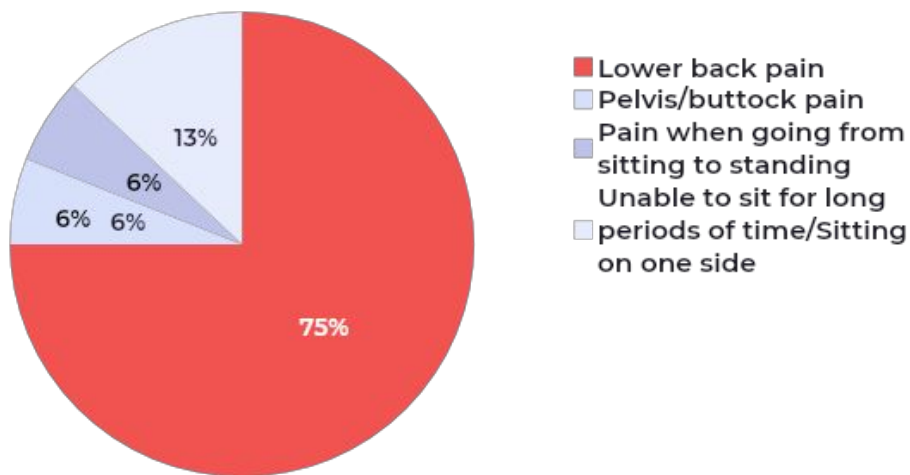
What is your gender?



Key Findings

- The graph depicts responses from all leads
- Majority of the respondents (75%) are female

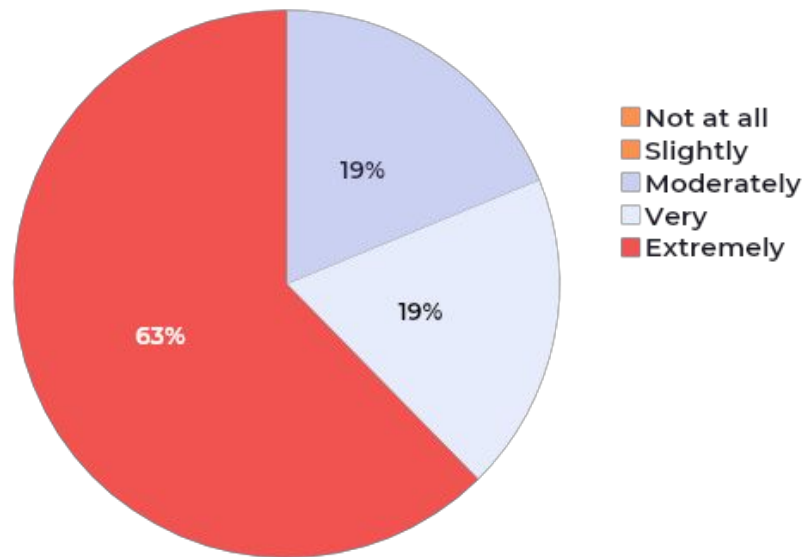
Are you experiencing the following symptoms?



Key Findings

- The graph depicts responses from all leads
- Respondents were asked to check all that apply
- Nearly 75% of respondents experience lower back pain

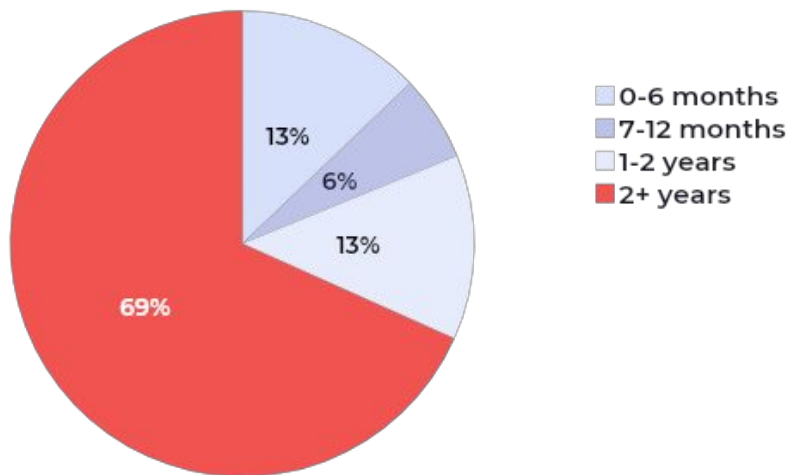
How much has your symptoms impacted your daily life?



Key Findings

- The graph depicts responses from all leads
- Around 63% of respondents said their symptoms extremely impacted their daily lives

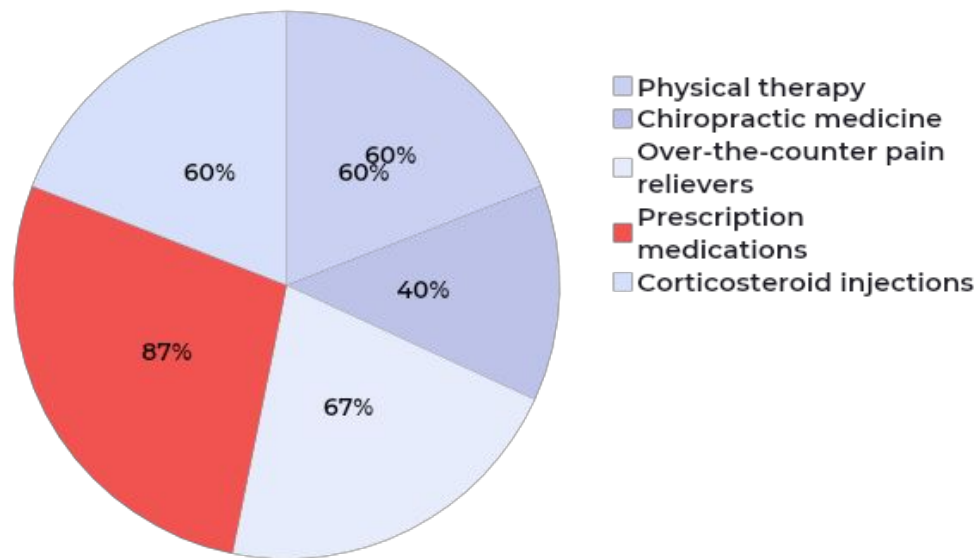
How long have you been struggling with your symptoms?



Key Findings

- The graph depicts responses from all leads
- Nearly 69% have been struggling with symptoms for 2+ years

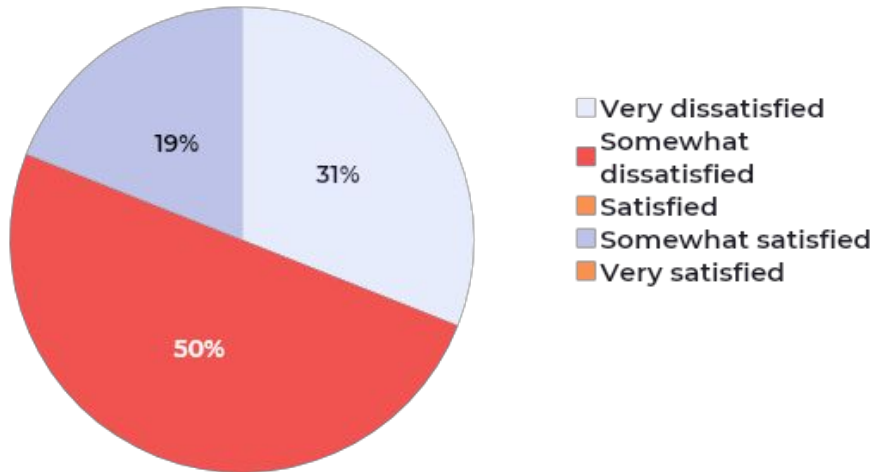
Have you tried any of the following methods to manage your symptoms?



Key Findings

- The graph depicts responses from all leads
- Majority of the respondents are more likely to use their prescription medications to manage their symptoms

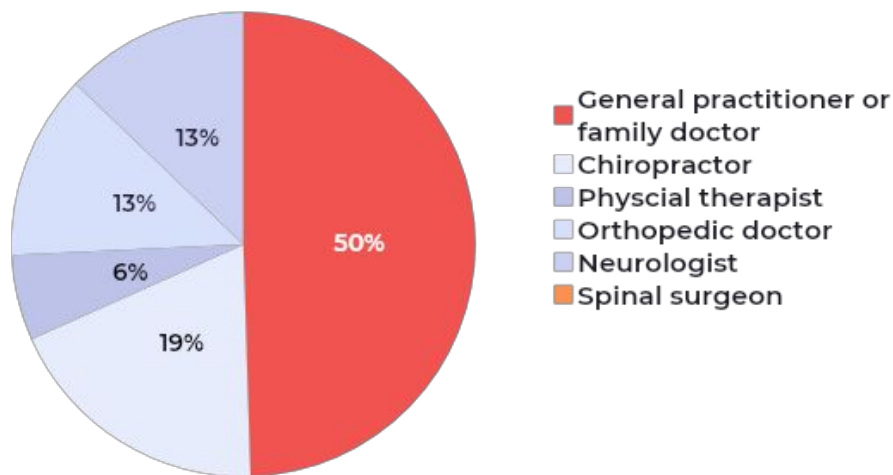
How satisfied are you with your current treatment plan?



Key Findings

- The graph depicts responses from all leads
- Nearly 50% of respondents have been somewhat dissatisfied with their current treatment plan

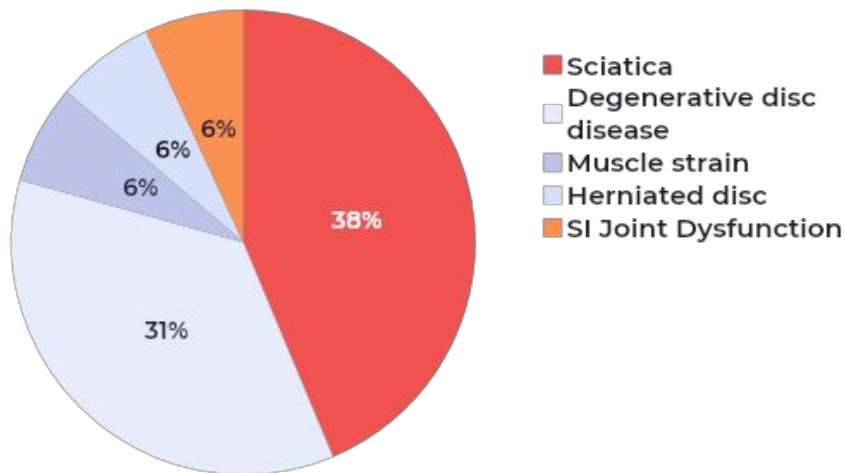
What type of doctor are you currently seeing for your symptoms?



Key Findings

- The graph depicts responses from all leads
- Majority of respondents are seeing their general practitioners or family doctors

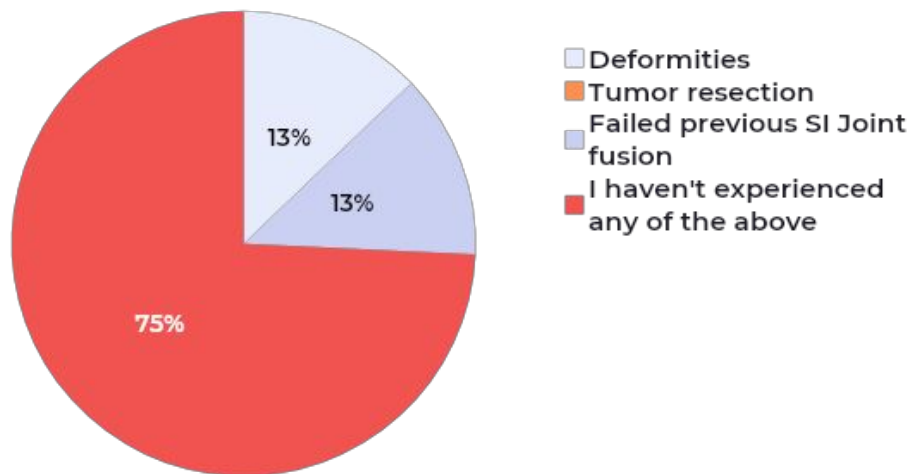
Have you been diagnosed with any of the following?



Key Findings

- The graph depicts responses from all leads
- Most of the respondents (37.5%) are diagnosed with sciatica

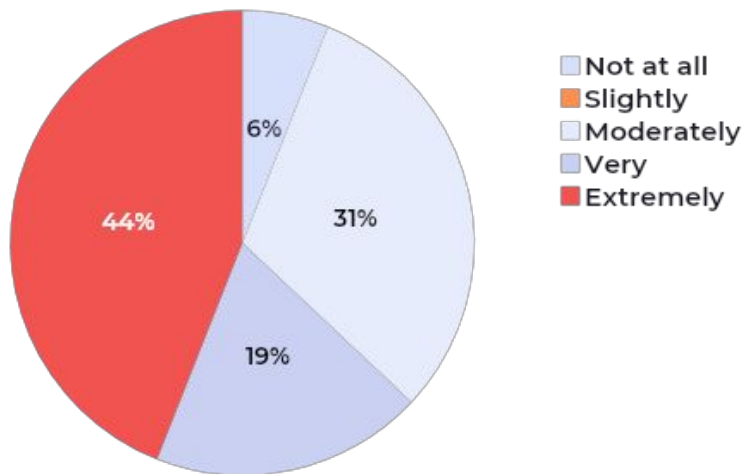
Do you have or have ever experienced any of the below?



Key Findings

- The graph depicts responses from all leads
- Majority of the respondents have not experienced any of the mentioned diseases

If recommended by an SI treatment specialist, how likely would you be to have a minimally invasive procedure to correct the SI joint?



Key Findings

- The graph depicts responses from all leads
- Majority of respondents are extremely in favor to have a minimally invasive procedure to correct the SI joint dysfunction



Profile

- Female / Age 55+
- Diagnosed with sciatica
- Experiencing symptoms for 2+ years
- Interested to learn about new treatment options

Common Symptoms

- Dull or sharp pain at lower back
- Radiating pain at buttocks, thigh, groin or upper back

Sacroiliac (SI) joint dysfunction is more likely to happen to women over 55 years of age. Their common complaint is lower back pain. Sometimes, standing up triggers the pain, and a lot of times, it can be felt only on one side of the lower back.

Their symptoms have been extremely affecting their daily lifestyle for over 2+ years. For pain relief, patients are to use their prescription medications given by their respective doctors.

They are somewhat dissatisfied with their current treatment plan and are very interested to learn about new treatment options available. They have also been diagnosed with sciatica. Most of them would like to have a minimally invasive procedure to correct their SI joint.

Findings

- 83bar can find and qualify individuals who suffer from symptoms of SI Joint Dysfunction and are highly interested in new treatment options. Medical and/or graphic imagery proved more engaging than stock people photos, driving more leads to the landing page.
- The market research survey confirmed the profile of patients frustrated with SI Joint Dysfunction symptoms. Majority of the respondents have been suffering for over 2 years with extreme symptoms. Majority have tried medicines, yet 80% are not satisfied with their current treatment plan. 60% would be likely to have an SI joint fusion if a spine specialist told them they needed it. All of these traits indicate high intent patient prospects that can be directed to a spine specialist for second opinion / treatment.
- Call center screening will likely be required to help screen for criteria that are beyond patient knowledge. Experienced, medically-knowledgeable 83bar patient activation agents can help clarify. It may be advisable to consider identifying low-knowledge “partially screened” SI Joint Dysfunction prospective patients 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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