

Market Report

Sickle Cell Disease

Objective

- Conduct market research to:
- Locate patients with sickle cell disease,
- Gauge their interest in participating in a clinical study
- Determine their eligibility to participate
- Utilize Facebook ads to attract patients
- Direct them to a dedicated landing page and survey

Key Metrics

- National ad targeting
- Adults age 18 to 65+

Acquisition Metrics

- Unique survey submissions: 7
- October 5–8, 2019
- Leads qualified to participate in the trial: 1
- Survey data analysis
- Location of respondents:
 - Texas
 - Georgia
 - Illinois
 - Pennsylvania

Leads are included if they:

- SCD diagnosis (including HbSS, HbSC, HbS β 0-thalassemia, or HbS β + -thalassemia) documented in patient's medical history;
- Age eligibility: 16 to 70 years;
- Gender & function eligibility: ambulatory Male or female;
- If on SCD medication, are on stable medication regimen;
- At least one and no more than ten (10) SCD related pain crises in the 12 months prior to randomization
- Willing to (and does) complete daily eDairy entries for at least 10 days during the first 14 days of the trial;
- Women of childbearing potential must not be pregnant and must agree to use protocol-specific contraception during the trial;
- Males must be surgically sterile or must agree to use protocol-specific contraception and agree to refrain from sperm donation during the trial

Leads are excluded if they:

- Patient...
- Requires scheduled, regularly administered chronic blood transfusion therapy;
- Has been hospitalized for an SCD-related complication in the four weeks before the randomized visit;
- Has taken opioid(s) >200 morphine mg equivalent/day within the four weeks before the randomized visit;
- Is taking aspirin \geq 325 mg daily, P2Y12 inhibitors, any anticoagulants, inhibitors (specific or non) of PDE5, inhibitors (moderate or strong) of CYP3A, any supplements for treatment of erectile dysfunction, riociguat, or nitrates or nitric oxide donors in any form;
- Has major concurrent illness or medical condition;
- [Others per protocol]

Optimized to ensure high consumer engagement

Social Media



Attract

Landing Page



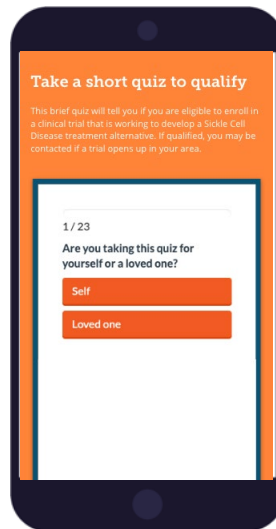
Engage

Symptoms



Qualify

Submit



Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



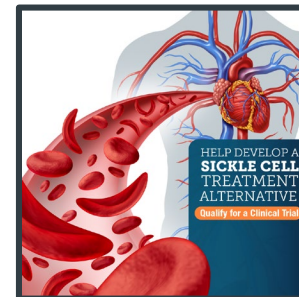
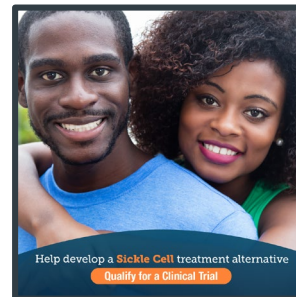
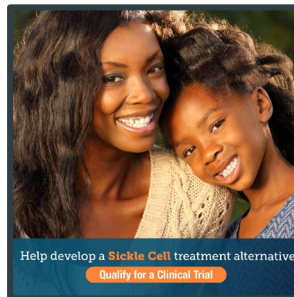
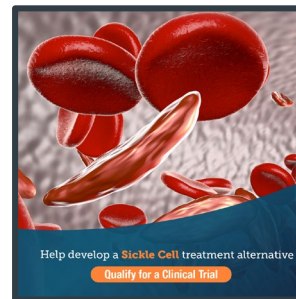
Optimize percentage of respondents who complete survey with engaging experience

Process

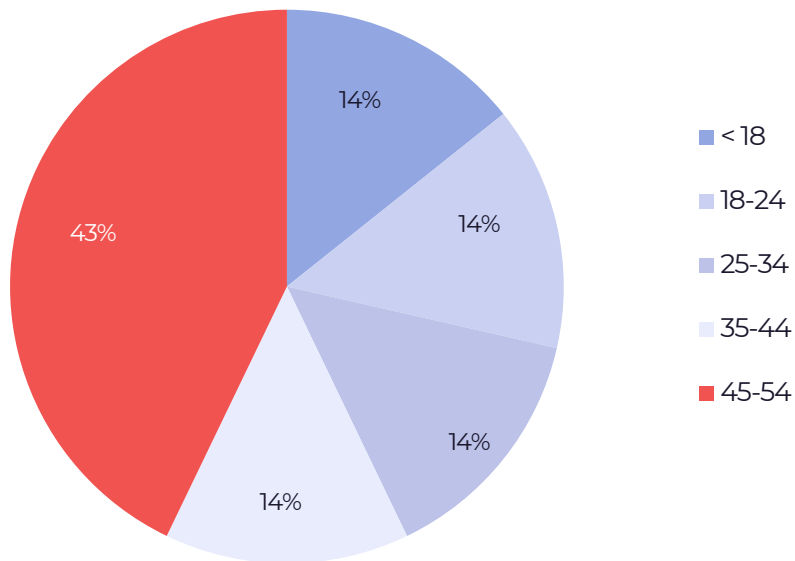
- Four Facebook ads that point to one unique landing page, with an embedded survey
- One market research survey designed to:
- Connect with patients who have SCD
- Gauge their interest in participating in a clinical study
- Determine their eligibility to participate
- One unique qualified thank you page with links to additional information (e.g. educational websites)
- One unique disqualified thank you page with links to additional information (e.g. educational websites)

Image Assets Tested

Top Performing Ad Image



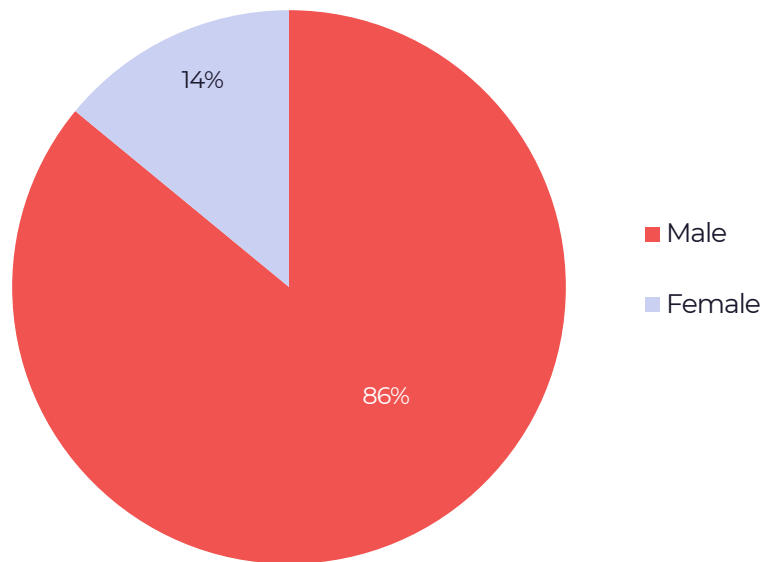
How old are you?



Key Findings

- The graph represents data from seven unique survey submissions;
- The one qualified lead is 45 to 54 years old

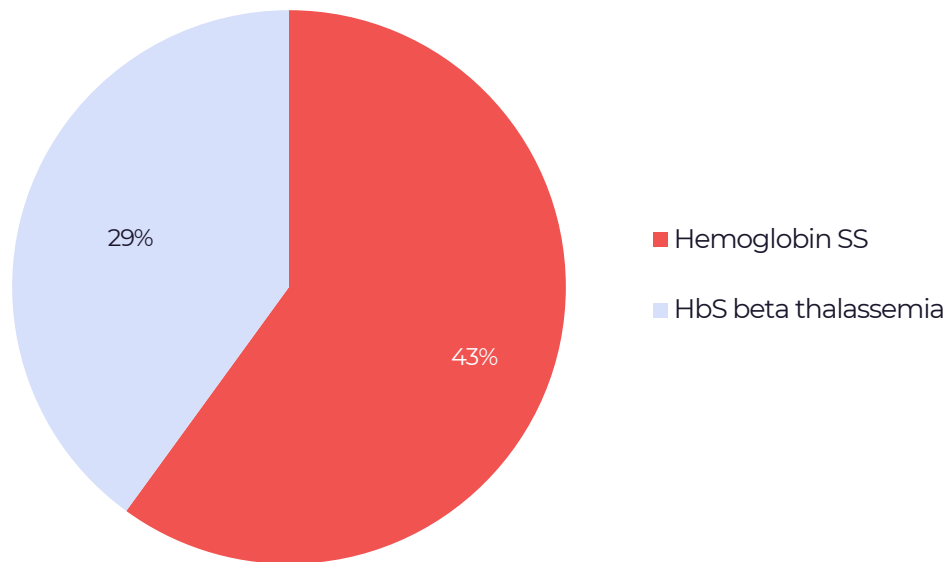
What is your gender?



Key Findings

- The graph represents data from five unique survey submissions;
- Three survey respondents reported a diagnosis of hemoglobin SS;
- Two respondents reported a diagnosis of HbS beta thalassemia;
- The one qualified lead reported a diagnosis of HbS beta thalassemia

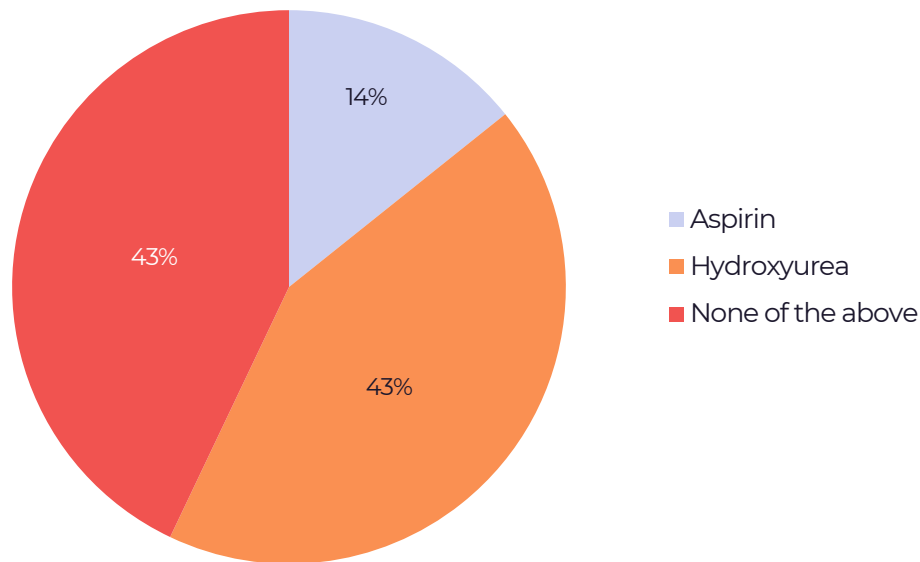
What type of SCD have you been diagnosed with?



Key Findings

- The graph represents data from five unique survey submissions;
- Three survey respondents reported a diagnosis of hemoglobin SS;
- Two respondents reported a diagnosis of HbS beta thalassemia;
- The one qualified lead reported a diagnosis of HbS beta thalassemia

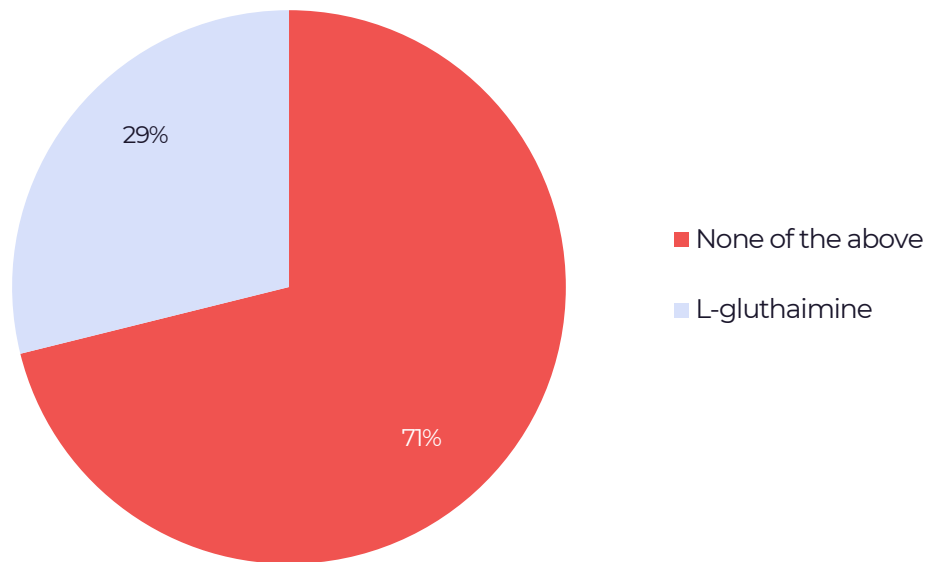
Are you taking any of the following medications? Question 1/2



Key Findings

- The graph represents data from seven unique survey submissions;
- Per the inclusion/exclusion criteria, respondents who are taking aspirin ≥ 325 , P2Y12 inhibitors, anticoagulant, PDE5, CYP3A, supplements for erectile dysfunction, riociguat, as well as nitrates or nitric oxide donors are not qualified to participate in the trial;
- The one qualified lead does not take any of the listed medications

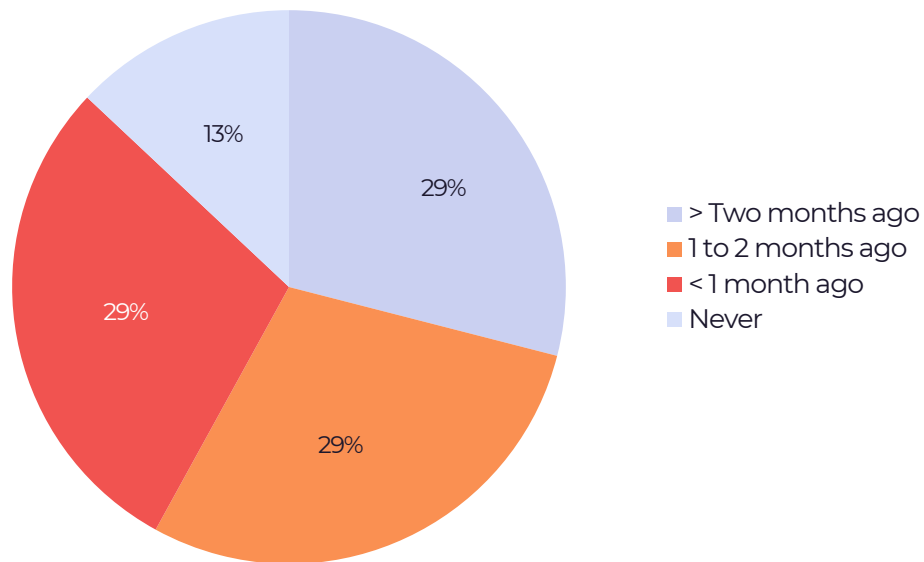
Are you taking any of the following medications? Question 2/2



Key Findings

- The graph represents data from seven unique survey submissions;
- Per the inclusion/exclusion criteria, respondents who are taking aspirin ≥ 325 , P2Y12 inhibitors, anticoagulant, PDE5, CYP3A, supplements for erectile dysfunction, riociguat, nitrates, or nitric oxide donors are not qualified to participate in the trial;
- The one qualified lead does not take any of the listed medications

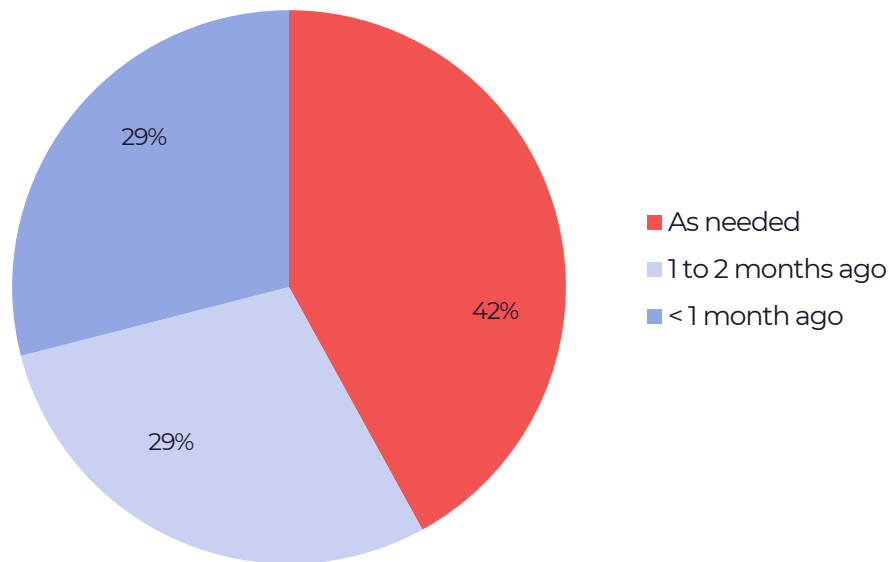
When is the last time you were hospitalized for a SCD-complication?



Key Findings

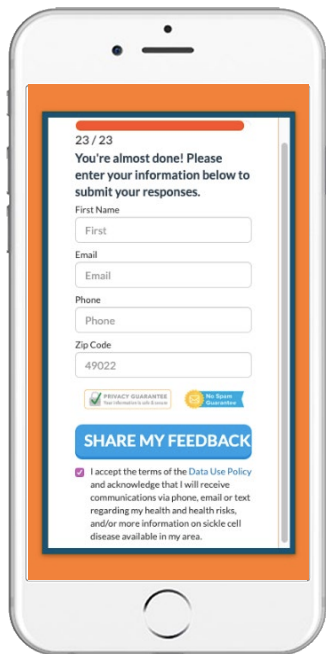
- The graph represents data from seven unique survey submissions;
- Per the inclusion/exclusion criteria, respondents who have been hospitalized for an SCD-related complication in the four weeks before the randomized visit are not qualified to participate in the trial;
- The one qualified lead was hospitalized for an SCD-related complication more than two months ago

If your treatment includes blood transfusions, are those as needed or are they regularly scheduled?



Key Findings

- The graph represents data from seven unique survey submissions;
- Per the inclusion/exclusion criteria, respondents that require scheduled, regularly administered chronic blood transfusion therapy are not qualified to participate in the trial;
- The one qualified lead does not require chronic blood transfusion therapy



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You're almost done! Please enter your information below to submit your responses.

First Name

First

Email

Phone

Phone

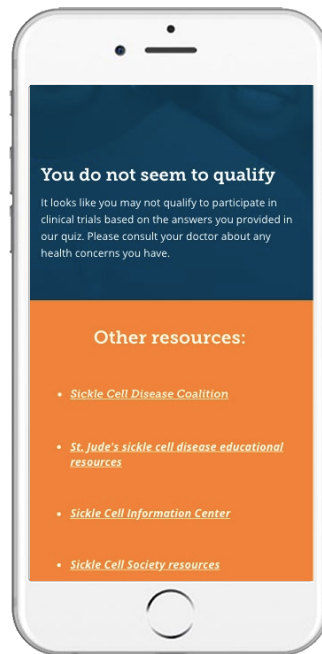
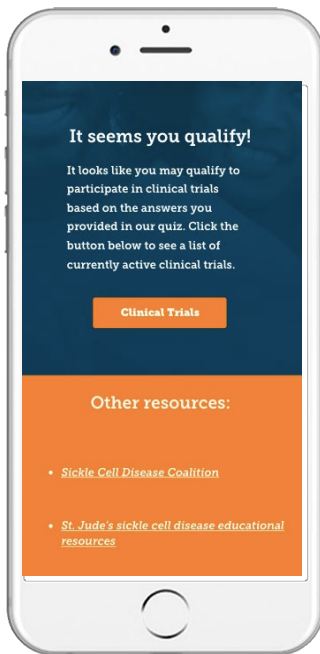
Zip Code

49022

PRIVACY GUARANTEE NO SPAM

SHARE MY FEEDBACK

I accept the terms of the Data Use Policy and acknowledge that I will receive communications via phone, email or text regarding my health and health risks, and/or more information on sickle cell disease available in my area.



Key Findings

- Seven unique surveys were submitted and contact information was collected for each survey submission;
- The one qualified lead was led to the “it seems you qualify” thank you landing page;
- The six leads that did not qualify were led to the “you do not seem to qualify” thank you landing page;
- Both thank you landing pages include links to helpful resources and enrolling clinical trials

Summary

- 83bar can find and qualify individuals that are diagnosed with sickle cell disease and are interested in participating in a SCD clinical trial.

Ad Performance

- The majority of respondents are male between the ages of 45 to 54 years old. Survey respondents in pressure test are located in Texas, Illinois, Georgia, and Pennsylvania.

Survey Data

- 3-day pressure test resulted in:
- Seven unique surveys submitted
 - Contact information collected for each survey submission
 - Five of the seven respondents know their SCD type
 - Three have hemoglobin SS; two (including qualified lead) have HbS beta thalassemia
- One lead qualified to participate in the clinical trial

Recommendations

- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - A competitive cost per lead
 - Ad concepts that strongly connect with a highly targeted audience
 - Respondent locations vs. study site locations
- Utilize both Facebook and Google platforms for digital advertising
- Ad concepts that strongly connect with a rare disease-state patient population
- Leveraging “community” aspect of Facebook, and cross-marketing benefits to build awareness, trust
- Altruistic ad concepts that compel patients to take the survey and get qualified to participate in a clinical trial
- Respondents demonstrate interest in learning “more”
- Responses like “N/A” for contraception, depending on the age of the respondent, warrant further exploration vs. immediate DQ
- Ability to address questions about clinical trials, their participation, expectations, can ease concerns
- Creation of a “relationship” builds trust; starts with 1st click on ad set



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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.



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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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