

Market Report

# Sleep Apnea

## Objective

- Conduct market research to locate patients with sleep apnea, 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 40-65
- Experiencing symptoms of or are at risk for sleep apnea
- Interested in going to a sleep specialist



## 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 sleep apnea

### Facebook Ad Targeting

- Men and Women / Age 40-65

### Geo-Target

- United States (Nationwide)

## Process

### Campaign Assets

- Two Facebook ads designed to attract patients with sleep apnea 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

- 218 total leads (a.k.a. survey completions)
- Sub \$10 CPL (Cost Per Lead): dependent on market size
- 109 survey fully qualified completions
- Sub \$10 CPA (Cost Per Acquisition)

# Attract patients who need treatment

Optimized to ensure high consumer engagement

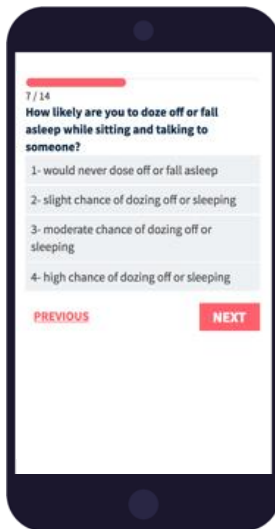
## Social Media



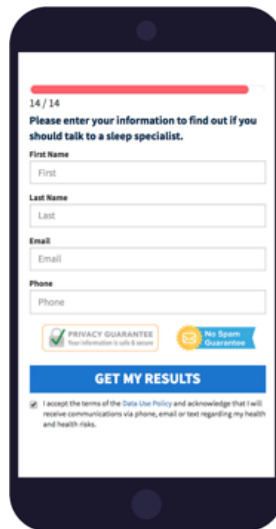
## Landing Page



## Symptoms



## Submit



Attract

Engage

Qualify

Collect

## Our Goals

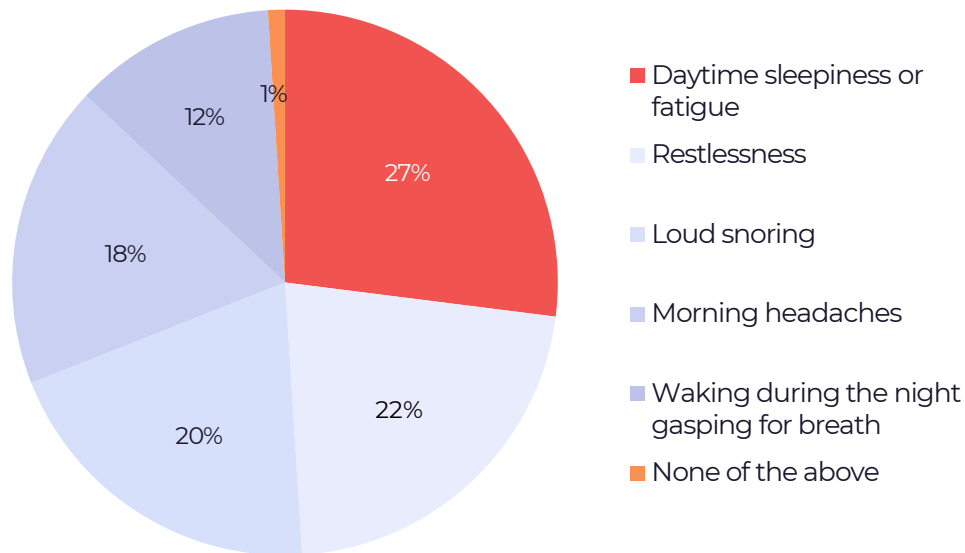


Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

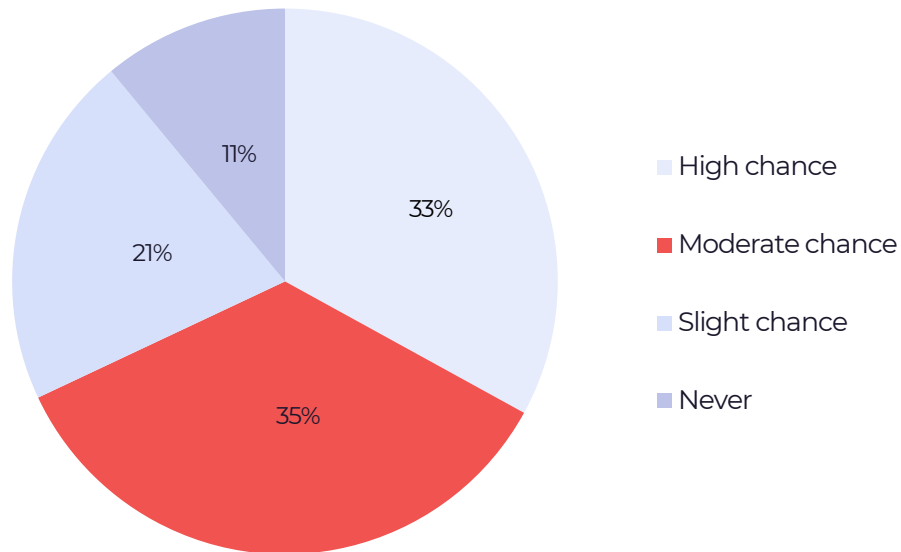
## Are you experiencing any of the following symptoms?



## Key Findings

- The graph depicts responses from all leads
- Daytime sleepiness or fatigue, restlessness and loud snoring were the most common symptoms in respondents

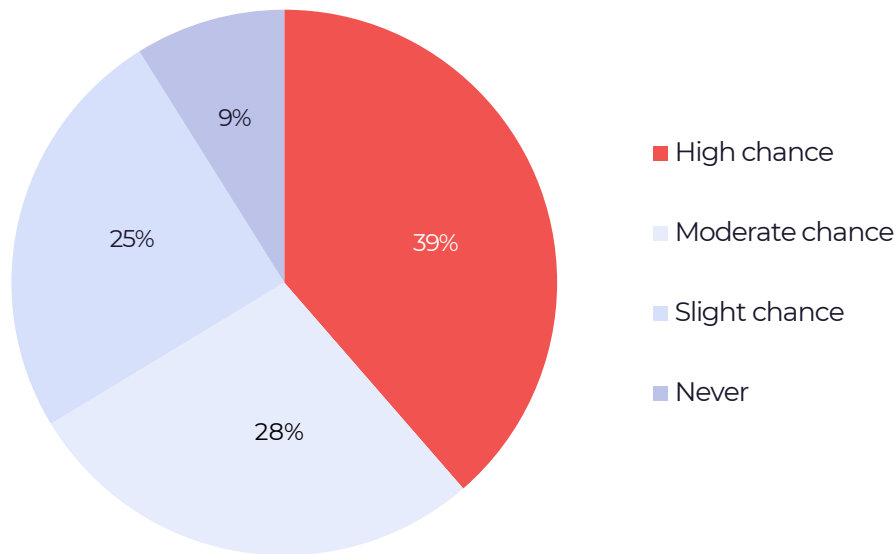
## How likely are you to doze off or fall asleep while sitting and reading?



### Key Findings

- The graph depicts responses from all leads
- 35% of respondents had a moderate chance of falling asleep while sitting and reading

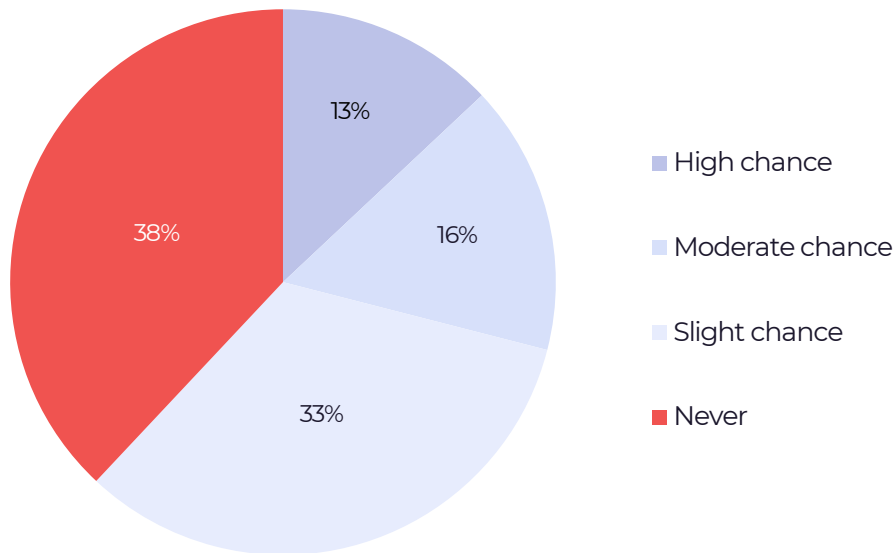
## How likely are you to doze off or fall asleep while watching TV?



### Key Findings

- The graph depicts responses from all leads
- 39% of respondents had a high chance of falling asleep while watching TV

## How likely are you to doze off or fall asleep while sitting inactive in a public place?

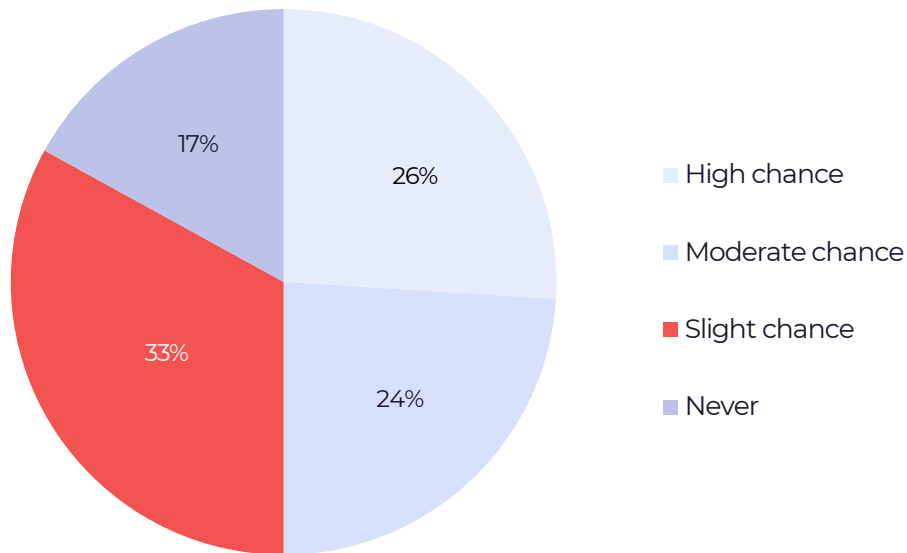


### Key Findings

- The graph depicts responses from all leads
- 38% of respondents never fall asleep while sitting inactive in a public place



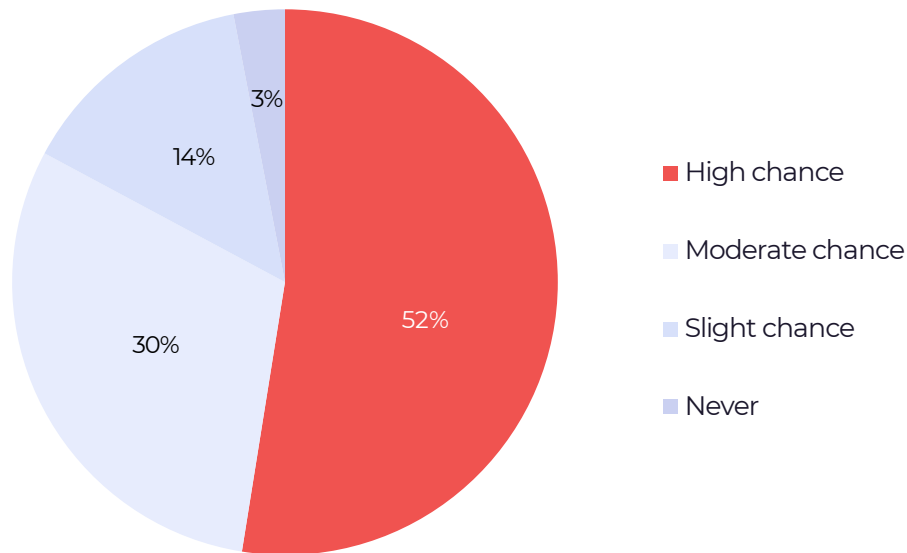
## How likely are you to doze off or fall asleep while being a passenger in a car for an hour?



### Key Findings

- The graph depicts responses from all leads
- 33% of respondents had a slight chance of falling asleep while being a passenger in a car for an hour

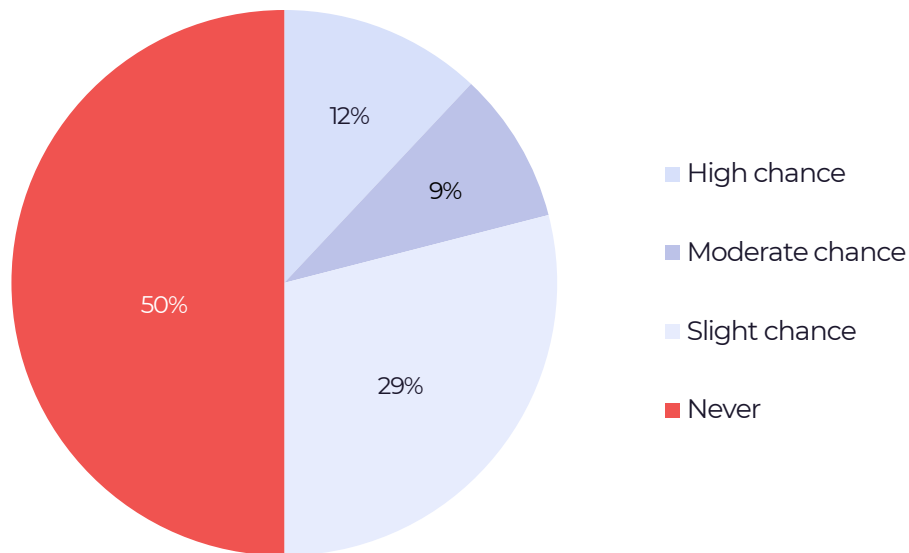
## How likely are you to doze off or fall asleep while lying down in the afternoon?



### Key Findings

- The graph depicts responses from all leads
- 52% of respondents had a high chance of falling asleep while lying down in the afternoon

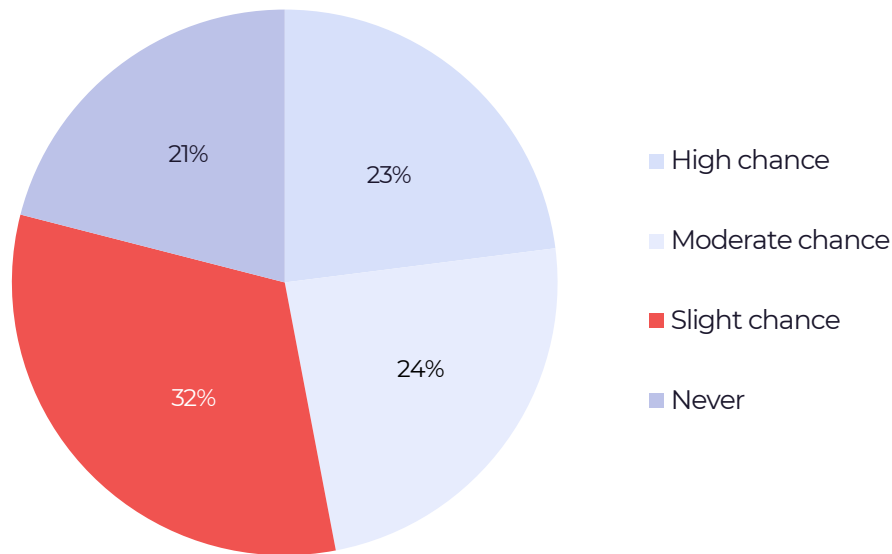
## How likely are you to doze off or fall asleep while sitting and talking to someone?



### Key Findings

- The graph depicts responses from all leads
- 50% of respondents never fall asleep while sitting and talking to someone

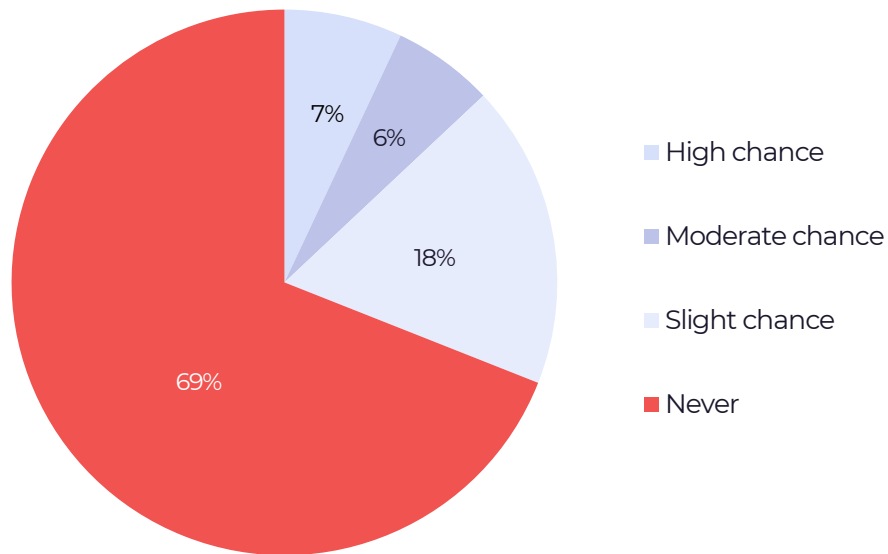
## How likely are you to doze off or fall asleep while sitting quietly after lunch?



### Key Findings

- The graph depicts responses from all leads
- 32% of respondents had a slight chance of falling asleep while sitting quietly after lunch

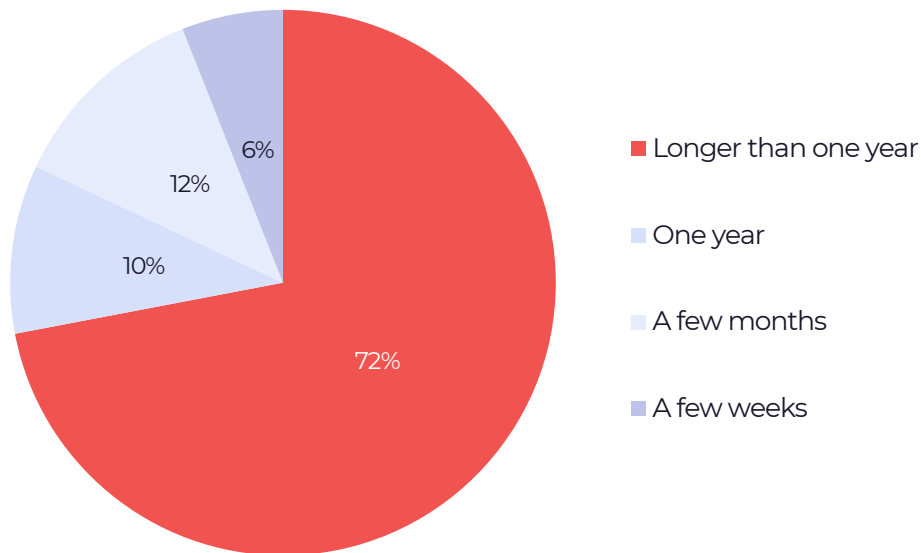
## How likely are you to doze off or fall asleep while stopped in traffic?



### Key Findings

- The graph depicts responses from all leads
- 69% of respondents never fall asleep while stopped in traffic

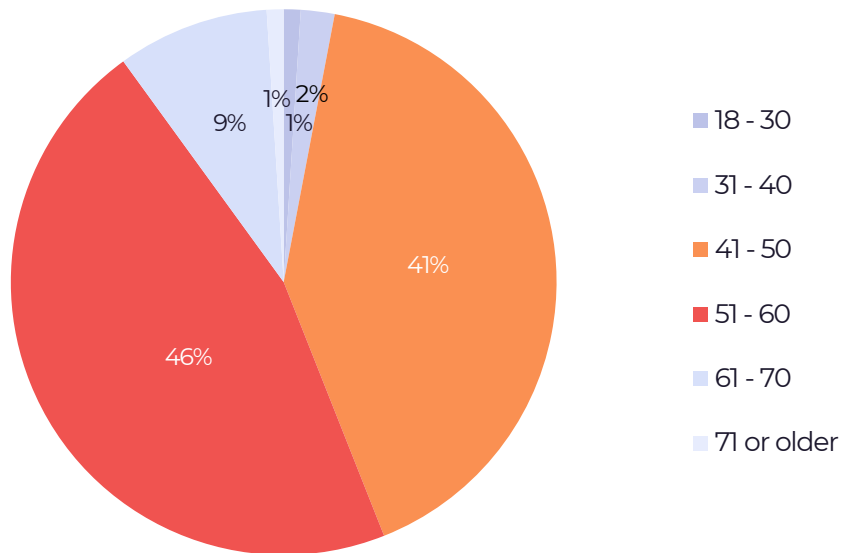
## How long have you been experiencing symptoms?



## Key Findings

- The graph depicts responses from all leads
- The majority of respondents (72%) have experienced symptoms for longer than one year

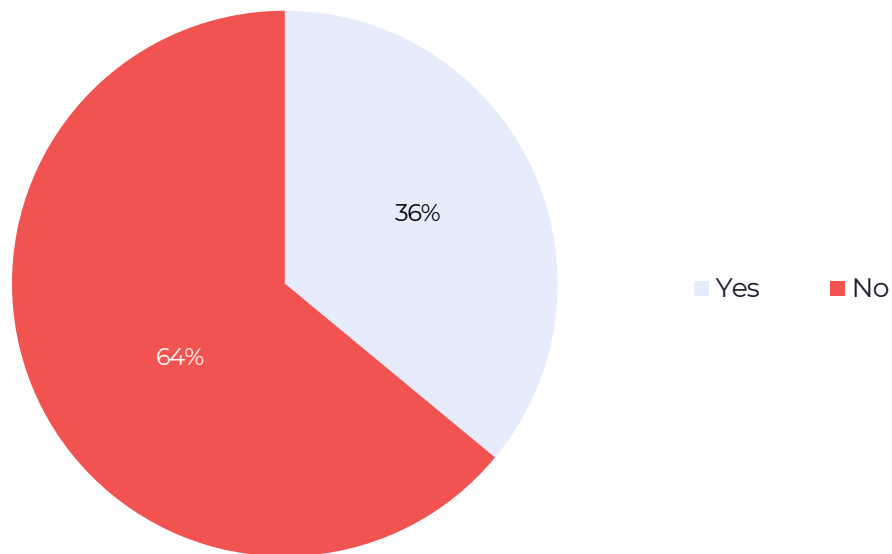
## What is your age range?



## Key Findings

- The graph depicts responses from all leads
- 46% of respondents were 51 – 60, followed closely by 41% of respondents who were 41 – 50

## Have you been advised to visit a sleep specialist?

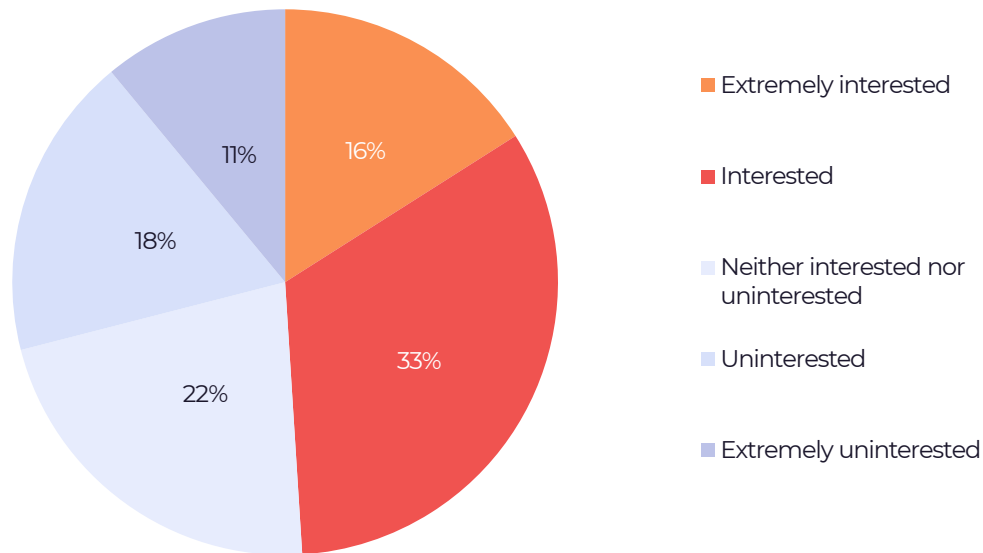


### Key Findings

- The graph depicts responses from all leads
- The majority of respondents (64%) have not been advised to visit a sleep specialist



## How interested would you be in a remote appointment with a sleep specialist?



### Key Findings

- The graph depicts responses from all leads
- 49% of respondents indicated they were interested (16% Extremely interested + 33% Interested) in a remote appointment with a sleep specialist



## Profile

- Male and Female / Age 41 - 60 (87%)
- Undiagnosed and likely not seeing a sleep specialist
- Experiencing symptoms for more than a year

## Common Symptoms

- Restlessness
- Morning headaches
- Lack of energy and feeling tired

They are suffering from fatigue from sleepiness, resulting in restlessness, headaches and lack of concentration during the day. Their partners could also be suffering from sleeplessness due to loud snoring.

Daily functions aren't severely impacted, but sleep patterns are fragmented, with sleep occurring during restful activities (e.g. watching TV) and during the afternoon.

These symptoms have been experienced for over a year, indicating that they are slow to act (if at all) and seek treatment.

## Findings

- **83bar can find and qualify individuals who suffer from symptoms of sleep apnea and are highly interested in seeing a sleep specialist.** Medical and/or graphic imagery proved more engaging than stock people photos, driving more leads to the landing page.
- **The market research screening survey confirmed the profile of patients frustrated with sleep apnea.** Majority of the respondents (72%) have been experiencing symptoms for longer than a year and 64% have not been advised to visit a sleep specialist. 52% reported that they fall asleep while lying down in the afternoon and 27% reported experiencing daytime sleepiness or fatigue.
- **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” sleep apnea 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](http://www.83bar.com)

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