



Market Report

Stress Urinary Incontinence

Objective

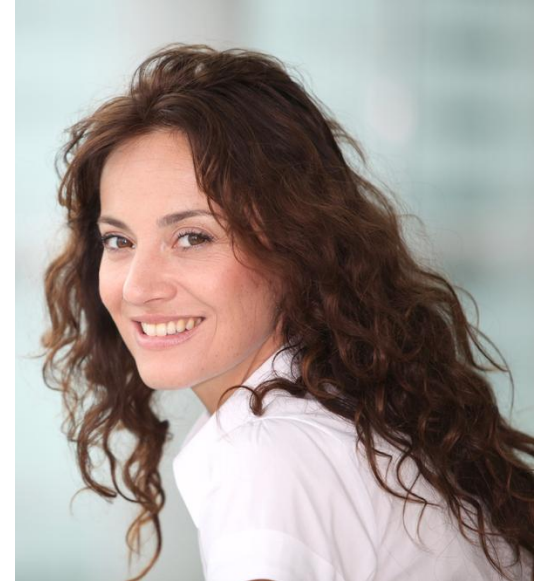
- Conduct market research to locate patients with stress urinary incontinence, gauge their interest in participating in a clinical study, and determine their eligibility to participate
- Utilize Facebook ads to attract patients and direct them to a dedicated landing page and survey

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 ages 34-65+
- Experiencing symptoms of or are at risk for stress urinary incontinence (SUI)
- Interested in trying new treatment options



Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target women who are experiencing symptoms of stress urinary incontinence

Facebook Ad Targeting

- Women / Age 34-65+

Geo-Target

- Selected cities in the United States (Kansas City, St. Louis, Omaha, Nashville)

Process

Campaign Assets

- Two Facebook ads designed to attract patients with stress urinary incontinence 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

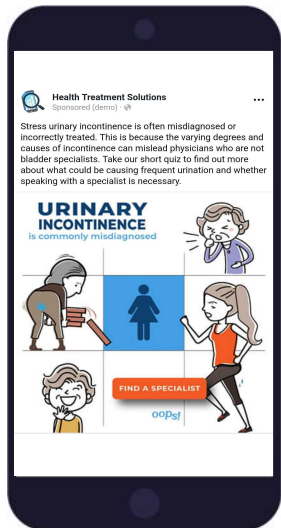
Acquisition Metrics

- 72 total survey completions
- 71 fully qualified leads

Attract patients who need treatment

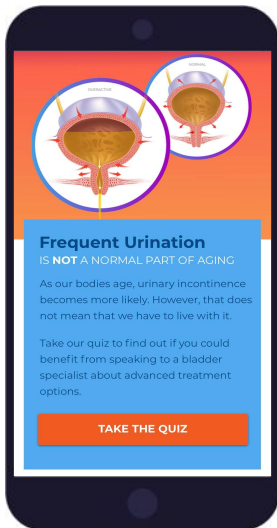
Optimized to ensure high consumer engagement

Social Media



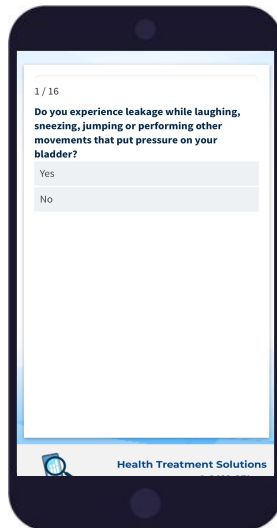
Attract

Landing Page



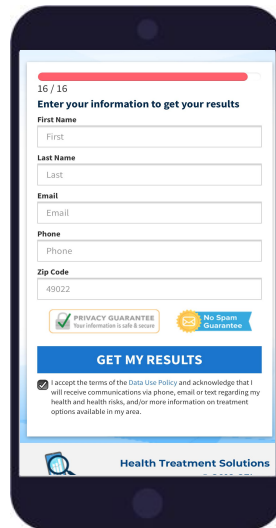
Engage

Symptoms



Qualify

Submit



Collect

Our Goals

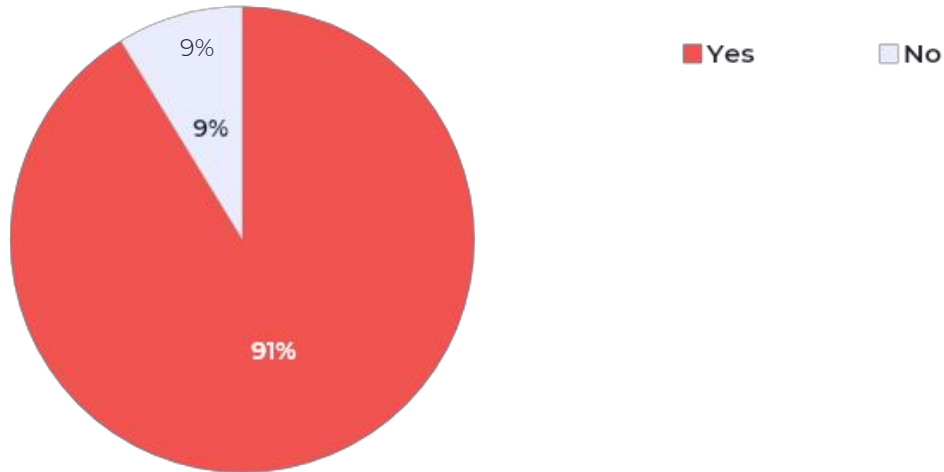


Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

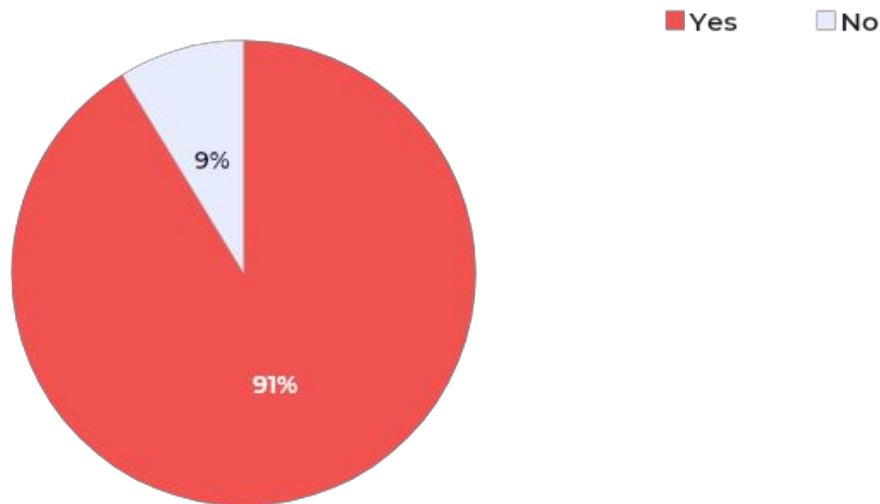
Do you experience leakage while laughing, sneezing, or performing movements that put pressure on your bladder?



Key Findings

- The graph depicts responses from all leads
- A vast majority of respondents (91%) said they experience leakage whenever they laugh, sneeze, jump, or perform movements that put pressure on their bladder

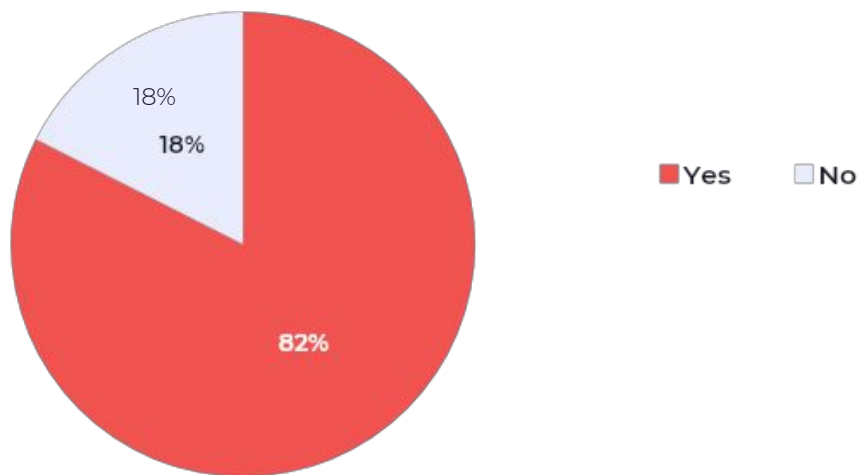
Do you have trouble holding your urine?



Key Findings

- The graph depicts responses from all leads
- A vast majority of respondents (91%) said they have trouble holding their urine

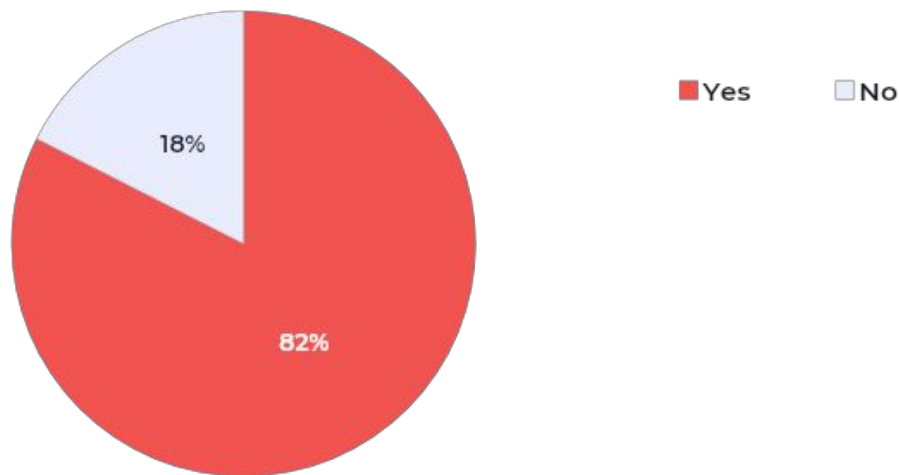
Do you frequently experience a sudden and immediate urge to urinate?



Key Findings

- The graph depicts responses from all leads
- Majority of respondents (82%) said they frequently experience a sudden and immediate urge to urinate

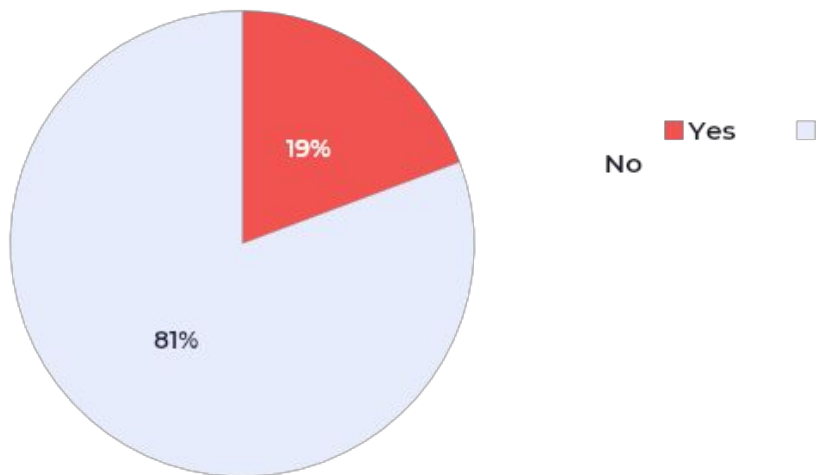
Do you currently wear pads or liners to protect against unplanned leaks?



Key Findings

- The graph depicts responses from all leads
- Majority of respondents (82%) admitted they currently wear pads or liners to protect against unplanned leaks

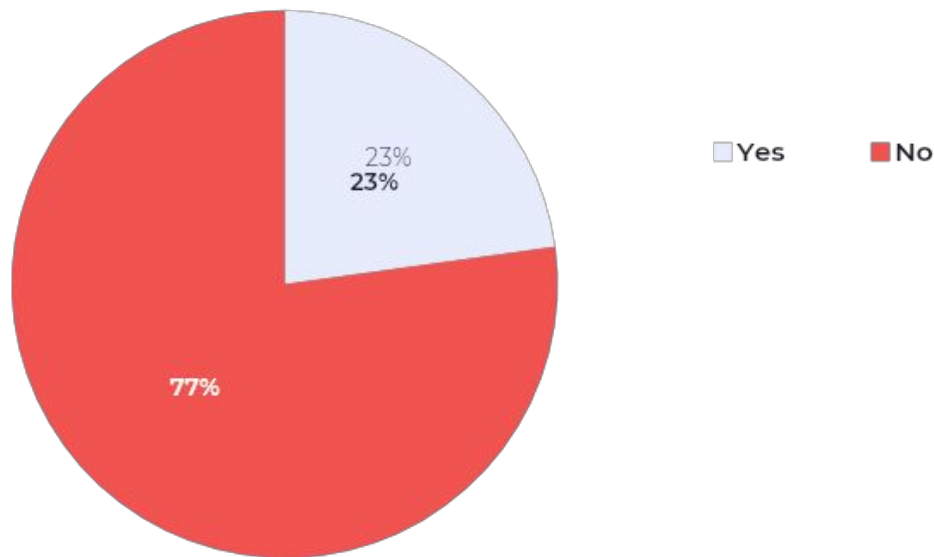
Do you feel like something is falling out of your vagina?



Key Findings

- The graph depicts responses from all leads
- Nearly 81% of respondents said they do not feel like something is falling out of their vagina, while 19% admitted experiencing this

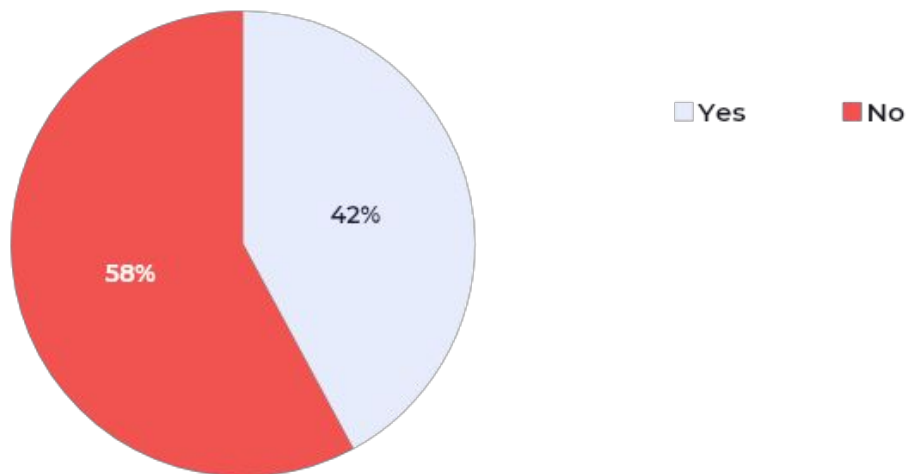
Do you experience pain or discomfort during intercourse?



Key Findings

- The graph depicts responses from all leads
- 77% of respondents said they do not experience pain or discomfort during intercourse
- Nearly 23% admitted experiencing some form of pain or discomfort

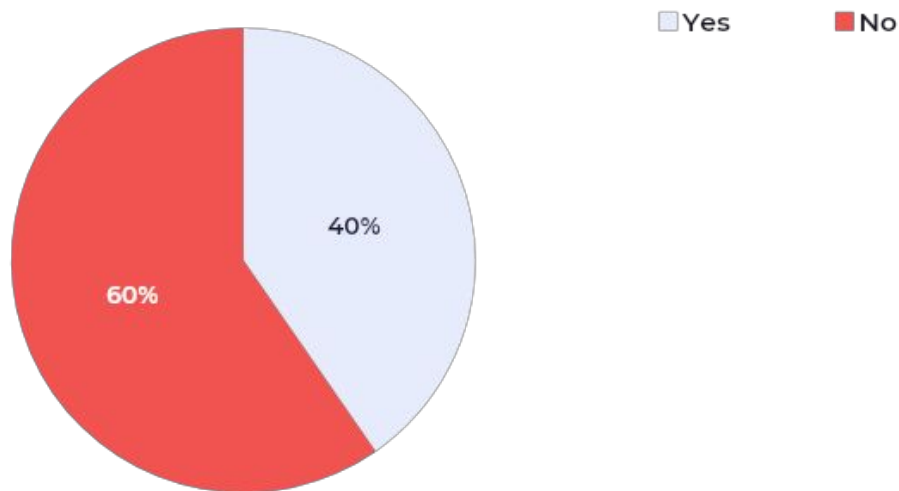
Do you experience difficulty making bowel movements?



Key Findings

- The graph depicts responses from all leads
- A significant number of respondents (42%) admitted they have difficulty making bowel movements
- Majority (nearly 58%) said they have no bowel difficulties whatsoever

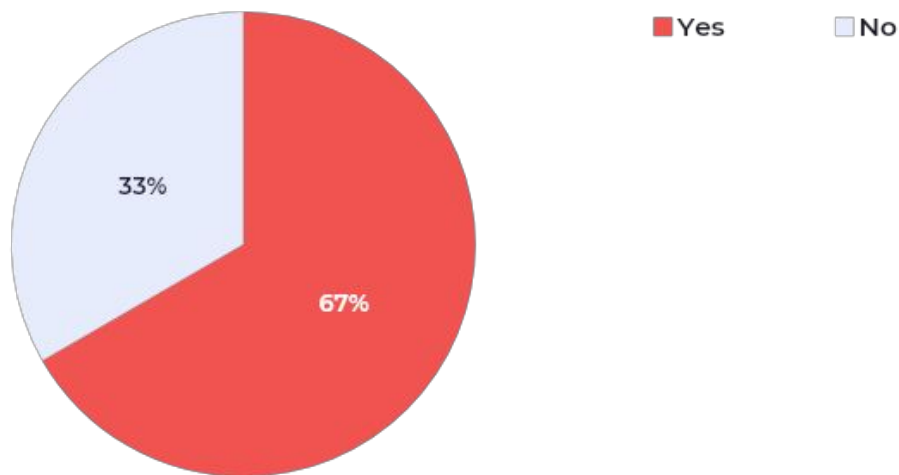
Do you have a delayed or slow urinary stream?



Key Findings

- The graph depicts responses from all leads
- Majority of respondents (nearly 60%) said they do not have a delayed or slow urinary stream

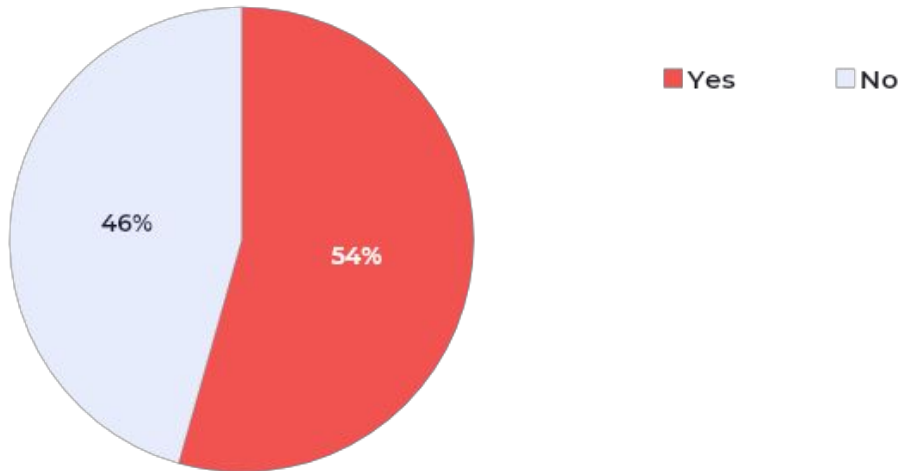
Do you have frequent lower back pain?



Key Findings

- The graph depicts responses from all leads
- Majority of respondents (67%) admitted experiencing frequent lower back pain

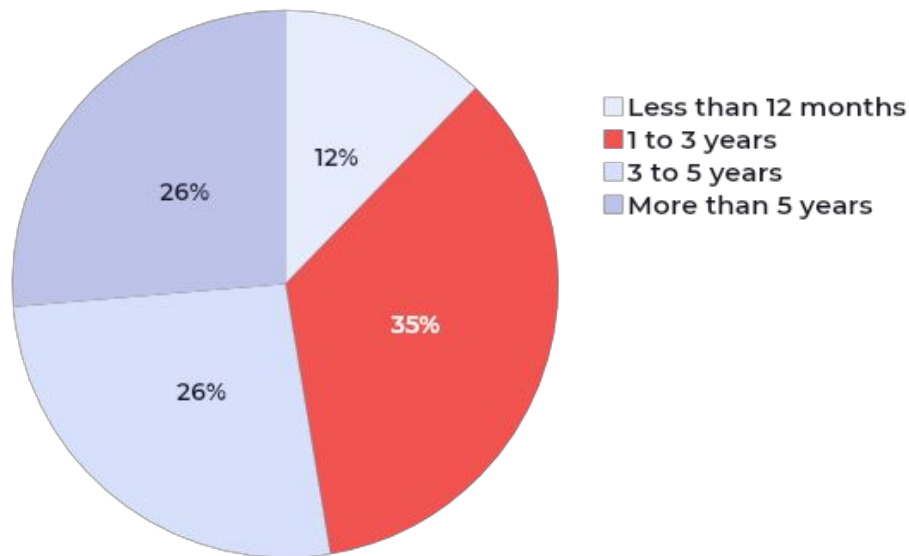
When planning a trip, outing, or event, does the availability or location of restroom facilities affect your decision?



Key Findings

- The graph depicts responses from all leads
- 54% of respondents said the availability or location of restroom facilities matter to them when planning a trip, outing, or event

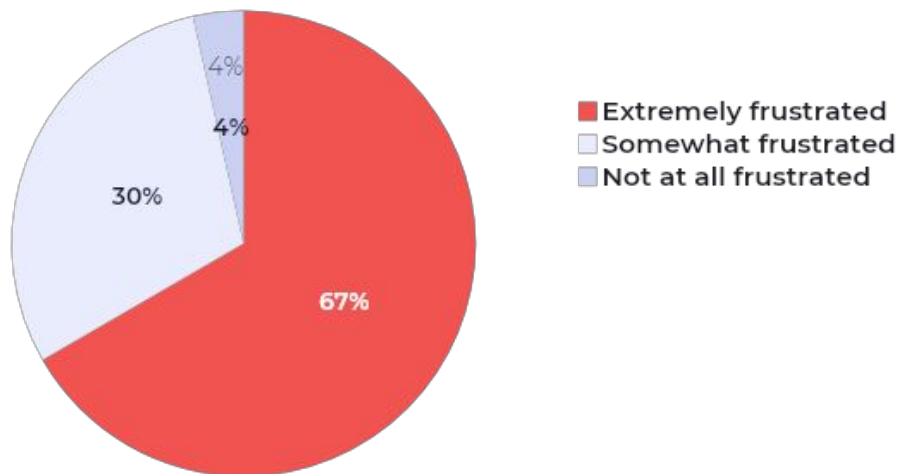
How long have you experienced your symptoms?



Key Findings

- The graph depicts responses from all leads
- The vast majority of respondents (87%) have been experiencing incontinence symptoms for more than a year

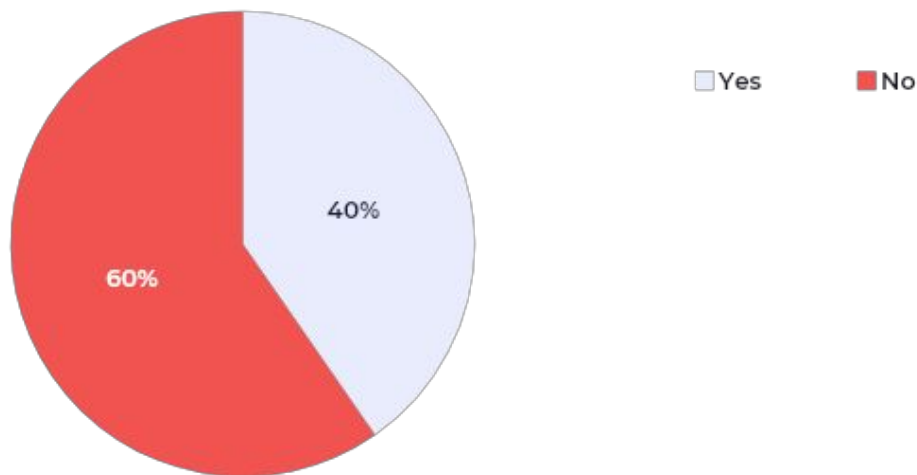
How frustrated are you with your symptoms?



Key Findings

- The graph depicts responses from all leads
- A vast majority of respondents (96%) admitted they were somewhat or extremely frustrated with their incontinence symptoms

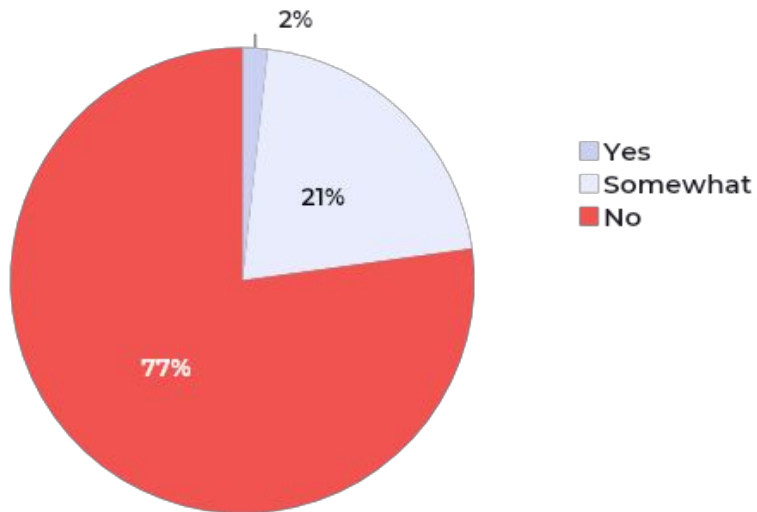
Have you tried medications to treat your symptoms?



Key Findings

- The graph depicts responses from all leads
- Majority of respondents (nearly 60%) have not tried taking medications to treat their symptoms

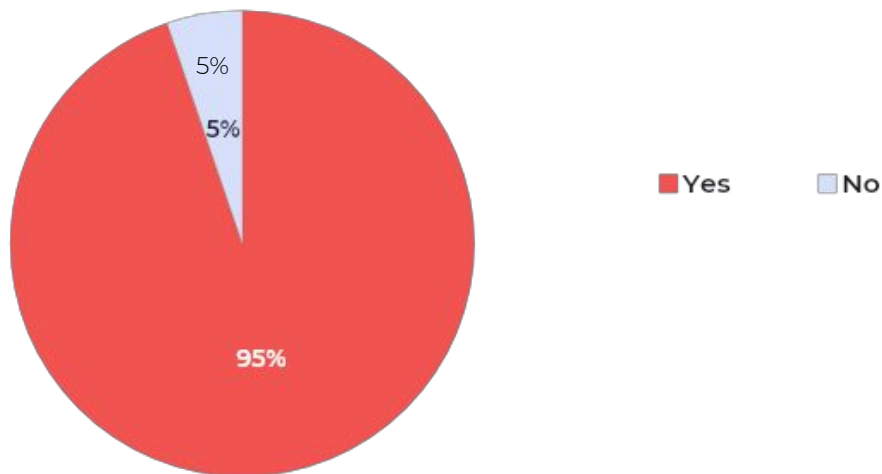
Have these medications successfully treated your symptoms?



Key Findings

- The graph depicts responses only from leads who tried taking medications
- Majority of them (77%) stated these medications were not successful at treating their symptoms

Are you interested in learning about the latest incontinence treatments?



Key Findings

- The graph depicts responses from all leads
- An overwhelming majority (nearly 95%) expressed their interest to learn about the latest incontinence treatments



Profile

- Female / Age 34+
- Not taking any medication
- Likely not seeing a renal specialist
- Experiencing symptoms for more than a year

Common Symptoms

- **Delayed or slow urinary stream**
- **Difficulty making bowel movements**
- **Pain or discomfort during intercourse**

She complains of experiencing leakage whenever she laughs, sneezes, jumps, or performs movements that put pressure on her bladder. She has trouble holding her urine, therefore she often wears pads or liners to protect against leaks.

She also frequently experiences lower back pain, and usually has sudden and immediate urges to urinate. When planning a trip, outing, or event, she always checks for the availability or location of restroom facilities.

She admits that her symptoms are extremely frustrating, thus she is very interested to learn about the latest incontinence treatment options.

Findings

- 83bar can find and qualify individuals who suffer from symptoms of stress urinary incontinence (SUI) and are highly interested to learn about 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 screening survey confirmed the profile of patients frustrated with SUI. A vast majority (87%) are experiencing symptoms for more than a year. 91% have trouble holding their urine, 96% are frustrated with their symptoms, and 95% are interested to learn about new treatment options.
- 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” SUI 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
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