



Patient Activation White Paper

Prostate Health Market Test

Based on this pressure test, we believe a bothersome, chronic condition such as Benign Prostatic Hyperplasia (BPH) is still relevant to men's health – even in turbulent times during this pandemic. We saw two key indicators: increased contact rate and increased activations.



Overview

This is a review of findings from a pressure test we conducted for the Benign Prostatic Hyperplasia market, also known as BPH.

Market Test Goals

- Locate patients with either BPH or BPH-like symptoms;
- Determine their eligibility and interest in a minimally invasive procedure; and
- Discover a better understanding of their symptoms and overall concerns.

It is relevant to note that the test campaign ran nationwide March 11-12, 2020 and targeted men aged 45 and older.

Therefore, beyond the specific market insights, we also gained a glimpse into patients' response to managing their chronic health conditions during the most uncertain times at the outset of the COVID-19 pandemic.

In only two days, 83bar collected profile information from 317 male healthcare consumers; 70% of whom said they were experiencing moderate-to-severe BPH symptoms, while fewer than one-third had a formal diagnosis. Among those who said they are treating their BPH symptoms, seven out of ten are not currently satisfied with the results. The majority of our respondents said they are motivated to seek other options that could make them candidates for a minimally invasive procedure.

Background

Enlarged prostate, or Benign Prostatic Hyperplasia (BPH), is one of the most common diseases among aging men. It can be associated with lower urinary tract symptoms, such as:

- Having to urinate very often;
- A sudden strong feeling of having to urinate;
- Having to get up at night to urinate;
- Decreased and intermittent force of stream
- The feeling of incomplete bladder emptying.

These symptoms affect quality of life by interfering with normal daily activities and sleep patterns.

There are a variety of medication therapies, but for many, symptoms don't improve or they are unwilling to deal with the side effects. When surgery is the best treatment option for the patient, the most common technique is a "transurethral resection of the prostate" (TURP). TURP involves removing extra tissue of the prostate gland.

Even though TURP is a good treatment, some men are reluctant to undergo an invasive surgical procedure requiring general anesthesia. In addition, there are concerns about the frequency of complications following treatment, as well as the significant costs to patients, doctors, and insurance providers.

Several medical device companies are in clinical testing phases to develop a minimally invasive treatment for BPH, giving urologists the opportunity to offer men an office-based or outpatient treatment option that may provide relief.

Campaign Targeting and Reach

For this test, a qualified lead is defined as an adult male diagnosed with BPH, or who might have symptoms but not a formal diagnosis. Ultimately, a qualified respondent must express intent to take action to explore new treatment, including a minimally invasive procedure to treat BPH symptoms. These men must opt-in to be contacted by an 83bar Patient Education Specialist to discuss symptoms and evaluate treatment options.

The 83bar method utilizes social media advertising with symptom-based messages to attract prospective patients, directing them to a dedicated landing page with an online health risk assessment. According to Pew Research Center, 68% of consumers ages 50–64 years use Facebook.

The user experience is optimized for mobile use because 90% of our traffic, including those age 65 and older, comes through on a mobile device. Upon completion of their health risk assessment, we collect name, email, and phone number (with permission) from interested patients.

COVID-19 context and rationale

- We ran this campaign nationwide March 11–12, 2020.
- The dates are noteworthy because this was when the COVID-19 pandemic was dominating the news
- Consider the impact on men's work and social interests.

The economic downturn caused by the outbreak had substantial implications for men's employment across white-collar and blue-collar professions.

Businesses were rapidly adopting flexible work-at-home arrangements that many men had not experienced. The NBA, NHL, Major League Baseball, and other sports announced their intention to postpone their events. That week, actor Tom Hanks and his wife revealed they had been diagnosed and were quarantined. Restaurants and bars were ordered to close. Many families had to cancel planned spring-break vacations. Finally, there were many fathers who were now taking increased responsibility for childcare.

Still, within that time frame, there was a rapid and above-average response to a message about a chronic condition that may not seem critical but does affect one's daily living.

We learned that, even in the middle of a national crisis, we have a large pool of healthcare consumers that are concerned about finding solutions for their preexisting conditions. We saw two key indicators:

- **Increased Contact Rate:** Men were at home, spending more time online and more time on social media which led higher lead volume. Specifically, we saw higher click-through rates for ads and higher form-fill rates on health assessments.
- **Increased Activations:** Men still had BPH symptoms on their mind but understood they couldn't schedule a routine appointment right now. They were interested in being contacted again to schedule an appointment in the future with our Patient Education Specialists.

Campaign Outreach Creative

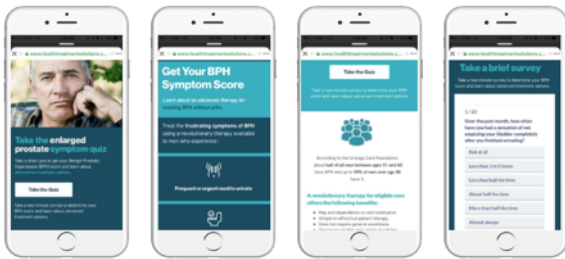
We developed six different graphics with two copy variants: one, "take the enlarged prostate symptom quiz," and two, "treat enlarged prostate without pills." A significant segment of our demographic targets would be using alpha blockers as first-line therapy for BPH. Plus, we're looking for patients who would be interested in a minimally invasive procedure.

Facebook Ad Concepts



All ads lead to the same landing page with the embedded health risk assessment. Our health risk assessment was structured based on the clinically validated International Prostate Symptom Score (IPSS). Other questions were geared specifically to gauge frustration levels and intent to take action towards a new treatment.

Landing Page & Survey



Once the patient completes the survey and has submitted the form fill, they will be taken to one of three thank-you pages based on their survey answers. On each page, the respondents can access their personal IPSS score results and see links to educational websites specific to BPH and prostate health.

Highlights of Respondents Fit to Protocol Criteria

And during this two-day outreach test, we had 317 male healthcare consumers submit surveys through the online platform, of which 53 were diagnosed with BPH and interested in moving forward towards a solution.

Taking a look at some of the key information that we learned from the survey responses:

81% were age 50 and over

61-70 was the most common age range

- 37% of respondents were 61-70
- 34% were 51-60

71% of men experience moderate to severe BPH symptoms based on their IPSS score

- Although only 83 men said they had a formal diagnosis, 226 are experiencing moderate or severe symptoms of BPH and may be diagnosed once they speak to a specialist.

23% said they have a family member who had been diagnosed with prostate cancer

72% of respondents who are/were treating symptoms are not satisfied

- The majority of men treating their symptoms with medications are not satisfied with their treatment. They are motivated to seek other options and could be candidates for a minimally invasive procedure.

89% are willing or may be willing to get a second opinion from a BPH specialist

72% are very or somewhat interested in a minimally invasive procedure to treat BPH

Implications for action

We showed our Patient Activation process can identify patients suffering from enlarged prostate symptoms. The ads reach patients throughout the US in the predefined target age range. And we documented that about 17% (53/317) of respondents are qualified based on the criteria.

To further activate the qualified leads found through this market test, we recommend utilizing the 83bar Patient Education Specialists in our contact center to further educate men about the procedure, then to navigate them to a list of local urologists for evaluation.

Conclusion

Based on this pressure test, we believe a bothersome, chronic condition such as Benign Prostatic Hyperplasia (BPH) is still relevant to men's health – even in turbulent times during this pandemic.

Consumers are not only willing to take an extensive online screening questionnaire to find out their BPH score, but also to be contacted by a Patient Education Specialist to actively seek alternative treatment.

This demonstrates an ability to align the interests and concerns of all parties in the healthcare equation: the patient, physician providers, commercial medical device companies, and even clinical trial sites.

Your 83bar Contact



Bob Baurys

President & CEO

(512) 592-9177

bob@go83bar.com

Bob is the founder and CEO of 83bar with more than 30 years of consumer-focused healthcare experience and involvement in more than \$1 billion dollars in direct to consumer health care transactions. Has a strong belief that educated and enabled health care consumers will permanently change the USA healthcare market for the better. Bob also serves as an advisor, investor and fundraiser with a particular focus on health care, technology and service sectors.

About Patient Activation

83bar has developed a 4-part patient activation system integrated to:

- **LOCATE** prospective patients through risk assessment and health surveys;
- **EDUCATE** them to offer solutions and help them make informed decisions;
- **NAVIGATE** patients to action by appointment scheduling or service fulfillment; and through comprehensive follow-up; and
- **ADVOCATE** on behalf of improved treatment and health care.

Our expertise includes a wide range of medical categories:

- Aesthetics
- Cardiology
- Diabetes
- Endocrinology
- Gastroenterology
- IV therapy
- Men's health
- Molecular diagnostics
- Nutrition
- Oncology
- Ophthalmology
- Orthopedics
- Rare disease
- Surgery
- Urology / Urogynecology
- Women's health

Our Shared Success



\$1 billion+ in DTP acquisition



1,000,000+ patient prospects



25+ partner companies



18% average Facebook conversion



>7:1 average ROI for partner companies



More information

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www.83bar.com