

Patient Activation White Paper: Speed Matters



The optimal time to contact patients is when the peak of interest is highest. Fast wins. Slow is very expensive.

Executive Summary

Time is relevant for patient activation programs in five major areas:

1. Time the ad campaign to reach patients when they are searching for answers
2. Save time by assessing their health risk upfront with relevant questions
3. Shorten the time to contact the patient once they submit a request
4. Respect the time of patients and doctors by educating before the office visit
5. Create timely follow up and inbound call capabilities

Patients who are prepared to act have higher compliance, better conversion, and a more compelling and successful healthcare engagement.

Introduction

Our vision is to shorten the patient prospect journey from years to minutes. The first step to make this a reality is to remove significant friction and inefficiency in the current patient journey from discovery to actual treatment.

At 83bar, we empower prospective patients and accelerate their path to wellbeing by identifying, educating, and ultimately navigating these consumers through the complicated healthcare system.

In this white paper, we will review the system we've built for speed.

Time the ad campaign to reach patients when they are searching for answers

The 83bar system deploys social media ads to reach patients when they're searching for medical solutions. We can also accelerate their search by being mobile friendly. In fact, 96% of our respondents are on mobile devices.

Save time by assessing their health risk upfront with relevant questions

The 83bar system helps patients describe their condition, ask them about the impact of their symptoms, their motivation to treat, and their interest in learning. More specifically, here's how the process works: .

A prospective patient comes to our landing page where they find a health risk assessment quiz. This survey includes questions about a healthcare question they have in mind and what they're searching for. They begin to engage in the questionnaire. Our surveys are typically 8 to 18 questions long. We ask a deliberate, structured series of questions – from inward-facing questions to rating their interest in alternatives.

Once the question set is done, they provide permission for our nurse contact center to call. A registered nurse reaches out to them to review their answers and begins to help them on their healthcare journey.

Shorten the time to contact the patient once they submit a request

Within seconds of their form being submitted, the 83bar system reaches out to one of our nurses. The system connects the nurse and the patient at the same time. This approach offers immediacy for the patient and allows their questions to be answered efficiently. They don't want it the next day and they certainly don't want to be called at their office tomorrow in the middle of the afternoon.

This is all about making sure that when a patient is in the mindset to decide about their healthcare, that we are there to serve them. Helping them along their journey is not only the best service, but also the best time to serve them.

Respect the time of patients and doctors by educating before the office visit

Like most things on the web, there are medical answers to be found in milliseconds. But in those same milliseconds, as much time as it takes to move a mouse, you might scroll by 15-20 options.

The problem is that these are un-curated, un-filtered, may not include accurate medical information and you're on your own.

Let's examine that paradox. A prospective patient who doesn't know what they want and who has limited medical knowledge goes to Dr. Google and gets an array of potential answers. Or the prospective patient might be on Facebook and they see a number of different ads around the medical issue they're struggling with. That person has neither the medical background nor the life experience, nor the navigational skills to figure out which is the best solution for them.

What 83bar can do is be a guiding light.

In the case of most families, when someone gets sick, there is always a person who becomes the 'de facto expert': the go-to person that addresses these medical questions.

83bar can be that trusted source in the digital world.

We bring a nurse to this situation, with an average of 20 years of experience and a high level of skill and empathy. That nurse applies her medical and life experience and applies this to the responses in the health risk assessment. And then, she begins to help that patient through the education process in a very structured manner.

All of this occurs before their doctor visit. We provide a system with human intervention that gathers facts, organizes thoughts, and provides a curated solution to help the patient through their process.

This is in contrast to patients doing it on their own, taking 10 or 12 steps that are highly inefficient, ineffective, and very costly to the healthcare system. They may go from one provider to the next, get multiple lab tests, conflicting diagnostics, and multiple medical opinions, all while running up their insurance bill, and making multiple copays.

Create timely follow up and inbound call capabilities

Here's the final point on speed. You have to be quick on the front end when you leave voicemails or send emails. Done right, these "second-chance" contacts with patients can be an opportunity when incoming return calls are made from follow-up emails or texts.

Therefore, when building your systems, make sure you have inbound call capabilities because these are your next best chances to get prospective patients. If there's not a way to call you back, patients will move on and certainly call someone else.

Results of our system

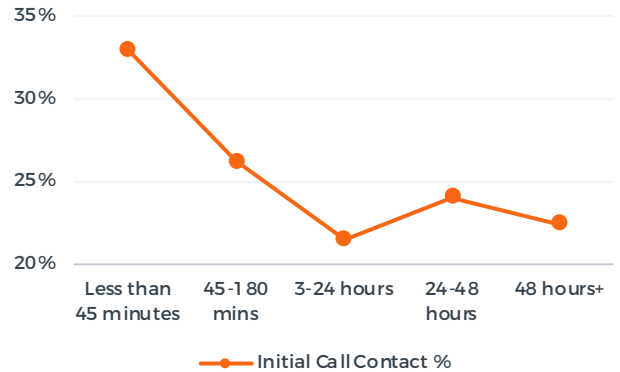
Let's take a look at the performance of the 83bar tech-enabled speed in three areas: contact rates, booking rates, and clinical trial recruitment.

Contact Rates

We looked at initial call contact and response time from when the patient submits a form. How fast does our nurse get back to them and what is the contact rate? Within the first 4-5 minutes, we get about one in three people on the phone. (Industry sources tell us about 20% is the norm, so we thought that was respectable.)

What is interesting is how that declines quickly. In the next 45 minutes to two hours, we start to drop off to 25%. Then within three hours, we've lost almost 40% of the patient prospects that we have paid for. That's going to get very expensive. Very quickly.

INITIAL CALL CONTACT %



Source: 12 months of data from leading manufacturer campaign involving 1459 patient acquisitions between Jan 1, 2017 and Dec 31 2017

When we looked even closer, we started to realize that the numbers are more meaningful. If you respond within five minutes, look at what the drop off after five minutes and even 15 minutes has cost you - a third of your marketing budget. An hour to three hours has cost you half of every dollar of your marketing spend.

Look at it this way. Say you're spending \$100,000 on marketing and the leads are \$10 each. You're going to get 10,000 leads, and if you talk to them in less than five minutes, you're going to have 3,500 consulting conversations. That's 3,500 opportunities to move the needle and help patients move forward. However, if you wait 45 minutes, this decreases to only 2,500 patients. Therefore you've wasted 1,000 opportunities that you will never get back. You've also created a \$28,400 bonfire. You've burned \$28,400 that you'll never see again.

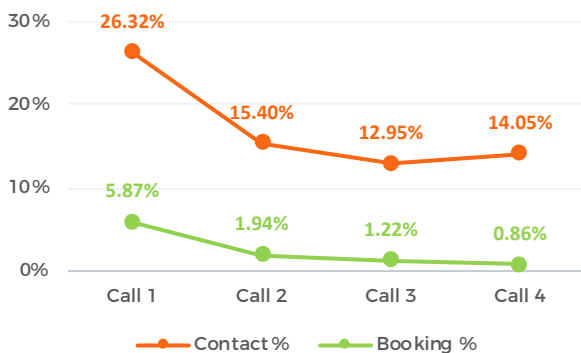
You have to be fast and it takes a massive commitment to deliver speed and think about how to time your ads based on your availability to respond. If you can't be available 24 hours, then you should time your ads. So the lead flow only comes in when you have operators available.

Booking Rates

This is interesting. On the first call, we achieved a 26% contact rate with a 5.87 booking rate. That means people who decide to go forward are a 5:1 ratio. By the second call, however, we lost two thirds of them; they don't move forward. So you can see how it degrades very quickly. So combine the idea that if you're delivering on speed within minutes, plus opportunity to get them on the phone quickly, they will book, then the multiplying effect is significant. Look at how many people you will actually activate into your funnel.

It's staggering how it multiplies itself.

CONTACT % AND BOOKING %



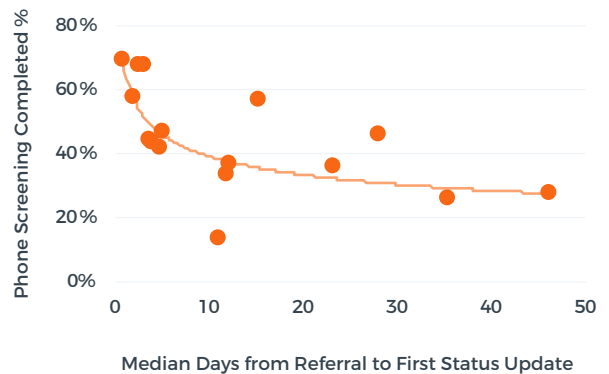
Source: 12 months of data from leading manufacturer campaign involving 1459 patient acquisitions between Jan 1, 2017 and Dec 31 2017

Clinical Trial Recruitment

Here are our results from a clinical trial survey of 2,700 patients. We were able to contact almost everyone in 30 minutes, so calls were answered and patients navigated very quickly. It also carried through to actual success, which was defined as a completed consult of a trial candidate who decides to go forward with the study procedure, medication, or device.

Further, what we notice is that the early responders, the people who respond quickest, that we get to first within 45 to 180 minutes, actually have a 12% success rate versus the people who responded later. So again, speed works. Early responders are more aggressive and are more likely to show up and tend to convert at a higher level.

PHONE SCREENING CONTACT % VS MEDIAN DAYS TO UPDATE CANDIDATE STATUS



Source: Clinical trial patient recruitment campaign involving 2793 patient contacts between July 1, 2018 and January 29, 2019

Conclusion

In summary, you've seen several areas that make a compelling case for speed. You have got to be fast.

The implications for marketing plans is to figure out how you can be as fast as you can with your budget because if not, you're burning money and you'd be better off spending less money and putting more resources into being responsive than you are in just increasing reach and frequency. You not only will create more flow but you'll also improve the experience by disappointing fewer people that don't get called back.

The implications for the healthcare system is defining the most educated, most informed patients at the right time when they can make a personal decision that's right for them. If we're effective at doing this, and it's a big calling, we will have a more efficient and better outcome-driven healthcare system in the US. That's our mission. That's part of what we have built into the 83bar process.

A drive from the top: Get to know Bob Baurys, CEO and entrepreneur

I'm a speed junky. I believe that speed reduces risk at every single level. So, when you find faster solutions and/or shortcuts that require less money, gain traction faster, and high likelihood that the idea lives into full-blown execution the choice is clear.



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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



**\$1 billion+ in
DTP acquisition**



**18% average
Facebook
conversion**



**900,000+ patient
prospects**



**>7:1 average
ROI for partner
companies**



**25+ partner
companies**