

Whitepaper

Female Health – Search for 'Answers'

This whitepaper summarizes three campaigns in female health categories to compare the results, as well as demonstrate our model's effectiveness in patient outreach.

✔ **Most respondents are willing to participate in trying new methods, treatments, and pills.**

✔ **When it came to birth control, the biggest drawback for most women was the side effects.**



Overview

At 83bar, clients often ask what can be learned from our Patient Activation campaigns about the motivations of health-seeking consumers. And what touchpoints along their “patient journey” could be better managed.

To address this question, this whitepaper summarizes three campaigns in female health categories to compare the results, as well as demonstrate our model's effectiveness in patient outreach.

The categories covered here are:

- [Sexually transmitted disease](#)
- [Yeast infection](#)
- [Estrogen-free birth control](#)
- [Intrauterine devices](#)
- [Menopause](#)

We conducted these market tests in order to locate and identify patients. Then, we determine their eligibility and interest in participating in clinical trials or making an appointment with a provider to discuss options.

The findings are valuable to companies and research centers that may be developing new diagnostic tests and treatments for the prevention, early detection, and management in these major medical segments.

There is delay to a definitive diagnosis commonly because patients are stuck in a cycle of coping and seeking help from friends or the internet. But they often get dismissed -- by their partners, mothers, PCPs and even GYNs. As in many medical conditions, physician-patient dialog issues (or worse a physician's lack of willingness to search for an underlying cause of symptoms) can be a reason patients feel dismissed.

Younger women who experience symptoms have an even longer coping cycle as they may not know what “normal” is or could be.

Coping, seeking help, and searching for “answers” are driving factors for interest in new treatments or clinical trials

Across categories, we found that patients are most likely to seek help when their symptoms affect their social life or relationships. Factors that influence treatment are severity of pain and dissatisfaction with current options.

The cycle is broken when patients become empowered or educated enough to demand an answer. They perceive that a more definitive diagnosis would feel validating and relieving.

The findings also reveal that many women have been diagnosed, but later take a break from treatment. While some say their symptoms were resolved, many developed an apathy toward treatments which were less than optimal or caused side effects.

Campaign Method, Targeting, and Reach

The process to collect the information was to use Facebook ads to target adults over the ages of 18 within the United States. For each campaign, we deployed multiple ads, each targeted to different audiences depending on the medical conditions. For example:

- Separate STI messages to women ages 18-24 and to ages 25-40
- Focus on women who had documented recurrent yeast infections;
- Women over 18 for the estrogen-free birth control and the IUD campaigns; and
- Women ages 40-64 for the menopause campaign.

Each concept included symptom-related headlines and ad copy, along with clinically relevant medical illustrations proven to stand out in the newsfeeds. All campaigns were conducted over three days and leveraged Facebook's algorithm to optimize ad delivery based on the highest conversion rate.

The user experience was optimized for mobile use because 90% of our traffic in all demographics comes through on a mobile device.

Respondents take a short health assessment survey. Upon completion of a survey (with opt-in permission), we collect names, emails, and phone numbers from interested patients.

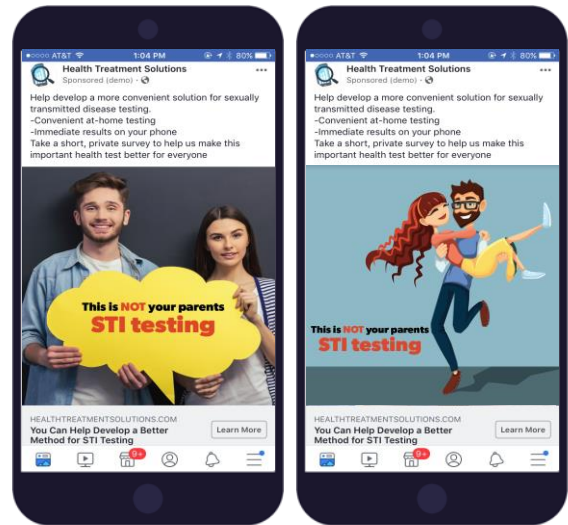
Sexually Transmitted Infections (STIs)

STIs are sexually transmitted infections (also known as sexually transmitted diseases, or STDs). They commonly may not present symptoms, a trait that leads to a greater risk of passing the disease to others. It is also known that STIs can be transmitted through childbirth, endangering the condition of the newborn.

Among the most commonly diagnosed STIs were syphilis, gonorrhea, and genital herpes. While vaccinations exist to decrease the risk of certain infections, including some types of HPV, the use of condoms and having fewer sexual partners are usually encouraged. Most STIs are treatable and curable, which is significant because women who have been diagnosed often struggle with negative stigma.

This market campaign was designed to test the identification of candidates likely to undergo screening with a new, more convenient solution with at-home testing and immediate results on their smartphones.

Campaign Outreach Creatives



Highlights of Results

(Sexually Transmitted Infections)

During this three-day outreach test, we had 66 submissions through the online form. Take a look at some of the key information that we learned from the survey responses:

- 32% haven't had a screening before
- 80% identify as female
- 88% reported that they would prefer to have an at-home testing kit
- 33% claimed that it was extremely likely that they would have an STI screening in the next three months

Yeast Infection

A yeast infection (also known as candidiasis) occurs when the balance between estrogen and bacteria changes, causing a fungus called candida to grow and cause an infection.

Vaginal yeast infections are very common, with an estimated 75% of women having at least one in their lifetime. They can happen at any age, with hormonal changes due to pregnancy, menopause or birth control pills, diabetes, antibiotics, and in some cases, sexual activity.

Our campaign was conducted to locate patients with recurrent yeast infections, gauging their interest in participating in a clinical study for new treatment options.

Campaign Outreach Creatives



Highlights of Results (Yeast Infections)

During this three-day outreach test, we had 98 submissions and 37 qualified leads through the online form. All the qualified leads have received treatment for their recurrent yeast infection within the last 12 months.

- 49%** are between 35 to 44 years-old
- 70%** of the qualified leads were also diagnosed with bacterial vaginosis

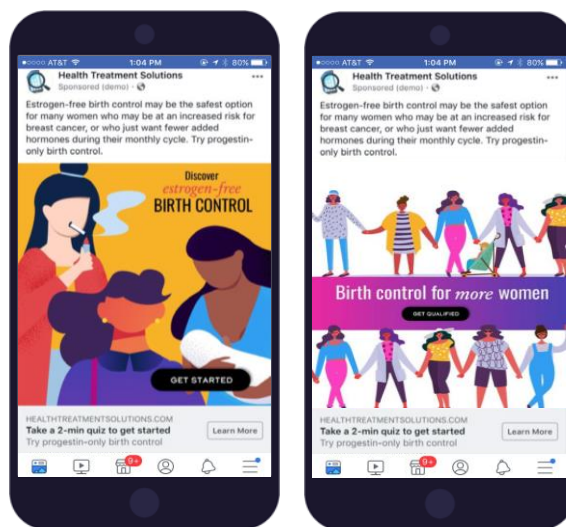
- 38%** have had more than 4 yeast infections in the last 12 months
- 37%** weren't using antibiotics, corticosteroids, cream or oral antifungal drugs, birth control, or tubal ligation
- 65%** were willing to use two forms of birth control for the duration of the clinical study
- 95%** agreed to be contacted about clinical trials in their area for recurrent yeast infections.

Estrogen-free Birth Control

Estrogen-free birth control are methods known to have no effect on women's hormones. This is especially useful for women looking to stay on the hormone-free side of the spectrum birth control since it reduces the chances of them having to experience the wide range of uncomfortable side effects of traditional methods.

This market test to locate patients who may benefit from estrogen-free birth control and determine their interest level in learning more.

Campaign Outreach Creatives



Highlights of Results (Estrogen-free Birth Control)

- **54%** were between 15 to 25 years old
- **57%** use the pill as their birth control method
- **67%** would be very interested in trying a birth control pill that is estrogen-free
- **19%** are still smoking

Among the women who expressed interest, the reasons were:

- 36% because it would suit their body type.
- 24% because they smoke or have cardiovascular conditions and want to reduce the risk of further heart problems.
- 21% because they want to reduce the cancer risk associated with estrogen
- 5% because they are breastfeeding

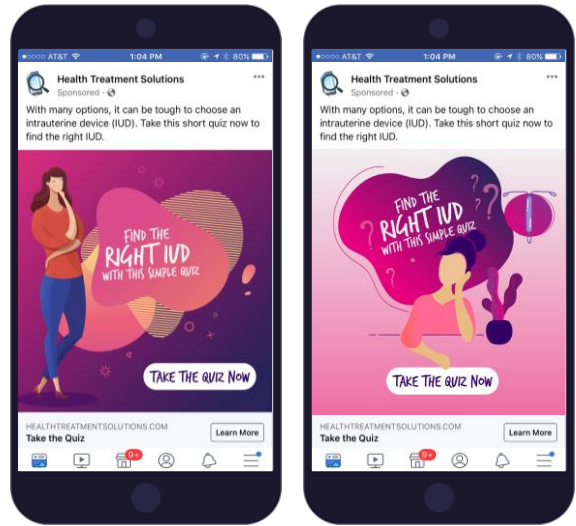
Intrauterine Device

An intrauterine device (IUD) is a T-shaped device that fits inside a woman's uterus. It works by preventing sperm from reaching and fertilizing eggs. These devices usually also release small amounts of levonorgestrel, a hormone usually found in birth control pills. There is a hormone-free device, however, it can cause heavier periods.

Women who tend to forget to take the pill or use other methods often prefer IUDs, as well as those who are breastfeeding.

The objective of this market test was to conduct an educational social media lead generation campaign to locate women interested in IUD birth control options.

Campaign Outreach Creatives



Highlights of Results (Intrauterine Device)

During this three-day campaign, we had 238 submissions, 82 email addresses captured, and 55 phone numbers captured. This is some of the key information that we learned from the survey responses:

- **36%** are getting an IUD but don't know which one they're getting
- **18%** currently use an IUD as birth control
- **49%** removed their IUD due to side effects
- **26%** found the IUD appealing because it is highly effective
- **29%** want their IUD to last 5 years
- **63%** consult with their OB-GYN regarding birth control and family planning

Menopause

Menopause happens when a woman stops menstruating, usually around age 45 to 55. Menopause is totally natural and occurs because the estrogen levels begin to decline and the process of losing the menstruation can take years before it is gone altogether.

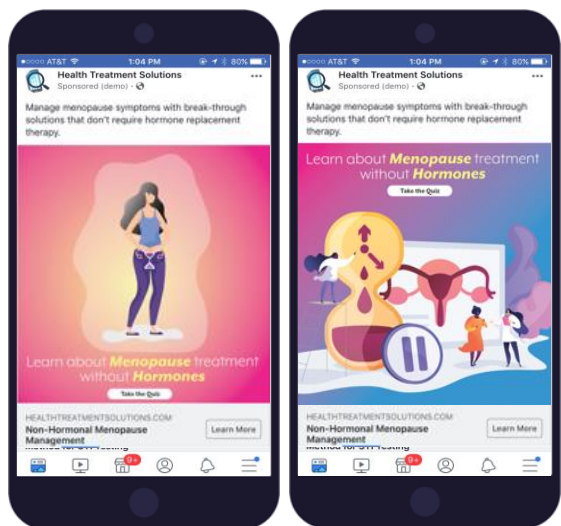
Menopause is well-known to cause very uncomfortable symptoms such as weight gain, hot flashes, vaginal dryness, reduced libido, memory and concentration problems, night sweating, difficulty sleeping, and anxiety.

In this research test, we sought to better understand menopausal women's issues and interest in supportive treatments without hormones.

The findings could help inform future intent of women seeking options, which could be useful to:

- Operators of healthcare services focused on treating menopause
- Menopause researchers
- Clinical trials focused on menopause patient enrollment
- Brand, and DTC marketing managers with products or services in the menopause market

Campaign Outreach Creatives



Highlights of Results (Menopause)

- **36%** has been diagnosed with Menopause
- **80%** indicate their symptoms began in the last 4 years
- **62%** have prior or current treatment history
- **68%** have very low morning energy levels
- **79%** felt that their symptoms are interfering with their at-home family life
- **4 out of 5 respondents** indicates severe enough symptomology to feel isolated to irritable towards their family
- **55%** felt that their symptoms have or are causing them issues at work

Conclusion

Some of the conclusions we can draw from these market reports include the fact that **most of the respondents were dissatisfied with their current situations**. Whether they were conditions or treatments, the dissatisfaction was general.

- **Most people are willing to participate in trying new methods, treatments, and pills.**
- **Most of the women who replied to the surveys had already presented symptoms or were aware of their conditions.**
- **When it came to birth control, the biggest drawback for most women was the side effects.**

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 also may be advisable to consider identifying low-knowledge "partially screened" patients with recurrent yeast infections for screening.

How can we help?



We want to help every medical company achieve their required outcomes. Patient health is our number 1 priority. This whitepaper, and many more like it, prove that our patient-centric solutions deliver results – often in less time and reduced costs.

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