

Research Solutions for Pharma,
Biotech, Medical Device & Diagnostics

Hit your clinical study targets

Our Patient Activation Platform accelerates the patient journey from symptom to solution. Get access to educated, qualified, ready-to-act patients based on your protocol or indication.

What's inside:

- ✓ The patient's new mindset
- ✓ What does this mean for you?
- ✓ Patient Recruitment+
- ✓ Contact center with a clinical focus
- ✓ Patient pathways
- ✓ Research solutions
- ✓ Why 83bar?



Patients have grown tired of complicated and inefficient healthcare pathways...

They want change



70% of respondents said they prefer digital healthcare solutions

to phone or in-person solutions for all major aspects of their care journey.

Example: Healthcare consumers are no different from retail customers: they want to be good consumers who can make informed choices about the care they receive and expect digital to be a core part of this engagement.

Source: Next-generation member engagement during the care journey. July 2019. [mckinsey.com](https://www.mckinsey.com). Cordina J et al, Healthcare consumerism 2018: An update on the journey. July 2018. [mckinsey.com](https://www.mckinsey.com).

What is driving this change?



Better access to technology



Online healthcare options



Limited time with doctors



Rise in at-home services

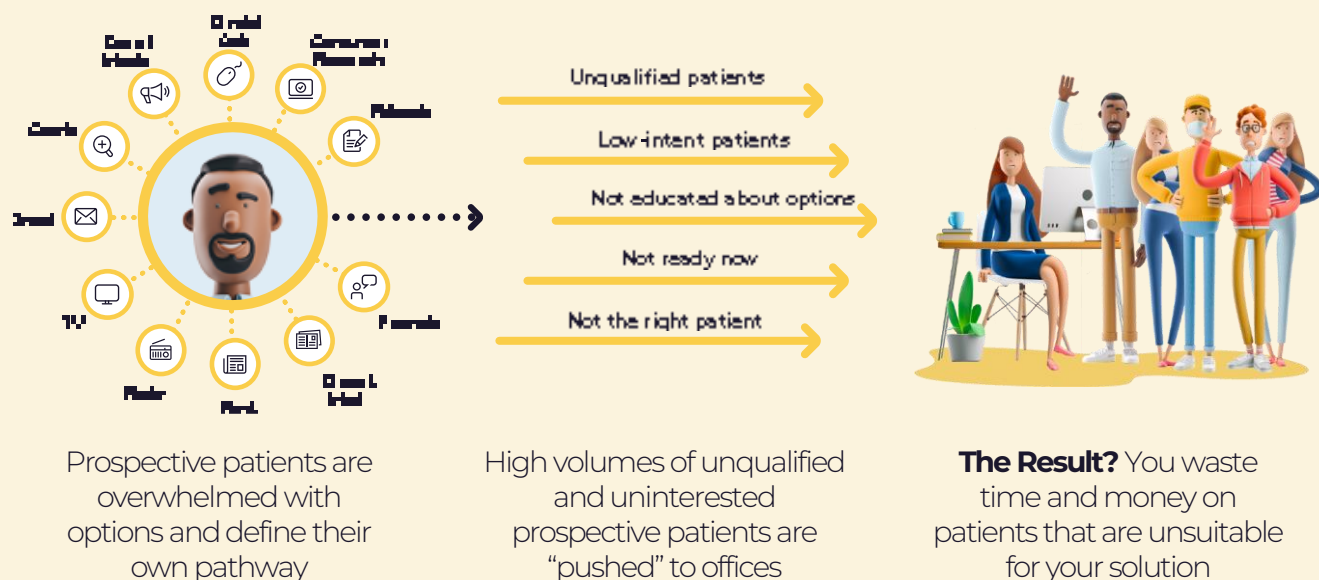


Patients without doctor/PCP

Healthcare consumers want change, but most pharma, biotech, med tech and diagnostic companies still use a “traditional” patient recruitment model. **Why?**



'Traditional' patient recruitment models don't work for patients or your business



How patient problems turn into business impacts

Patient Problem #1

Patient Confusion

When patients aren't qualified, educated or navigated to solutions this creates a poor experience and adds confusion and stress

Your Challenge

Recruitment & Site Issues

Unqualified, uneducated and uninformed patients mean high recruitment requirements, bottlenecks at your offices and wasted time and cost

Patient Problem #2

Lost & Forgotten

Patients who get lost or forgotten in your pathway due to lack of contact may not re-engage or may require significant follow-up

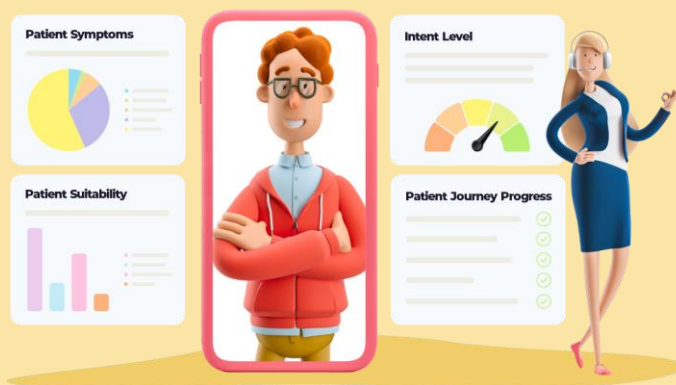
Your Challenge

Missed Milestones

Delays in patients moving through your pathway, due to lack of oversight, can result in missed milestone dates, inefficient follow-up and lost revenue

We LEAN into your patient engagement

Access “activated” candidates who are interested in your clinical study and are ready to make the decision to move forward.



How we LEAN into successful patient engagement

Our LEAN (Locate, Educate, Activate and Navigate) platform empowers and activates prospective patients.



Locate

Patients are targeted via social, database and provider platforms



Educate

Patients self-select and pre-qualify based on your protocol



Activate

Clinical staff educate and activate patients about your trial



Navigate

Patients are guided along pathways to your clinical trial sites



The result?

Motivated, educated patients who are committed to participating in your clinical study and sticking with it to achieve better health outcomes.

Rapid response with empathy

Our clinical contact center responds to patients within 10 minutes of pre-qualification and provides a highly skilled, empathetic and professional voice to your interactions with them.



A human connection when patients need it most



Rapid outreach within minutes of initial qualification



Training and compliance to regulatory standards

Rigorous hiring, training and quality assurance

3% of applicants complete training

Less than 1% of applicants are hired



Hiring

Applicants complete a 4-part test, with only 3% completing training and less than 1% hired

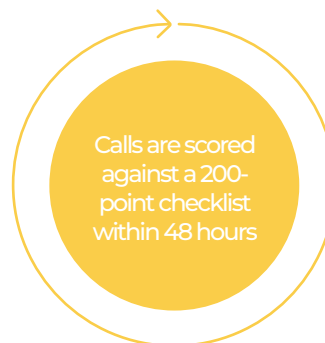
95% or higher to work on client campaigns



Training

Agents must achieve a 95% or greater result before campaign assignment

100% calls reviewed



Call Quality

100% of calls are reviewed within 48 hours and scored using a 200-point checklist

100% call compliance



Compliance

Agents must maintain a 100% call compliance score and 90% product knowledge

Flexibility, reliability & complete visibility

Our platform and solutions can be configured to your specific inclusion/exclusion criteria. In addition, we hold data security and patient tracking through your pathway to be of paramount importance.



Patient pathway options to meet your requirements



Connect to
Provider Office



Patient
Engagement



Patient
Scheduling



Site Support



Patient Follow-
Up



Nurture &
Retention



Shipping &
Fulfillment*



Lab Tests/
Home DX*



Medical
Records



eConsent

*If required for decentralized trials

Security, integration & patient privacy

- Data Privacy and Security (HIPAA, PCI, CCPA, GDPR, ISO27001, ISO9001)
- Open-API outputs
- HIPAA compliance & training



Tracking, analysis & reporting

- Tracking for all patient touchpoints
- Comprehensive reporting
- Comparative analytics

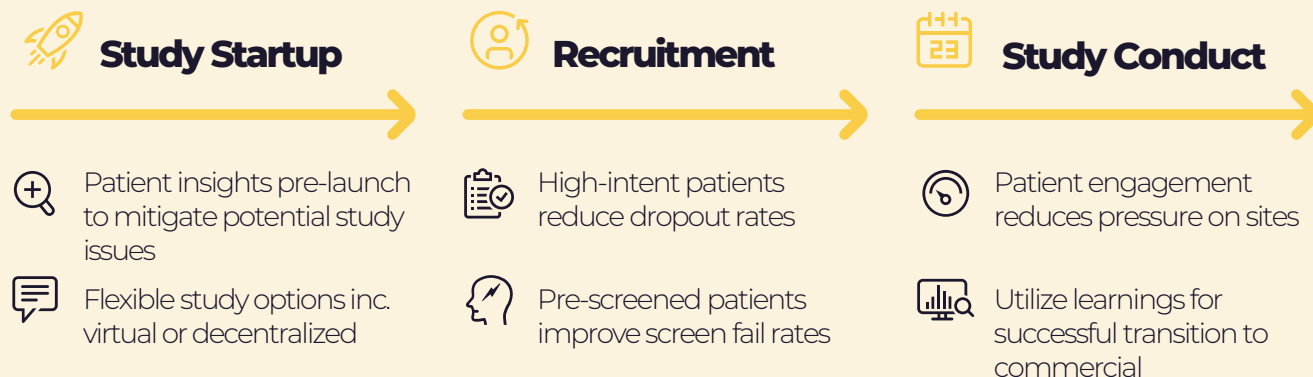


We manage patients from their symptom to your clinical trial

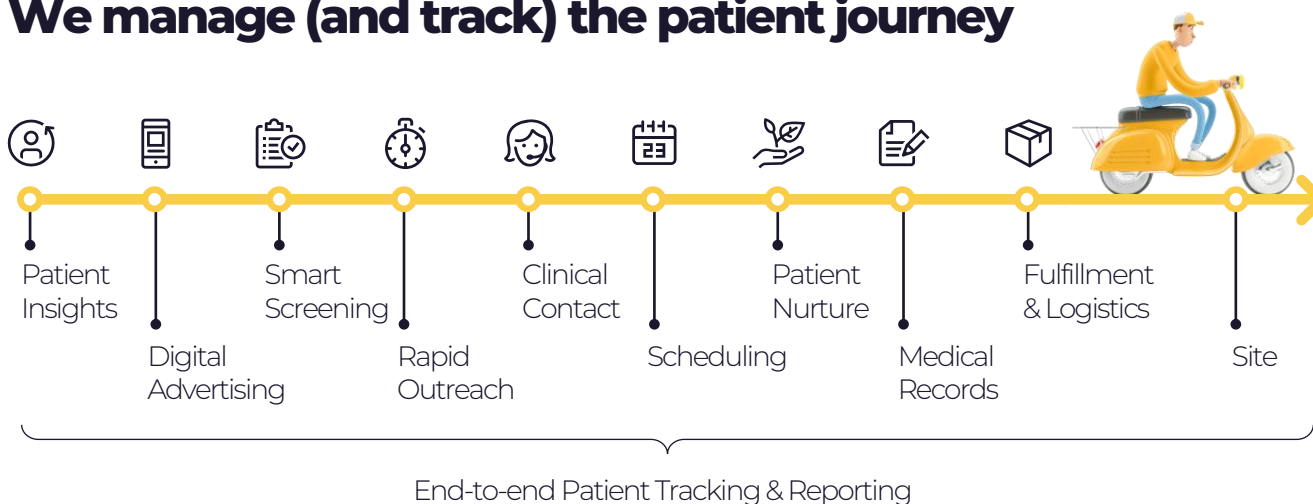
Our services bridge the gap between awareness and action for the healthcare consumers we qualify.



Solutions for the commercial patient journey



We manage (and track) the patient journey



Benefits you won't get anywhere else



Save time and gain predictable patient flow



Gain rapid response from our clinical contact center



Track every step of the patient journey



Reduce pressure on providers for recruitment



Pre-qualify patients based on your protocol



Scale and customize to meet your needs

Experience across 20+ therapeutic areas (and growing!)



- Cardiology
- Central Nervous System
- Dermatology
- Diabetes
- Endocrinology
- Gastroenterology
- Hepatology
- Immunology
- Molecular Diagnostics
- Nephrology
- Neurology
- Oncology
- Ophthalmology
- Orthopedics
- Rare Disease
- Rheumatology
- Sleep
- Surgery
- Urology / Urogynecology
- Women's / Men's Health
- ...and more

We know patient success



2M+

patient database with deep analytics



325+

commercial campaigns



82M+

patient interactions and touch points



100,000+

successful patient outcomes

**We have
the solution
for you.
Let's talk!**



Choose the contact option that suits you



Schedule a call at a time
that suits you

Schedule Now



Call us direct to speak to
a representative

(512) 982-9646



Message us if you have
any questions

www.83bar.com