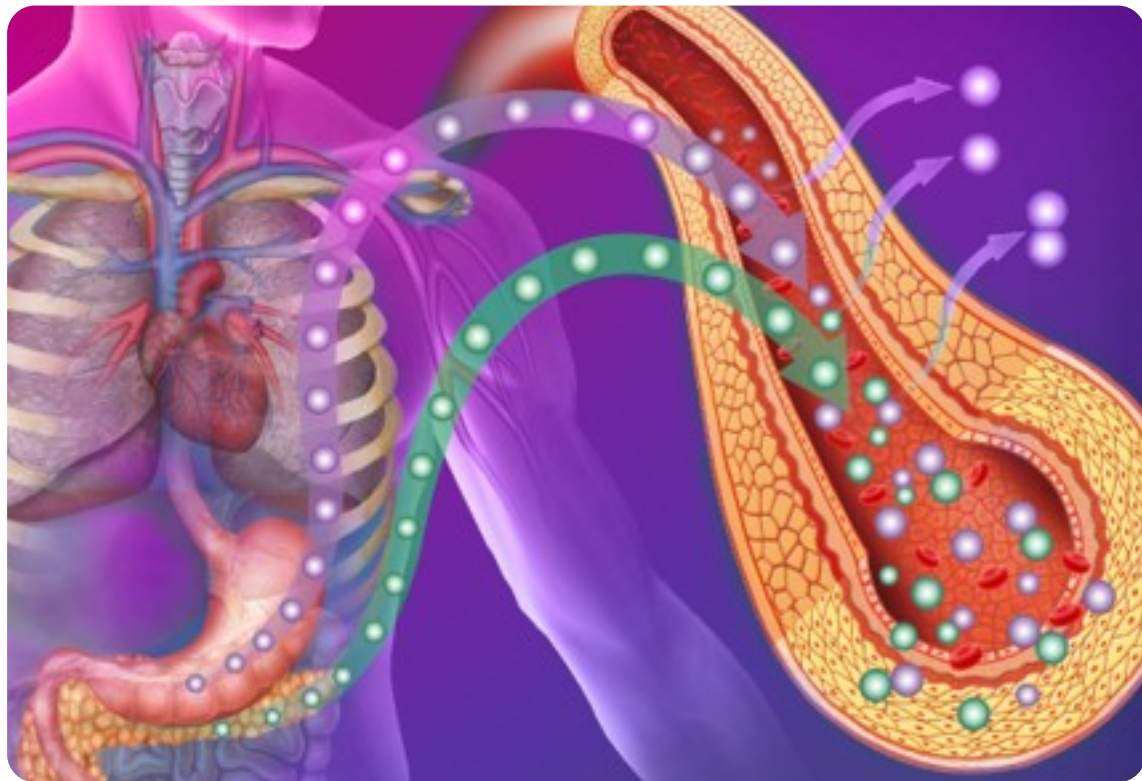




Locate. Educate.
Navigate. Advocate.



2019 Diabetic Nephropathy Consumer Report

Diabetic Nephropathy market test

The information contained in this presentation will assist:

- Operators of healthcare services focused on treating Diabetic Nephropathy
- Researchers of Diabetic Nephropathy
- Clinical trials focused on enrolling patients with Diabetic Nephropathy
- Marketing managers with products or services in the Diabetic Nephropathy market
- Brand managers in the Diabetic Nephropathy market
- Direct-to-patient marketers in the Diabetic Nephropathy market



What are the goals of the Diabetic Nephropathy market test?

Objectives

- Conduct market research to better understand patients suffering from Diabetic Nephropathy
- Utilize Facebook ads to attract Diabetic Nephropathy patients and direct them to a dedicated landing page and survey

Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Survey data

Definition of a Qualified Lead

- Target men and women ages 18 to 75 with controlled Type 2 Diabetes (diagnosed at least 6 months prior) and Diabetic Nephropathy (evidenced by urine analysis)
- Must have written informed consent and be willing to use approved contraception during trial

Campaign Assets

- 2 ad concepts
- 1 unique landing page with embedded health risk assessment (HRA) survey
- 1 HRA survey designed to connect with patients suffering from Type 2 Diabetes and Diabetic Nephropathy
- 1 unique thank-you page with links to educational websites

Process and results

Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women suffering from Type 2 Diabetes and Diabetic Nephropathy (Diabetic Kidney Disease)
- The main concept is to use graphics (instead of stock photos) that convey the messaging and force users to stop and look at the ad since it stands out from other content in their newsfeed

Set Up Ad Targeting & Launch

- Target men and women ages 18 and above living in the United States via paid Facebook newsfeed ads

Measure Results

- Determine current symptomology, treatment, physician care, and willingness to receive future communication among qualified patients and analyze survey responses

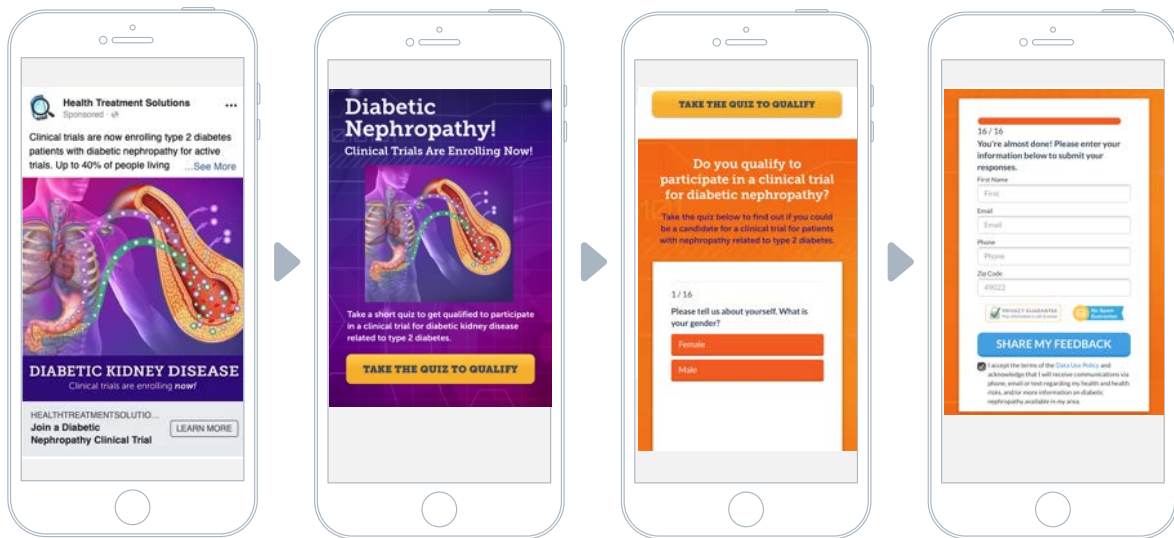
Results

- ✓ Determined winning messaging concept to attract potential patients
- ✓ Captured willingness to share information
- ✓ Refined understanding of patients with Diabetic Nephropathy



Acquisition Metrics

- 352 total survey submissions
- 69 qualified leads
- Survey data

Our process: Attract patients who need treatment



Our Goals

- Generate clicks with illustrated ads that stand out in social newsfeed 
- Optimize percentage of respondents who complete survey with engaging experience 

83bar Demand Generation



Attract



Engage



Qualify

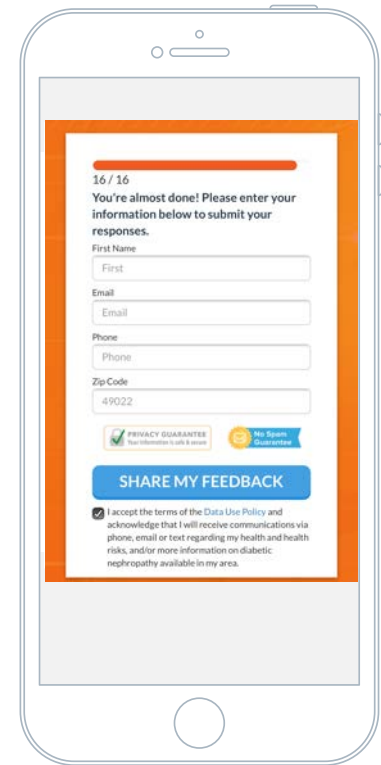
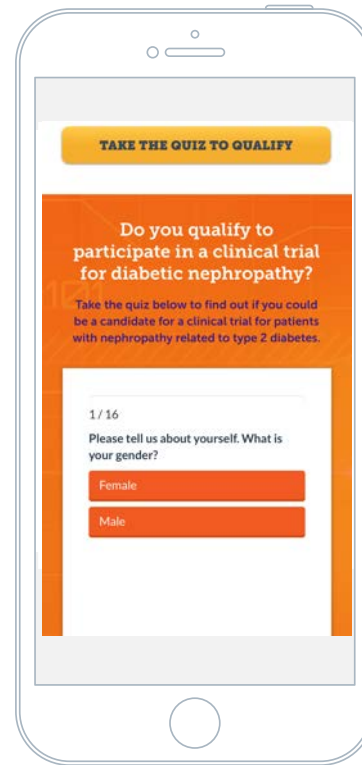
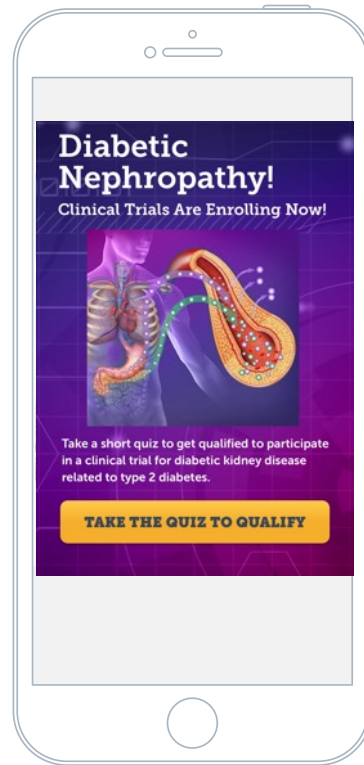
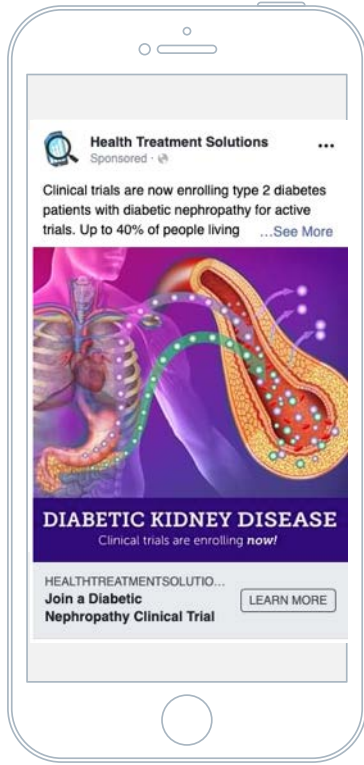


Collect



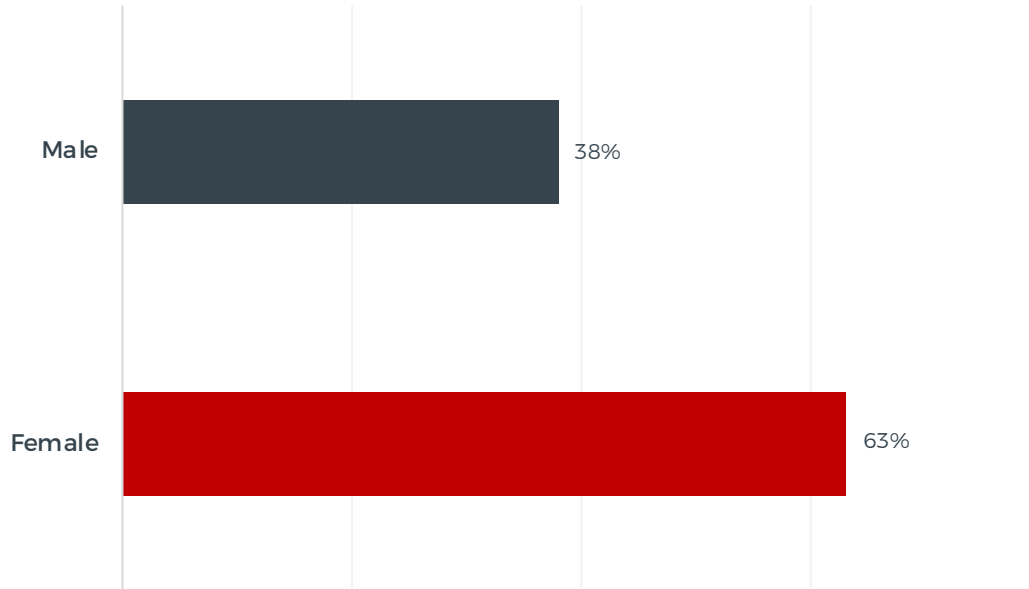
Result

83bar market test: Patient prospect mobile experience



Survey Questions – Demographic information

Please tell us a little about yourself. What is your gender?

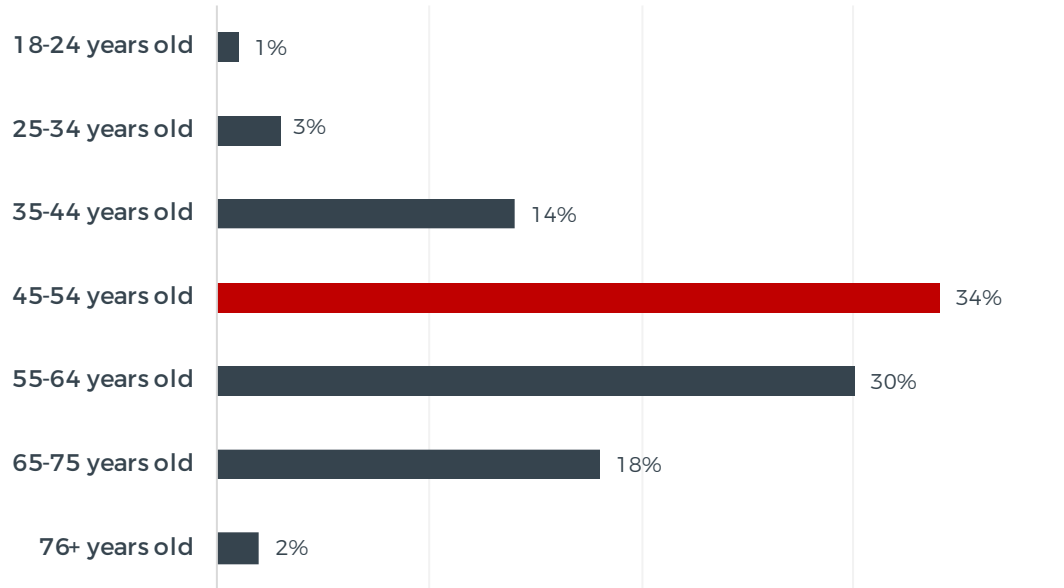


Key Findings

- Captures responses from all leads (352 respondents)
- 63% of all respondents are female
- Of the 69 qualified leads, 49 are female and 20 are male

Survey Questions – Demographic information

How old are you?



Key Findings

- Captures responses from all leads (352 respondents)
- The majority of all leads, 119 respondents, are 45 to 54 years old
- The majority of all qualified leads, 21 respondents, are 55 to 64 years old

To see the full picture and learn more about metrics 83bar can produce for your business, please contact someone from our leadership team below



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Your solution partners



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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 health care market for the better.

Bob also serves as an advisor, investor and fundraiser with a particular focus on health care, technology and service sectors.



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Extensive experience as an executive intrapreneur for companies like Intel Corp, Wyeth, Pfizer, Bristol-Myers Squibb, and late-stage start-ups. Known for her effective and incisive ability to grow new and mature businesses. Proven track record of success bridging health technology to pharma for patients, from development to commercialization.

Kate also serves as an advisor, with a particular focus on women-owned startups.



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With 83bar since inception and bringing 15 years of successful medical device direct to physician sales experience. Intimate knowledge of the barriers faced by both the patient and the physician in need of each other as they both navigate through today's everchanging healthcare insurance landscape.



For more information, email hello@go83bar.com.

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