

Whitepaper

Heart Failure

This white paper reviews a market feasibility test we conducted in the heart failure category.

Our objectives for this test were to locate and identify patients with heart failure and to determine their eligibility and interest to participate in a clinical trial



97% would be willing to be contacted by a nurse once the trial is enrolling in their area



7% of the contacts met the enrollment criteria for a clinical trial



Overview

Despite diligent efforts to prevent cardiovascular diseases, heart failure prevails as a leading cause of death. In the last 20 years, emphasis was placed on improving survival and quality of life in patients with heart failure; however, despite this, the mortality rate has only declined slightly.

In just four days, 83bar collected profile information from 111 healthcare consumers, with 7% meeting the criteria for the clinical trial

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Researchers are looking at the factors that contribute to disease pathogenesis and conducting a wide range of clinical trials with improved versions of current pharmaceuticals and new treatments.

The current goals of HF research include the short-term improvement of clinical status and quality of life as well as the long-term targets of reducing readmission and, most importantly, reducing mortality.

The clinical hope is to reduce pre and afterload by decreasing systolic blood pressure and blood volume, as well as aid cardiac contractility.

New generation vasodilators may reduce peripheral vascular resistance and increase the cardiac index. In addition, gene therapy is finally a more viable option. and novel devices are being explored to monitor heart function.

Campaign Method, Targeting, and Reach

For this campaign, we designed ads to target both men and women in pre-determined geographic locations in the US. Throughout the campaign, we obtained 111 total survey submissions, eight of which were qualified with high intent to move forward.

83bar identified leads in all cities where trial sites are located. This is a very strong indicator that we would be able to find leads in each of the site locations at a comparable cost in a roll-out stage.

This is important due to the difficulty in locating clinical trial patients with a rare disease. 83bar can alleviate that burden of lead generation in specific geographic markets. We work with clients to determine what a qualified lead is based on existing inclusion/exclusion criteria.

Location of Leads



Site locations include:

Jacksonville, FL	Columbia, MO
Brandon, FL	Tupelo, MS
Ft. Pierce, FL	Jackson, MS
Vorhees, NJ	Stockton, CA
Minneapolis, MN	Tyler, TX
Robbinsdale, MN	

Clinical Trial Candidate Profile

For this study, a qualified lead is male or female in a defined age range, who is experiencing heart failure symptoms (i.e., fatigue, heart palpitations, and shortness of breath during regular daily activities).

The patient should have experienced one of three events:

- being hospitalized for heart failure within the last 12 months,
- treated for heart failure with an IV in the last six months, or
- having a blood test confirm heart failure within the last three months.

They should not be actively managing heart failure with a device such as a pacemaker or any other internal cardiac monitor and not receiving temporary or permanent mechanical circulatory support.

A further exclusion was a heart transplant or for the patient to be on a heart transplant list. Other criteria were related to primary pulmonary hypertension, IV treatments, kidney impairment status, and dialysis.

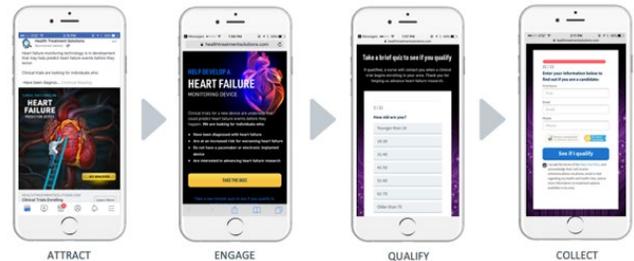
Finally, the respondent must express interest in a clinical trial and be interested in contact from an 83bar telehealth nurse to discuss options.

Campaign Outreach Creative

This is a view from the patient's perspective. A patient scrolling through their Facebook feed would be served one of the symptom-based ads.



Respondent Engagement Experience



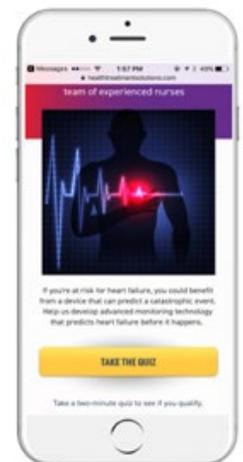
After clicking the “Learn More” button, they are navigated to a mobile-optimized landing page. Our experience shows 96% of people, even 65 and older, are on a mobile device. This landing page includes a health risk assessment.

With this clinical trial sponsor, the survey is more than 20 questions. (Depending on the criteria, it can be as little as eight questions. But in order to fully profile the demographics, as well as gauge their psychographics and need level, we use more.)

High completion rates using micro-commitments and gamification

As a rule, 83bar asking more questions helps consumers make micro-commitments along the way with each question answered. It's filtering out people who aren't serious or who are not ready yet.

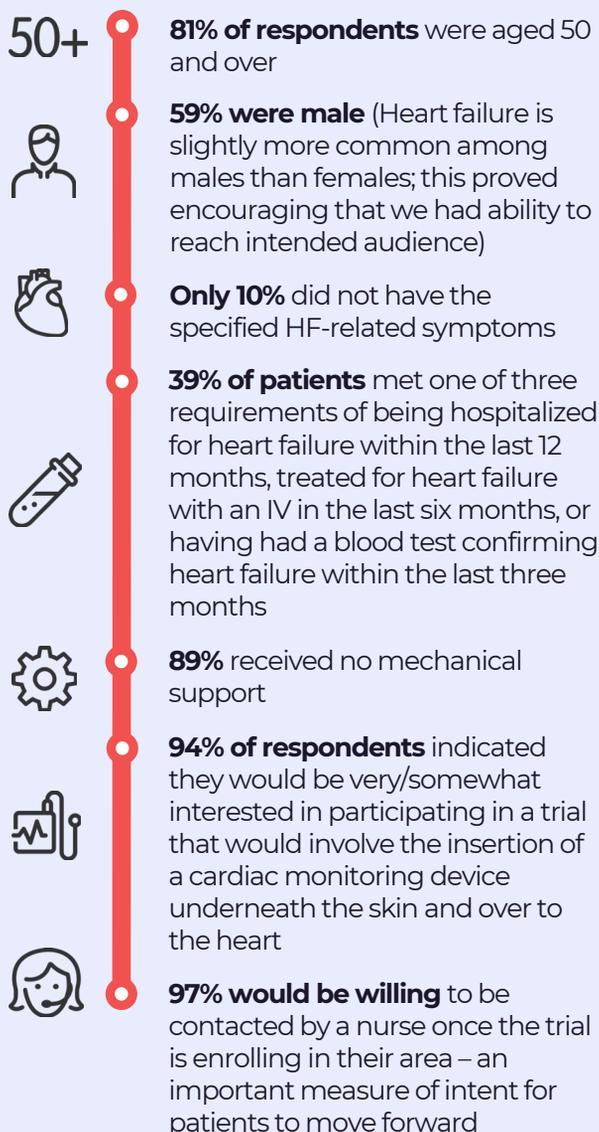
Only when respondents get to the end of the survey do we ask for contact information and opt in. This is what we define as a “lead” in our system. Therefore, when we report a cost per lead, it's the cost for someone to click on the ad, answer all the questions, complete the form fill and submit it.



Highlights of Respondents Fit to Protocol Criteria

The heart-related imagery and appeal to help researchers resonated with the patient population. This attracted patients who may be a good fit for this trial.

In reviewing the profile of responses to our health risk assessment based on the inclusion/exclusion criteria, here are some highlights:



Implications for action

The insights gained from this test are promising for a roll-out for this clinical study. In addition, it demonstrates key learnings for other therapies, devices, or clinical trials that need to reach this important population.

This test shows 83bar can find and qualify individuals that:

- Experienced at least 1 of 3 heart failure events within the past year
- Are willing to take extensive online screening questionnaire to find out if they qualify
- Express interest in a clinical study and are willing to be contacted if/when the study is enrolling in their area

The results also support the addition of the 83bar Clinical Contact Center. This high-touch telehealth solution could further qualify and clarify the questions candidates may be unsure about.

Conclusion

In a test of only four days, 83bar collected contact information from more than 100 healthcare consumers, of which 7% met the enrollment criteria for a clinical trial.

We found these respondents are not only willing to take an online health risk assessment, but also willing to be contacted by a nurse regarding heart failure concerns. The qualified candidates were pre-qualified and activated to take the next step towards enrollment in the clinical trial. These respondents were found across the US in markets of every participating study site location.

Because heart failure is such a big challenge for medical treatment and clinical trials, we at 83bar are dedicated to supporting the progress of research to find more successful ways to diagnose, manage, and monitor patients with heart failure.

We are confident that the 83bar Patient Activation approach of utilizing targeted social media outreach is feasible for locating qualified and high intent candidates for clinical trials focused on heart failure.

How can we help?

We want to help every medical company achieve their required outcomes. Patient health is our number 1 priority.

This case study, and many more like it, prove that our patient-centric solutions deliver results – often in less time and reduced costs.



Not sure how to get started? Try our FREE Pressure Test – a rapid demand generation solution that offers real-time, tangible results.

[GET MY FREE PRESSURE TEST](#)

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
- **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

Visit our website for more information

www.83bar.com