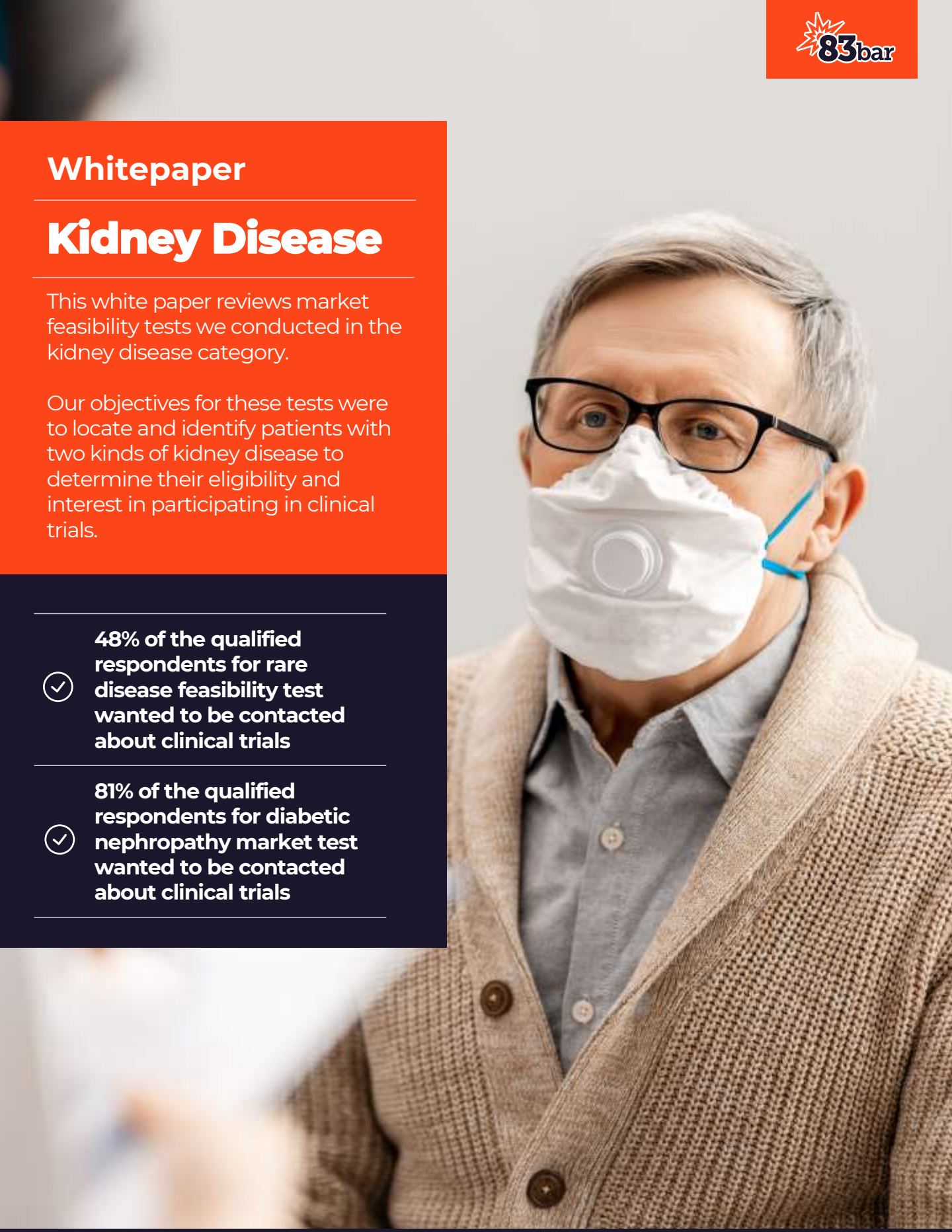
Whitepaper

Kidney Disease

This white paper reviews market feasibility tests we conducted in the kidney disease category.

Our objectives for these tests were to locate and identify patients with two kinds of kidney disease to determine their eligibility and interest in participating in clinical trials.

- **48% of the qualified respondents for rare disease feasibility test wanted to be contacted about clinical trials**
- **81% of the qualified respondents for diabetic nephropathy market test wanted to be contacted about clinical trials**



Overview

At 83bar, we're often asked if our campaign approach of Patient Activation and the four-step process to reach patients is effective in both wide-ranging common medical conditions, as well as rare disease conditions in which we need to reach what's often referred to as "needle in the haystack patients."

To address this question, we wanted to report on two campaigns in a single medical category to compare the results and demonstrate our models' effectiveness in both kinds of patient outreach.

The 83bar outreach tests were to help address the challenge of identifying more patients earlier in their disease pathway to determine if they could be more readily diagnosed and receive more optimal treatment to improve their quality of life, as well as further disease progression.

SKIP TO DETAILED RESULTS

Kidney disease overall represents a varied and complex set of conditions, symptoms, and damage that can occur. There are many causes and terminology in the classification of kidney disease. This is because the kidney has multiple functions. On the rare disease end of our test, we saw patients with focal segmental glomerulosclerosis. The National organization for Rare Disorders, estimates that FSGS affects about seven people per million in the general population. It accounts for about 40% of adults with nephrotic syndrome and even about 20% of children.

In the US, this condition accounts for 5% to 20% of all people who experience in end stage renal disease. It affects men slightly more often than women and can affect children and adults, but it most commonly occurs in adults 45 and older. It has been known to occur more commonly in African Americans compared to Caucasians, and the rate of decline and kidney function is generally more rapid in African-Americans. The diagnosis of FSGS is based on the identification of characteristic symptoms, but also a variety of specialized tests, including a kidney biopsy. IgA nephropathy is also known as Berger's disease. It often occurs when an antibody called Immunoglobulin A or IgA builds up in one's kidneys. This results in local inflammation that over time can hamper the kidney's ability to filter waste from the blood. IgA nephropathy usually doesn't cause symptoms in the early stages. So, the disease can go unnoticed for years or even decades. It's sometimes suspected when routine tests reveal protein or red blood cells in the urine

Research is now underway to explore molecular genetic testing and other ways of diagnosing and treating this rare form of kidney disease. Nephrologists and other leading researchers say, "It's a very optimistic time for clinical trials. A time when the industry is actively involved in rare glomerular disease research, including studies in patients with FSGS." Ongoing studies are assessing a range of interventions, dietary modification, biologics, drugs that target certain proteins and transporters, and even STEM cell infusions." (Richard A. Lafayette, "Facing the Vexing Problem of Recurrent FSGS," in the Clinical Journal of the American Society of Nephrology, February 2020, 15 (2) 171-173.)

Now on the other end of the spectrum is diabetic nephropathy. This is a common complication of Type 1 and Type 2 diabetes. Over time, poorly controlled diabetes can cause damage to blood vessels and clusters of capillaries in one's kidneys. This can lead to kidney damage and cause high blood pressure. Further, the high blood pressure causes further kidney damage by increasing the pressure on this delicate filtering system of the kidneys. Many companies, as well as hospitals and university research centers, are testing new treatments, interventions, and diagnostic tests to improve the prevention, detection, treatment, and management of this condition.

FSGS and IgA Nephropathy

Campaign Method, Targeting, and Reach

For this campaign, we designed ads to target both men and women across the US to demonstrate the ability to find candidates for trial sites in a wide range of cities. This is relevant to locating clinical trial patients with a rare disease who may not be in the existing referral network of investigators. 83bar can overcome the limitations of lead generation in specific geographic markets.

Clinical Trial Candidate Profile

We work with clients to profile qualified candidates based on existing study inclusion and exclusion criteria.

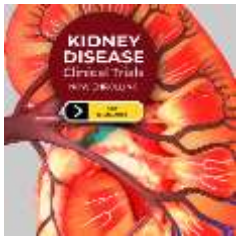
For this study, a target participant was an adult 18+, with a primary FSGS (focal segmental glomerulosclerosis) diagnosis confirmed by biopsy or genetic test or an IgA (Immunoglobulin A) nephropathy diagnosis confirmed by biopsy.

Those respondents who are ineligible to participate include those with Type 1 or Type 2 diabetes, kidney transplant, undergoing dialysis, and not currently taking an ACEI or ARB to treat IgA.

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.



Seven Facebook ad images were developed featuring imagery designed to resonate with the target population. Ad copy tested different keyword concepts and text to find the most appropriate and engaged potential participants

Respondent Engagement Experience

The 83bar UX is optimized to ensure high consumer engagement. 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.

Depending on the clinical trial or sponsor, surveys range from 8-20 questions. In order to fully profile the demographics, as well as gauge their psychographics and need level, we often use more.

Highlights of Results

The anatomical kidney-related imagery and appeal to help researchers resonated with the patient population. This attracted patients who may be a good fit for these trials.

Here are some key acquisition metrics:

- **140 total leads** or survey completions (during 4-day test period)
- **$3.57 CPL** (average cost per lead)
- **22 respondents had confirmed diagnosis**
  - 7 with FSGS confirmed by biopsy
  - 4 with FSGS confirmed by genetic test
  - 11 with IgA confirmed by biopsy
- **5 respondents qualified** to participate in a clinical trial

In varying degrees, nearly 42% of respondents indicate their kidney disorder has had some impact on their jobs (fired, quit, miss work). Overall, 63% of respondents indicate their kidney disorder has had some impact on their social and family lives.

Does your kidney disorder interfere with your job?

A small but surprising number, 4% of medically qualified respondents were not currently seeing a nephrologist, gastroenterologist, or even a primary care provider. Only one person said they felt "very happy" with their current treatment plan.

Most respondents look for information online via internet searches or social media. Overwhelmingly, the majority are interested in future communication regarding clinical trials and treatment options.

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

Diabetic Nephropathy

Attracting Patients in Need

This market test targeted 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). Our goal was to demonstrate the effectiveness of our process to identify candidates for clinical trial sites in a wide range of cities.

In addition, our health assessment survey could determine current symptomatology, treatment, physician care, and willingness to receive future communication among qualified patients.

Defining the Trial Candidate Profile

For this test, the target was set for men and women ages 18-75 with controlled Type 2 Diabetes (diagnosed at least 6 months prior) and Diabetic Nephropathy (evidenced by urine analysis).

Neither respondents at stage 3B – 5 chronic kidney disease, nor those undergoing dialysis, would be qualified to participate in the selected clinical trials.

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

Developing a Creative Strategy

To attract the most likely converting patients, 83bar developed a creative platform using medical illustrations and graphics (instead of stock photos or patient scenes). These were designed to motivate readers to stop and look at the ads because they stand out from other content in their newsfeeds.

Ad copy was tested using keywords shown to engage potential participants.

Optimizing the Prospects' Mobile Experience

The 83bar UX goals are to first generate clicks with illustrated ads that stand out in the social newsfeed and then optimize the percentage of users who complete the survey

Highlights of Results

The artery-related anatomical illustrations appealed to the patient population. This attracted patients who may be a good fit for these trials.

- **352 total leads** or survey completions (during 4-day test period)
- **69 qualified leads**
- **53% diagnosed** with diabetic nephropathy (plus 94% of qualified T2D patients that have unconfirmed diabetic nephropathy are willing to be screened)
- The majority of qualified respondents are female ages of **55-64 years old**

Of the 69 qualified leads, the majority live in the southern and northeastern regions of the US, consistent with overall demographics. This may suggest the need to further target patients for research sites in other regions.

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

What We Discovered

For this campaign, we designed ads to target both men and women across the US to demonstrate the ability to find candidates for trial sites in a wide range of cities. This is relevant to locating clinical trial patients with a rare disease who may not be in the existing referral network of investigators. 83bar can overcome the limitations of lead generation in specific geographic markets.

Profile and Fit to Protocol Criteria (n=140)	FSGS and IgA Nephropathy	Diabetic Nephropathy	Profile and Fit to Protocol Criteria (n=352)
46%	Previously Diagnosed	Previously Diagnosed	53%
7/31 4/31 10/34	Confirmed by biopsy (FSGS) Confirmed by genetic test (FSGS) Confirmed by biopsy (IgA)	Confirmed by urine test Not sure	98/179 66/179
55% 64%	Time since diagnosis 1-5 years FSGS IgA	Time since diagnosis > 12 months	93%
55%	Currently taking ACEI or ARB	Managing with meds Insulin Oral	31% 36%
78%	Symptoms of high BP, edema, or dark urine	Symptoms of fatigue swelling in feet, ankles, or hands, or protein in urine	63%
89%	No kidney transplants	Not advanced to Stages 3B – 5	51%
79%	Not on dialysis	Not on dialysis	84%
52%	No T1D or T2D	Confirmed T2D	95%
22.7% 5/22	Medically qualified who met trial criteria	Medically qualified who met trial criteria	30.4% 21/69

Conclusion

In our tests of very short-run campaigns for two kinds of kidney disease, 83bar collected contact information from nearly 500 information-seeking patients. In both tests, we identified patients who met the enrollment criteria for a clinical trial – at rates higher than the industry average. The medically focused ad concepts strongly connected with targeted audiences. We found respondents are not only willing to take an online health risk assessment, but also to be contacted by a nurse regarding kidney disease concerns. These candidates were pre-qualified and activated to take the next step towards enrollment in a clinical trial. They were identified across the US, in order to be referred to participating study site locations.

In summary, we have reported on two campaigns in a single medical category to compare the results and demonstrate our models' effectiveness in both kinds of patient outreach. This addresses the question of how our Patient Activation approach and four-step process to reach patients can be effective in common medical conditions, as well as rare disease conditions. We are pleased to support companies, as well as hospitals and university research centers, in the study of new treatments, interventions, and diagnostic tests to improve the prevention, detection, treatment, and management of these conditions.

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 Market Feasibility Test– a rapid demand generation solution that offers real-time, tangible results.

GET MY FREE MARKET FEASIBILITY 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