

A 3D-rendered illustration of red blood cells against a dark background. On the left, two large, smooth, biconcave disc-shaped cells are in sharp focus. To the right, a cluster of similar cells is shown, but with several thin, white, fibrous strands (representing fibrin) weaving through and around them, suggesting a blood clot or a state of hypercoagulability. Other cells are visible in the background, some in focus and some blurred.

Market Report

# Atrial Fibrillation

## Objective

- Determine likely volume and cost of qualified candidates who complete an online screening survey
- Provide insight to on how to message , support, and activate participants in AFib/heart monitor trials

## Key Metrics

- Qualified Leads (and CPQL)
- Survey Data

## Definition of a Qualified Lead

- Include men and women, 22 years and older, interested in participating in a wearable heart monitor study who either have either AFib, another arrhythmia, or who might act as healthy controls

## Campaign Assets

- 6 total ad variants
- 1 unique landing page variant
- A custom, 10-question health risk assessment survey to capture AFib history and other heart conditions, as well as assessing frequency of topline exclusion criteria in the population

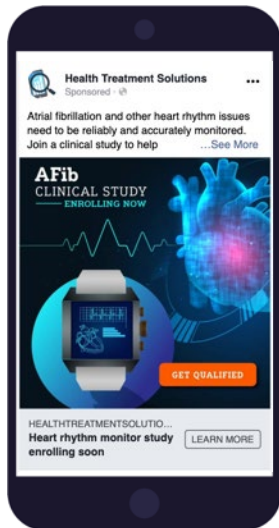
## Market & Demographic

- **Demographics:** Men and women, 40+ (based on incidence of Afib)
- **Geotargeting:** Nationwide
- **Duration:** 3/9-3/10
- **Mean raw CPQL:** \$0.82

# Attract patients who need treatment

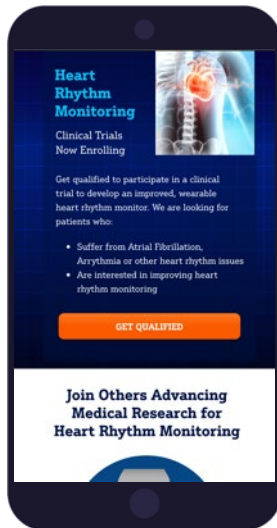
Optimized to ensure high consumer engagement

## Social Media



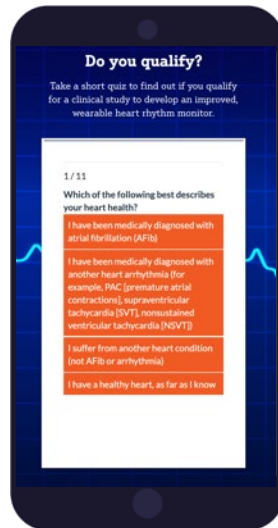
Attract

## Landing Page



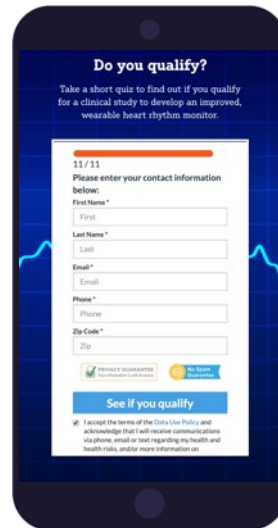
Engage

## Symptoms



Qualify

## Submit



Collect

## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

## Key Findings

- Focusing on “heart rhythm monitors” outperformed “Afib Study” or “Arrhythmia Study” language
- Higher than average engagement and shares, very low cost per lead reflecting high interest in heart monitors in the patient population

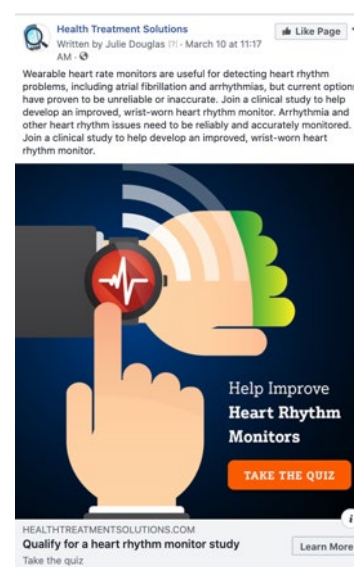
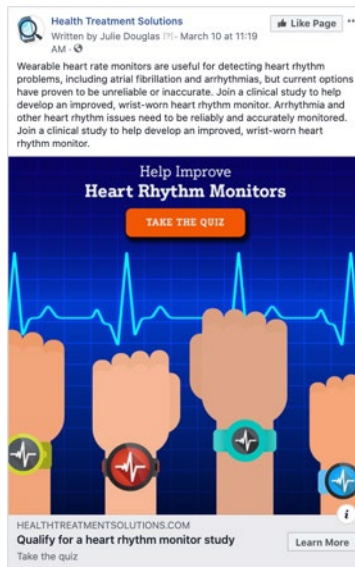
### Ad A:

- 301 leads generated
- \$0.82 CPL
- 873 link clicks
- 9.31% click-through rate

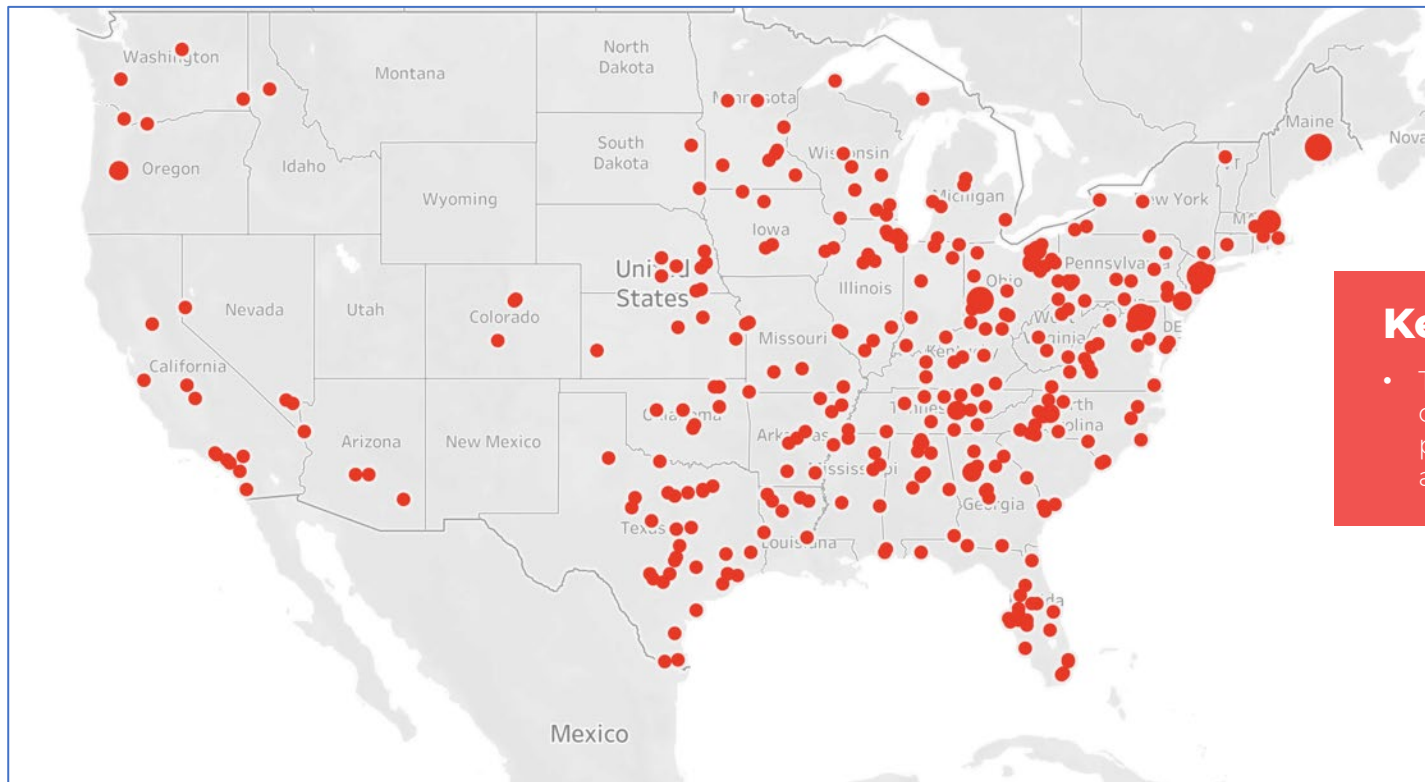
### Ad B:

- 11 leads generated
- \$2.44 CPL
- 54 link clicks
- 8.53% click-through rate

## Image Assets Tested



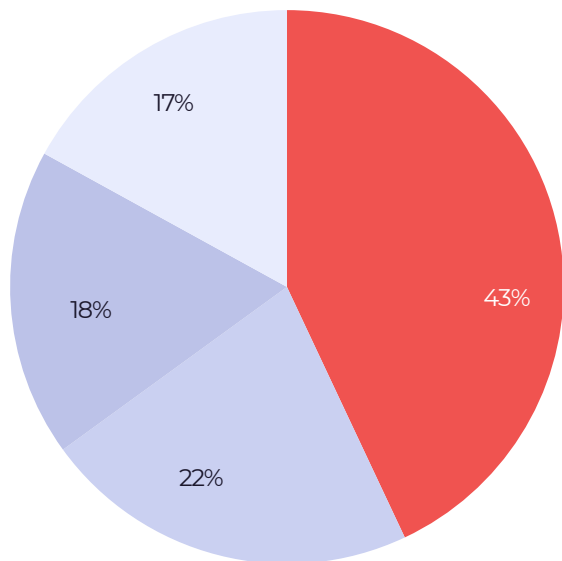
### Top Performing Ad Image



## Key Findings

- The 270 qualified leads were distributed across the country, particularly on the east coast and Midwest

## Which of the following best describes your heart health?

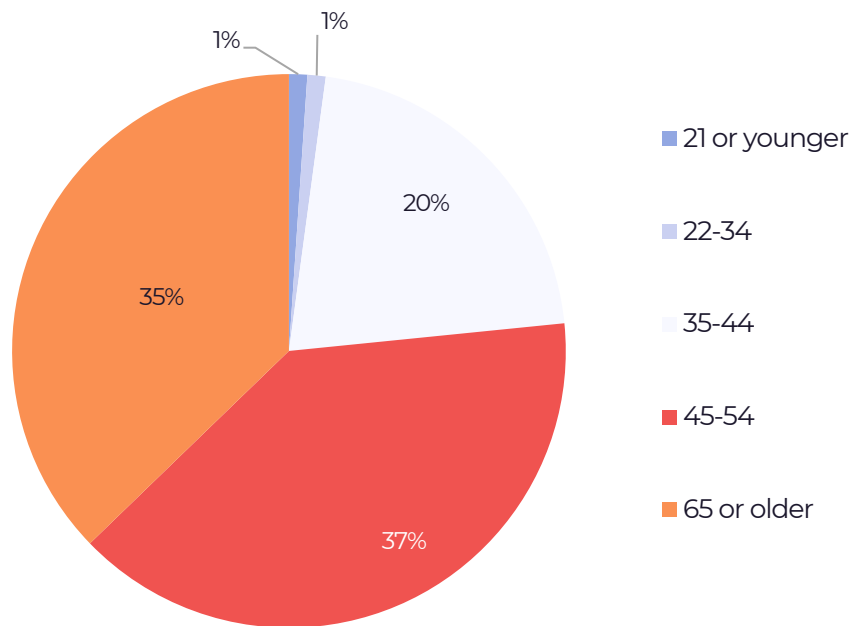


- I have been medically diagnosed with atrial fibrillation (Afib)
- I have been medically diagnosed with another heart arrhythmia (for example, PAC)
- I have suffered from another heart condition (not Afib or arrhythmia)
- I have a healthy heart, as far as I know

## Key Findings

- 114 survey qualified leads had Afib
- The 18% of patients with “other” heart conditions may not qualify for any study group

## How old are you?



## Key Findings

- Facebook targeting meant we had low rates of DQ by age
- 1% of respondents were disqualified due to age

## Summary

- 83bar can easily identify and activate patient candidates for an AFib heart monitor trial nationwide. AFib and arrhythmia patients are eager to try wearable heart monitors.

## Ad Performance

- CPL for a nationwide campaign was unusually low and patient engagement was high.

## Survey Data

- AFib patients are not always well educated about their condition. 1 in 5 leads reported a prior allergic reaction to adhesives, ECG electrodes, wrist bands, or isopropyl alcohol.

## Recommendations

- 83bar can help recruit for this trial by delivering a predictable stream of patients affected by AFib and other arrhythmias as well as interested healthy controls
- Due to patient demand, effective screening via survey and nurse call center will be key to channeling only the most appropriate leads





For more information email  
**[www.83bar.com](http://www.83bar.com)**

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