

Big Toe Arthritis

Market Feasibility Report



What is a Market Feasibility Test?

A Market Feasibility Test is a time-limited, market research tool designed to “test” the suitability of a client’s or prospect’s consumer populations based on study protocols and/or requirements.

Who do we partner with?

- Pharma and CROs (pre-study & phase 1 – 4)
- Startup Pharma (pre-study & phase 1 – 4)
- Pre-Commercial Biotech, Medtech and Diagnostics
- Commercial Pharma, Biotech, Medtech and Diagnostics

How can this help you?



Direct insights into healthcare consumers based on indication, condition or disease



Comparative analysis of a client’s current solution, partner or provider



Informed costs for long-term and/or complex solutions



Lead costs for a target indication, condition or disease



Respondent preference for virtual/non-virtual trials and/or at-home testing



Projections for full campaigns to drive candidate and/or patient flow

What is a Market Feasibility Report?

The Market Feasibility Report documents the steps, goals, criteria and results of the test. This information is shared and discussed with the client to enable them to make informed decisions about next steps.

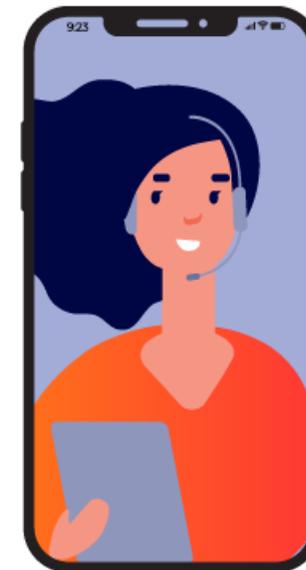
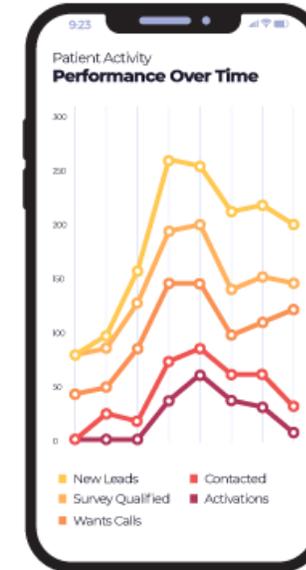
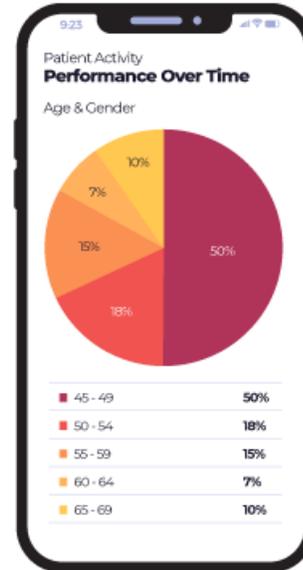
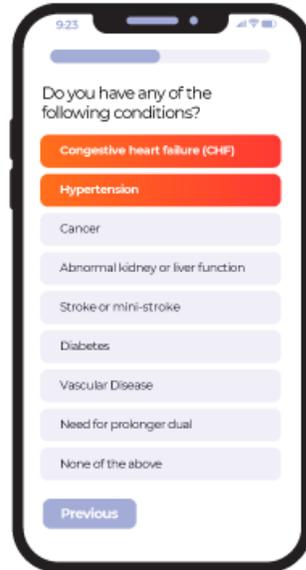
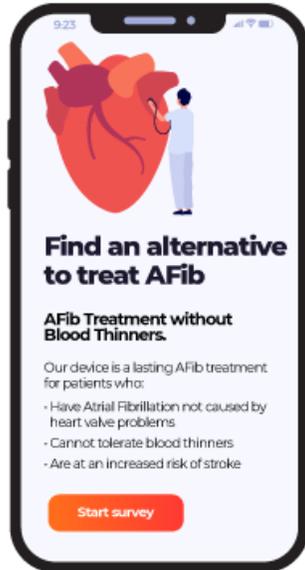
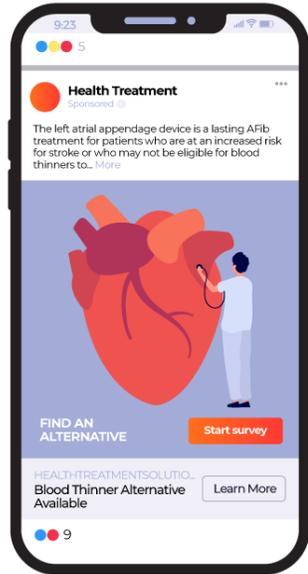
[Tell me more](#)

[Show me results](#)

How does a Market Feasibility Test work?

Market Feasibility Test

Scalable Solutions



Attraction & Engagement

Highly targeted digital ads attract your ideal study candidate or patient who needs your approved product or treatment

User Education

Consumers are navigated to landing pages for more information

User Qualification

Online screeners qualify based on inclusion/exclusion criteria, suitability and intent questions

Feasibility Results

Results are analyzed to determine suitability to client requirements

Pilot Campaign

A pilot enables targeting of more locations, patient populations and/or cost/acquisition metrics

Informed Solution

A solution that includes our Clinical Contact Center and additional capability to achieve results



Purpose of Test

The purpose of this test was to conduct market research to locate patients living with **Big Toe Arthritis or Big Toe Joint Pain** to share their experience on current treatment options.

Definition of a qualified patient

- Targeted men and women, 30 to 65+ years old, living in the United States

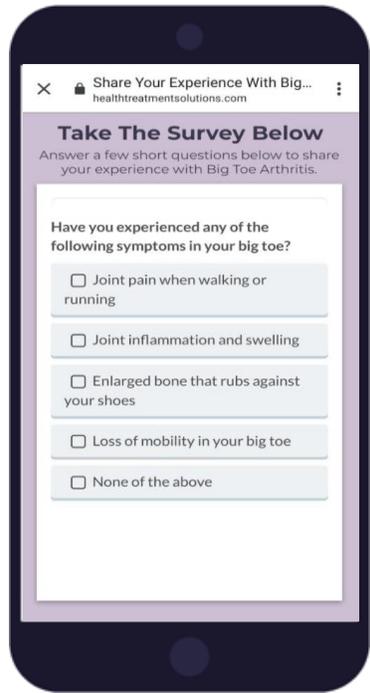
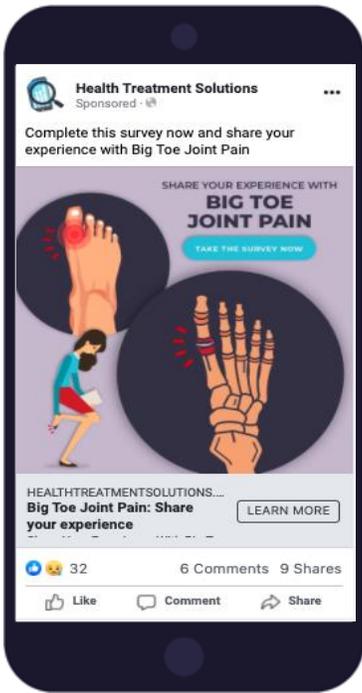
Campaign Results

Total Survey Submissions	Qualified Survey Submissions
174	171
Campaign Duration (days)	Qualified Lead Rate
4	98%

The **client was impressed** with the number of candidates that 83bar located (174) in just four days as well as the high percentage of qualified candidates (98%).

The Consumer Journey

Optimized to ensure high consumer engagement



Attract
(Social Media Ad)

Consumers are attracted with targeted social media ads

Engage
(Landing Page)

Landing pages provide critical information and education on treatment options

Qualify
(Screener)

Collect
(Form Fill)

Online screeners include inclusion/exclusion criteria, medical suitability and level-of-intent questions

Segment
(Qualified Email)

Creative Messaging Test Design Process

- 83bar created eight Facebook ads that point to one unique landing page with an embedded survey.
- Seven graphics were used with two copy variants.
- A market research survey was designed to connect with patients who have big toe arthritis or big toe joint pain.

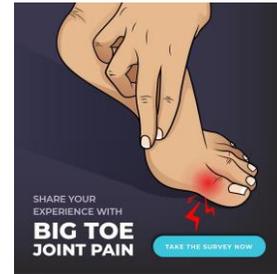


Why do we use so many ad variations per test?

Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

We use a highly refined process to create, analyze and optimize ad variants to achieve the best result for our clients in the shortest amount of time.

Image Assets Tested



Variation 1a



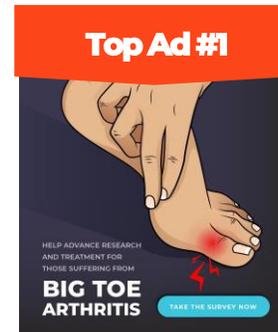
Variation 2a



Variation 3a



Variation 4a



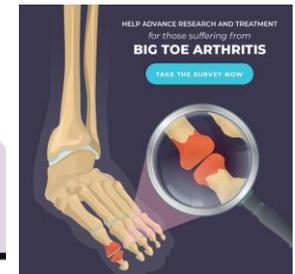
Variation 1b



Variation 2b



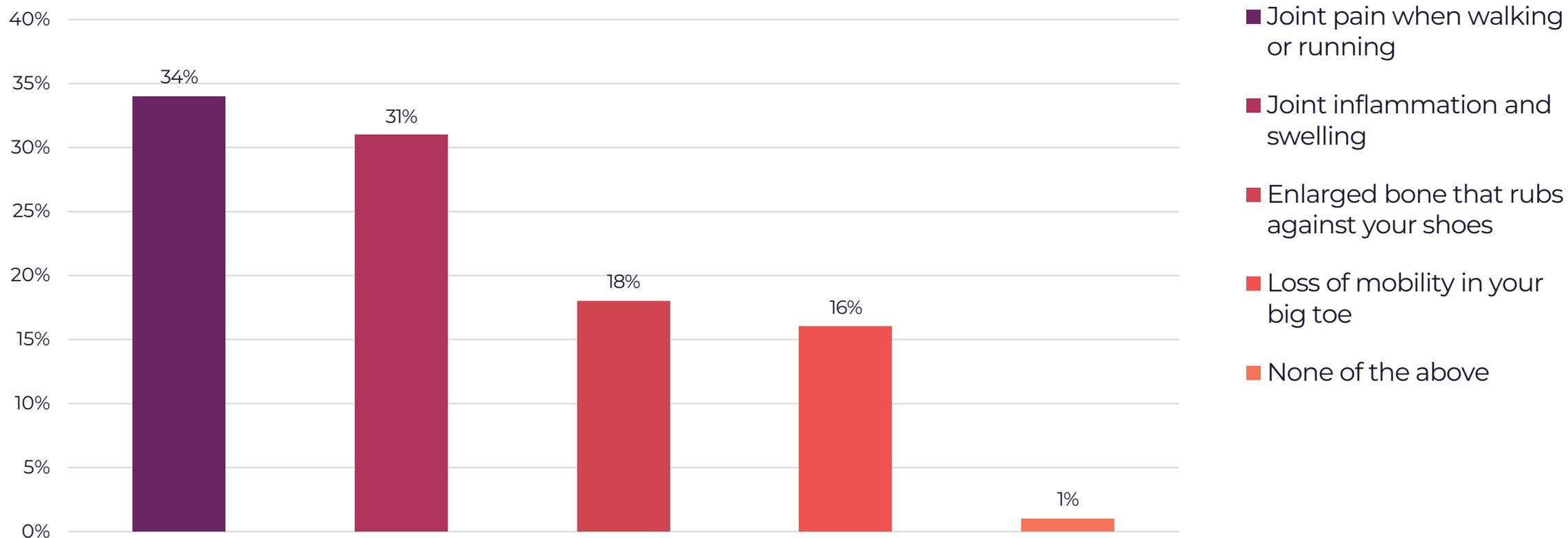
Variation 3b



Variation 4b

Consumer Responses from Online Screener

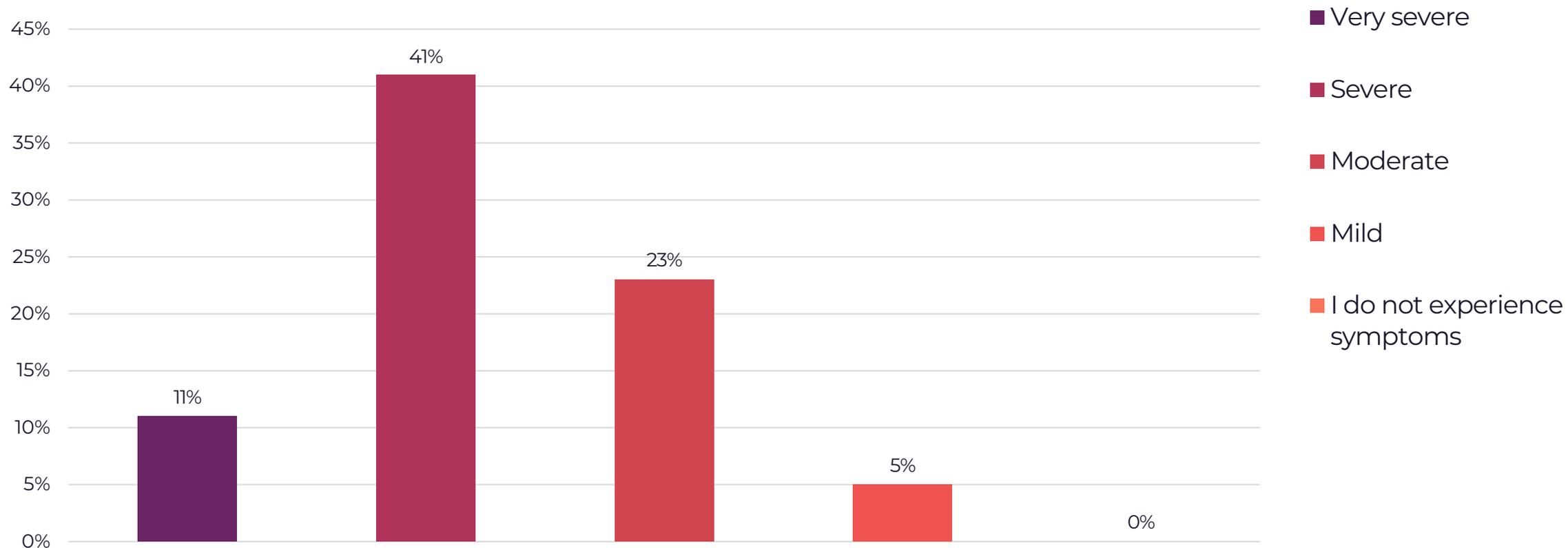
Have you ever experienced any of the following symptoms in your big toe?



Ninety-nine percent of respondents reported experiencing the major symptoms of big toe arthritis, 65% of which are joint issues.

Consumer Responses from Online Screener

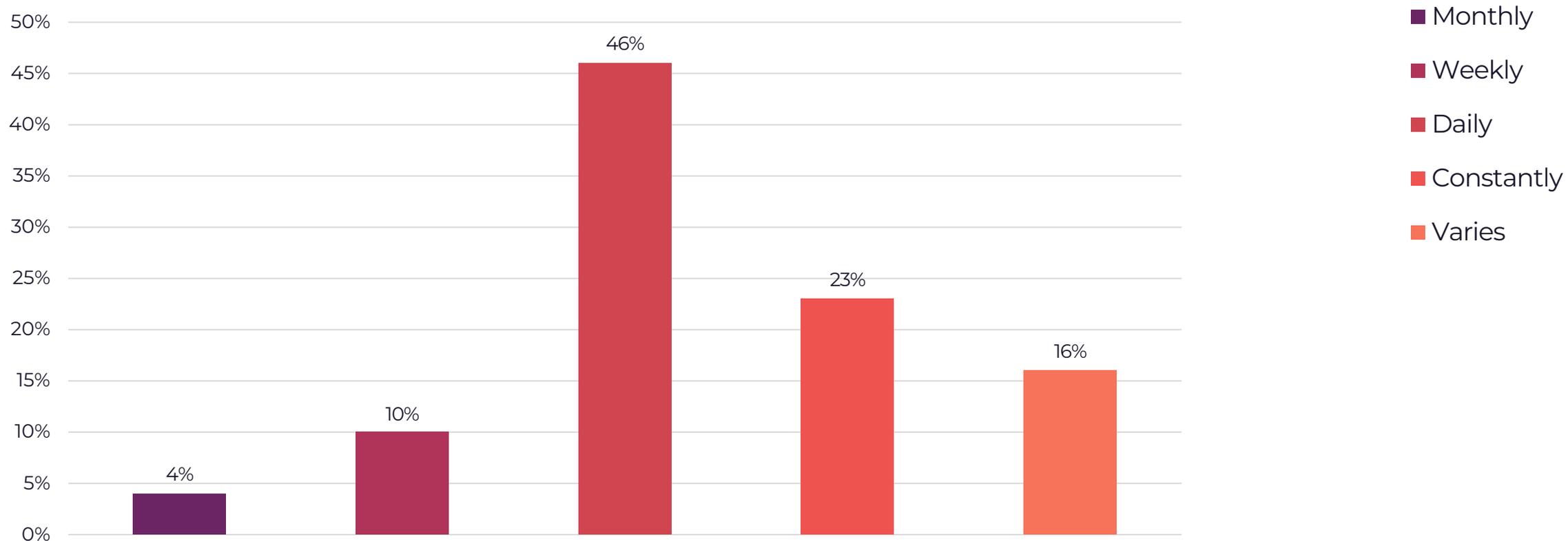
How severe is the joint pain in your big toe?



The majority of respondents (84%) experience moderate or severe pain.

Consumer Responses from Online Screener

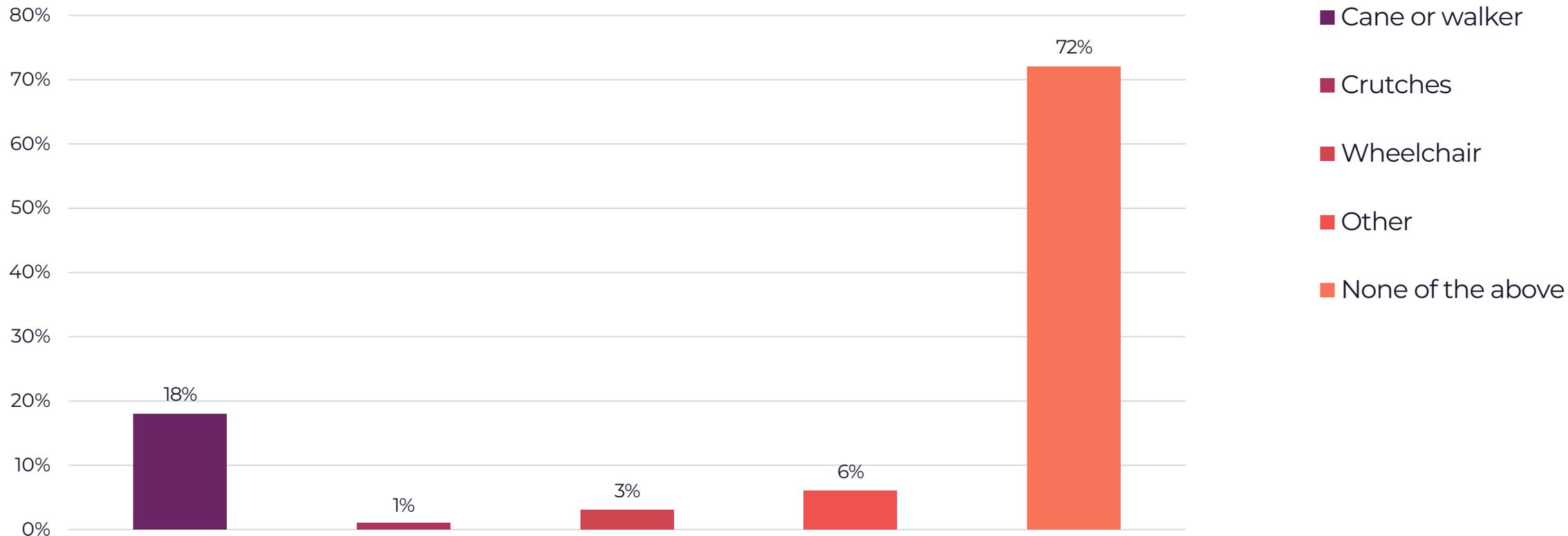
How often do you experience joint pain in your big toe?



Sixty-nine percent of survey respondents shared that their pain occurs daily or constantly.

Consumer Responses from Online Screener

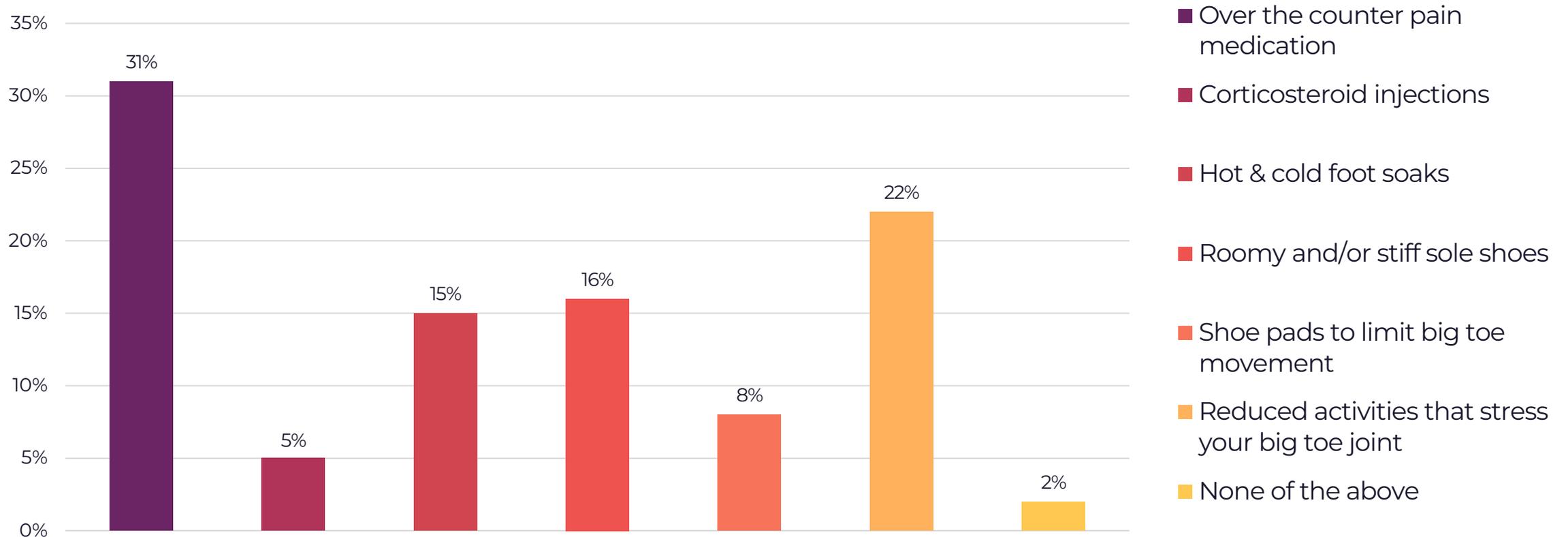
Do you currently use any of the following mobility devices?



More than a quarter of respondents use some type of mobility device.

Consumer Responses from Online Screener

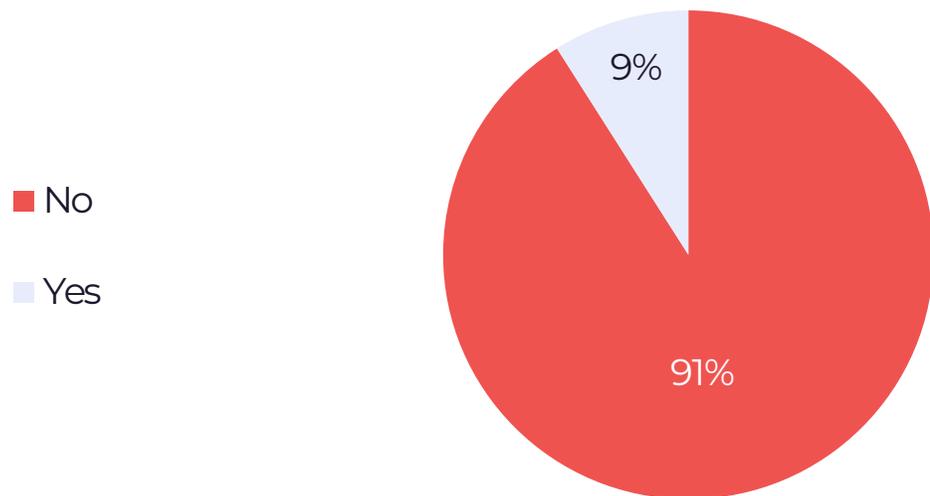
Which have you used to reduce joint pain in your big toe?



Big toe arthritis sufferers use an assortment of OTC pain reducing medication and natural remedies to treat their pain.

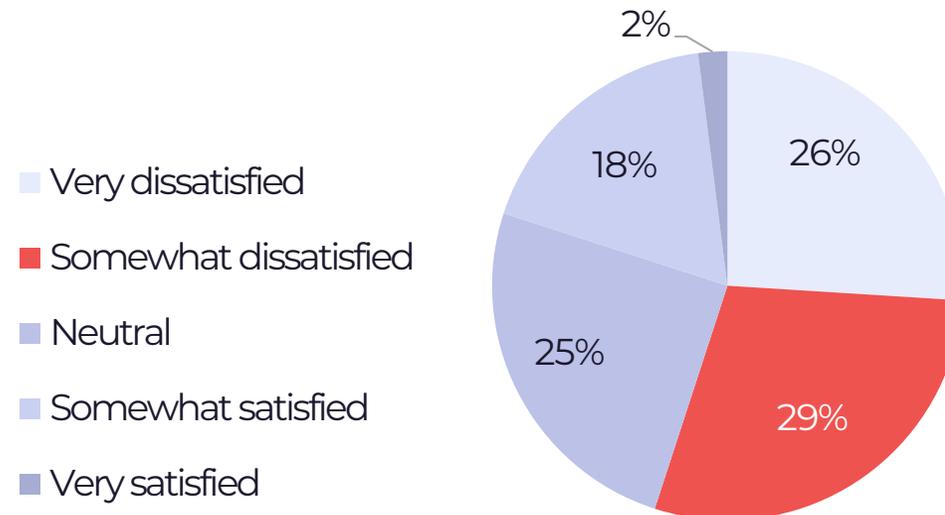
Consumer Responses from Online Screener

Have you experienced any side effects from the big toe joint pain treatments?



The vast majority of respondents had experienced no side effects from remedies they used to reduce pain.

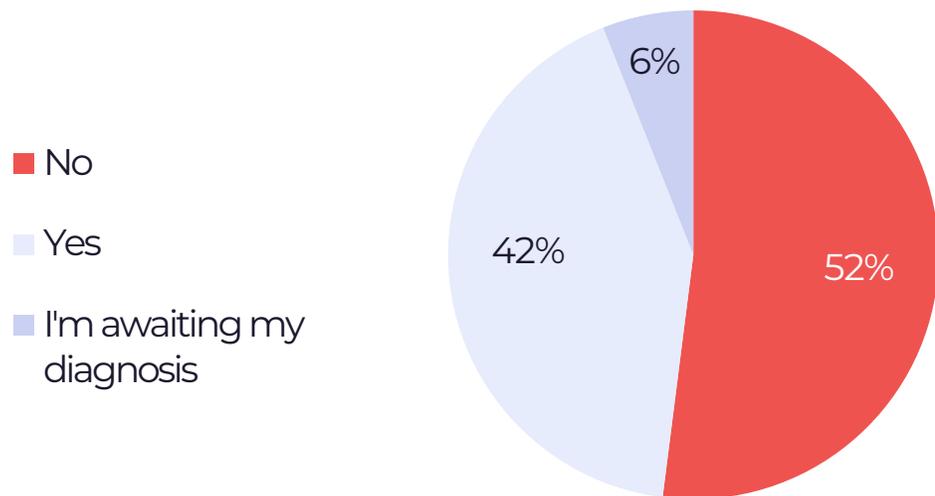
How satisfied are you with what you have used to reduce the joint pain in your big toe?



Only 20% of qualified survey participants were satisfied with the treatments they are currently using to treat their pain.

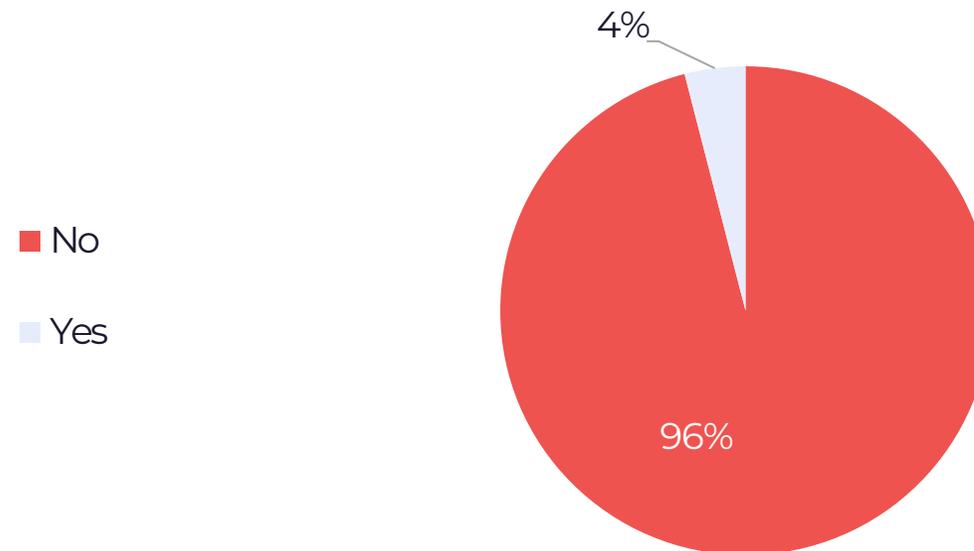
Consumer Responses from Online Screener

Have you been diagnosed with arthritis in your big toe by a doctor?



Forty-two percent of all respondents (43% of qualified respondents) had a big toe arthritis diagnosis. Fifty-two percent of all respondents (51% of qualified respondents) did not have a diagnosis but experienced the same symptoms, pain levels, and frequency as diagnosed patients.

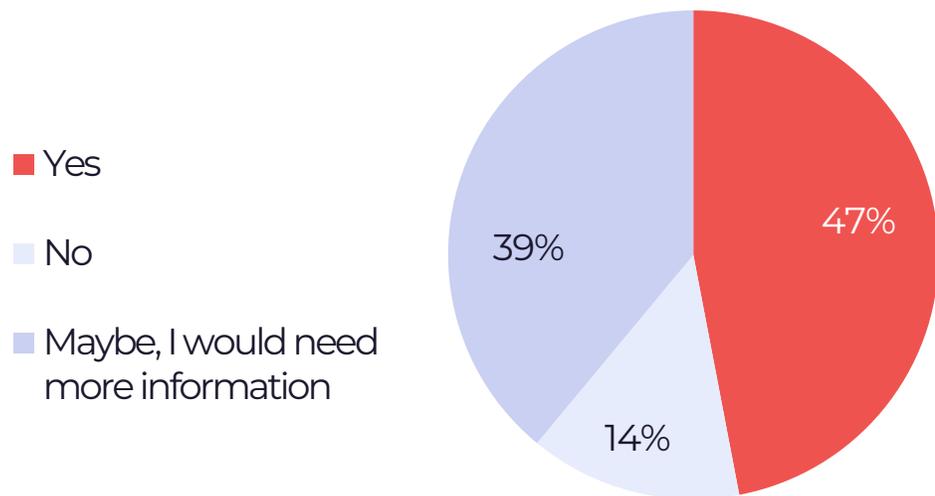
Have you ever had surgery to treat the joint pain in your big toe?



Very few respondents had undergone surgery to treat their condition.

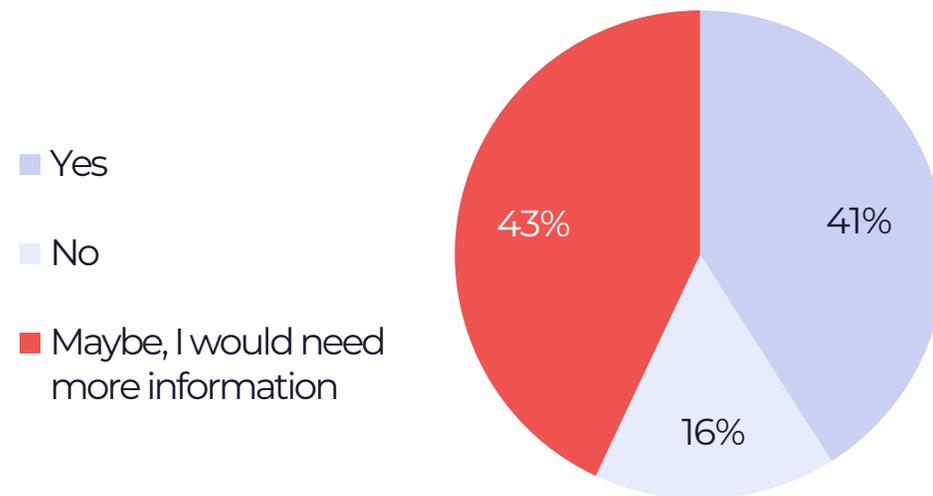
Consumer Responses from Online Screener

Would you consider consulting a new doctor who specializes in joint pain or arthritis in the big toe?



Eighty-six percent of all respondents (88% of qualified respondents) indicated they were willing to consider consulting with a new doctor.

Would you be interested in participating in a clinical trial for joint pain in the big toe?



Eighty-four percent of all respondents (85% of qualified respondents) were also willing to participate in clinical trials for the pain in their big toe.

Key Insights from Our Big Toe Arthritis Market Feasibility Test



83bar can identify and activate patients with big toe arthritis or with chronic joint pain of the big toe for clinical trials and new treatment options.

One hundred seventy-four individuals took an extensive online survey to share their experience living with chronic joint pain of the big toe. Survey participants shared with us their treatment choices, medical care, satisfaction, and motivators.



81% of survey qualified participants were not satisfied with the treatment outcomes for their condition.

Most survey participants experience pain daily or constantly despite being under the care of a doctor and remedies to treat their pain. Forty-two percent have been diagnosed with big toe arthritis by a doctor. Of undiagnosed patients, seventy-six percent experienced joint pain and swelling, and eighty-four percent reported moderate to severe pain levels.



People who suffer from big toe arthritis are in great need of an effective remedy for their condition.

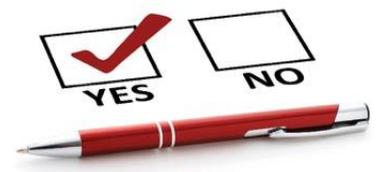
83bar can reach this audience with a campaign that addresses their motivations and concerns about treatment options and effectiveness. Our trained nurse agents in our Clinical Contact Center can help educate patients on treatment options.



Quickly launch a test before your clinical study or commercial campaign.



We offer Market Feasibility Tests at no cost to you — no strings attached.



We create survey questions based on your inclusion/exclusion criteria.

Benefits of a Market Feasibility Test

Market Feasibility Tests offer multiple benefits to clients — whether you are looking to launch a clinical study or need new/increased patient flow for a commercial requirement.



Results are usually achieved within two weeks of launch — so you get insights fast.



A complete report, with analysis, is included and results are discussed with you.



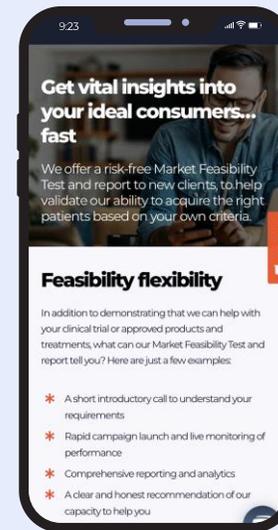
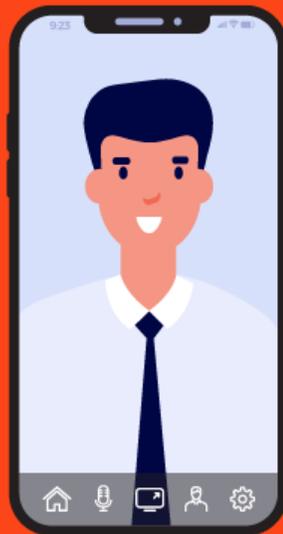
Use results to inform your study or commercial launch activities to save time and cost.



Your intro call

More information

Market Reports



Do you need a Market Feasibility Test?

Getting started is easy! Simply set up an intro call so you can explain your requirements. From there, we'll get started on designing your personalized Market Feasibility Test.

Schedule your Intro Call

Schedule a convenient time for a 30-minute intro call with one of our experts

Want to Learn More?

Click below to learn more about our Market Feasibility Test process and results

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www.83bar.com