



Market Report

Big Toe Arthritis



Objective

- Conduct market research to locate patients living with Big Toe Arthritis or Big Toe Joint pain to share their experience on current treatment options. Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey
- Targeted men and women, 30 – 65+, living in the US

Acquisition Metrics

- 174 total survey submissions
- 171 qualified survey submissions

Campaign Dates

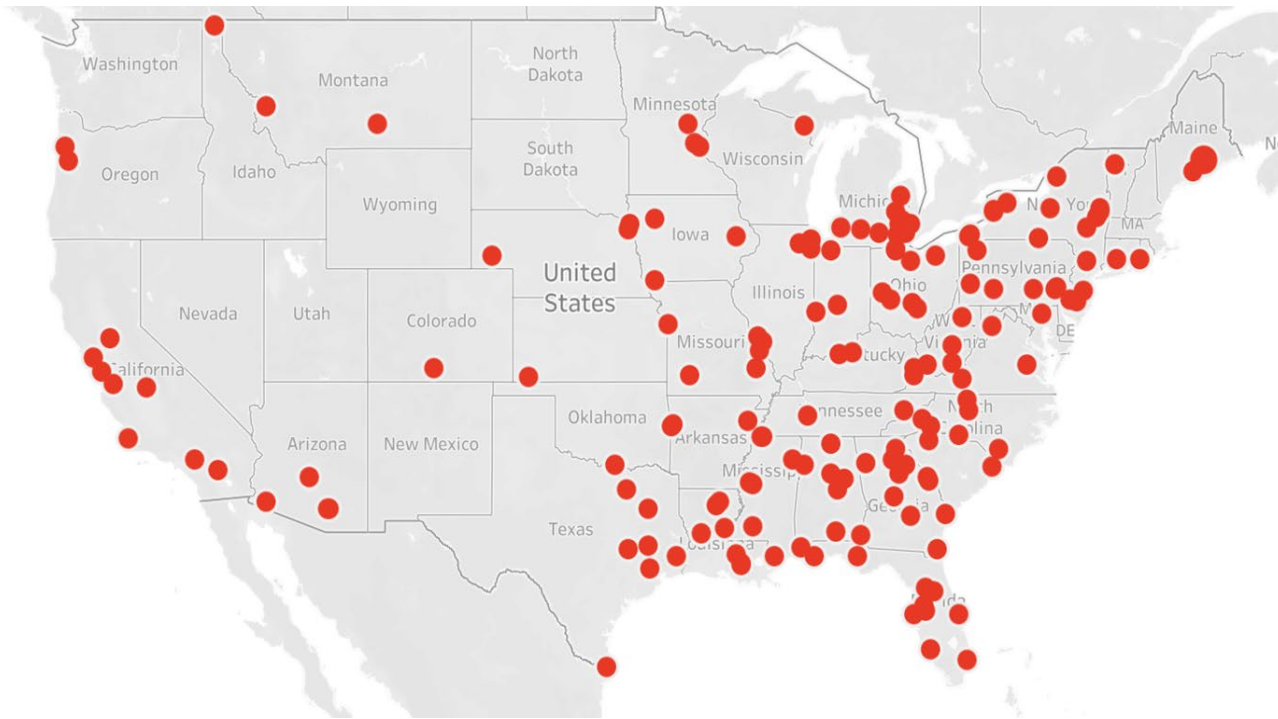
- Ads ran Jan 5 - 8, 2020

HELP ADVANCE
RESEARCH AND TREATMENT
FOR THOSE SUFFERING FROM

**BIG TOE
ARTHRITIS**

TAKE THE SURVEY NOW





Key Findings

83bar was able to find leads in the across the US including many metropolitan areas, indicating 83bar's ability to find leads at comparable costs.

Process

- Eight Facebook ads that point to one unique landing page with an embedded survey
- Seven graphics were used with two copy variants
- One market research survey designed to connect with patients who have Big Toe Arthritis or Big Toe Joint pain
- One unique thank you page with links to educational websites
- The ad images featured imagery designed to quickly resonate with the patient population

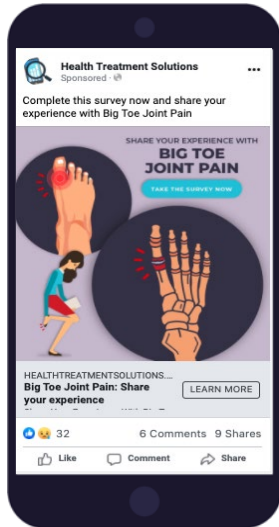
Image Assets Tested



Attract patients who need treatment

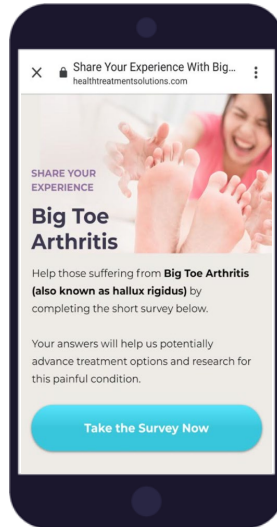
Optimized to ensure high consumer engagement

Social Media



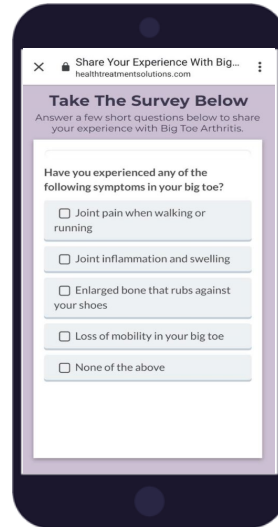
Attract

Landing Page



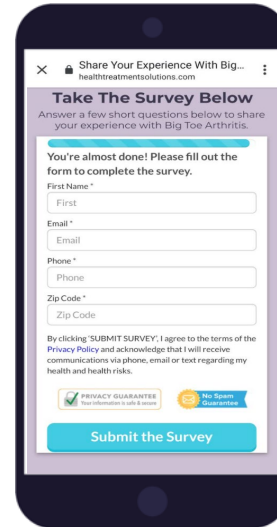
Engage

Symptoms



Qualify

Submit



Collect

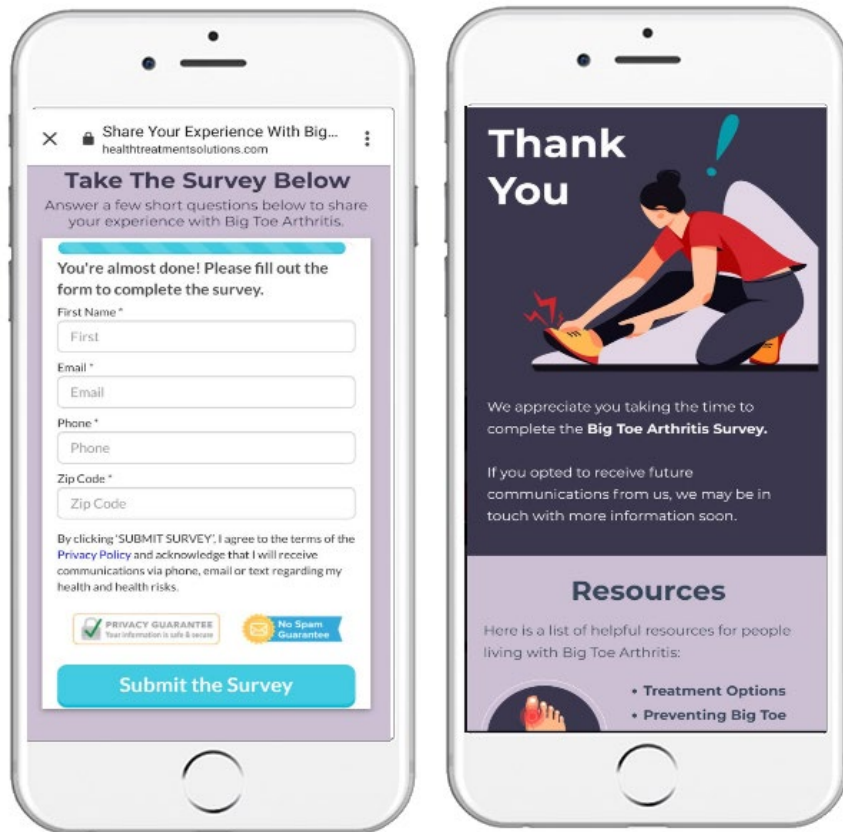
Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience



Key Findings

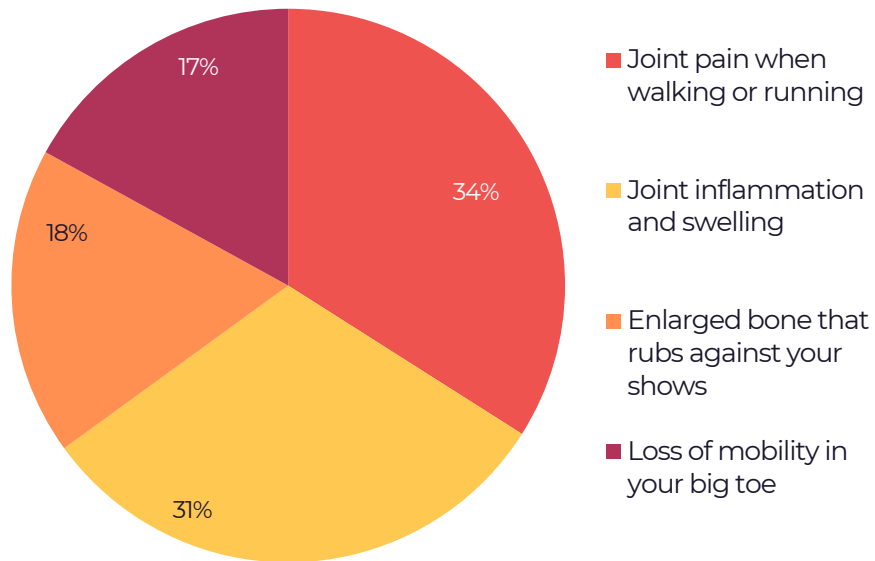
Contact information collected for 174 total leads

83bar can find leads located across the country who may be candidates for Big Toe Arthritis clinical trials or new treatments.

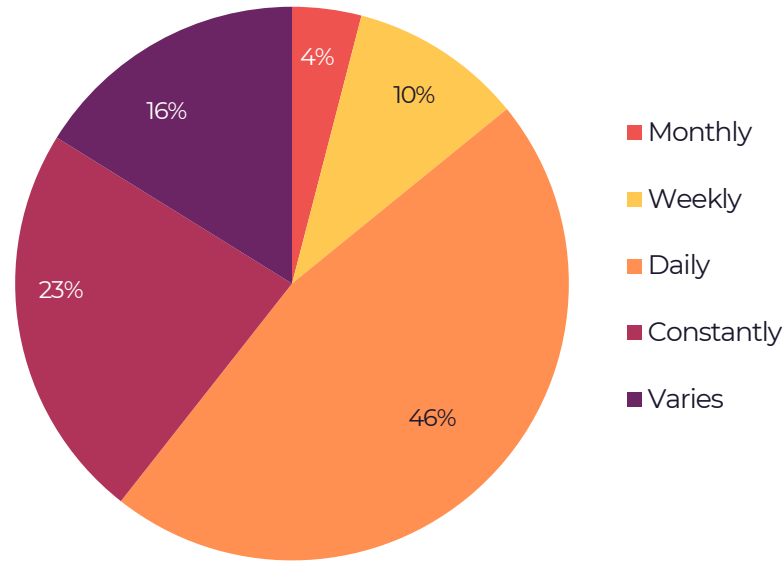
These leads are willing to take an online survey and are willing to be contacted

In three days, 174 leads were willing to share their health history, contact information to improve current treatments for Big Toe Arthritis

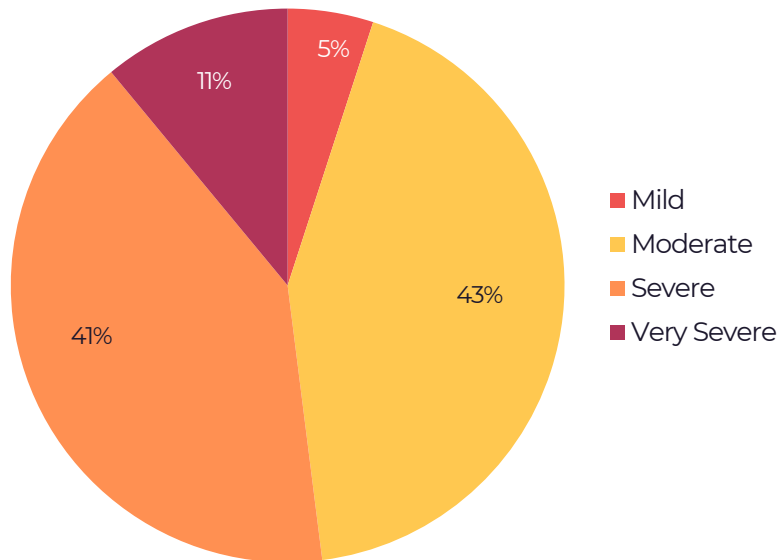
Have you experience any of the following symptoms in your big toe?



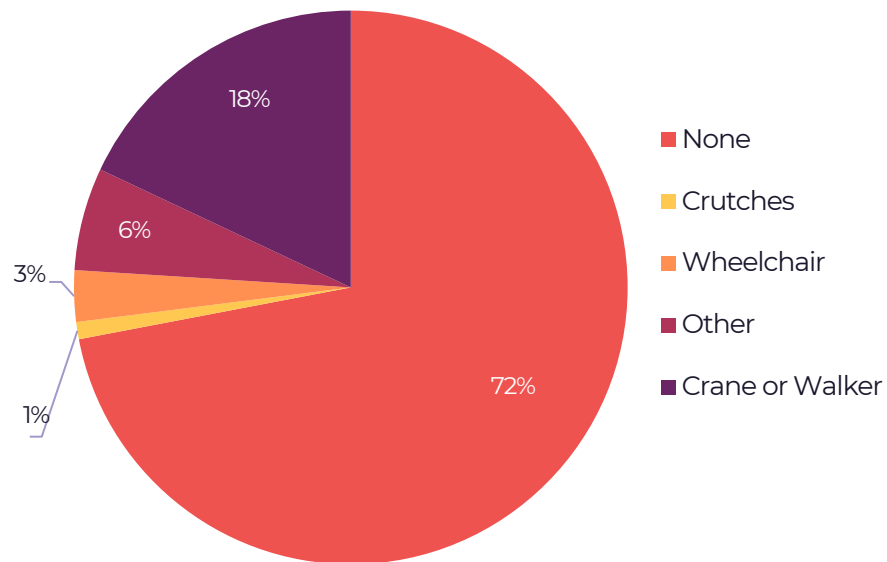
How often do you experience joint pain in your big toe?



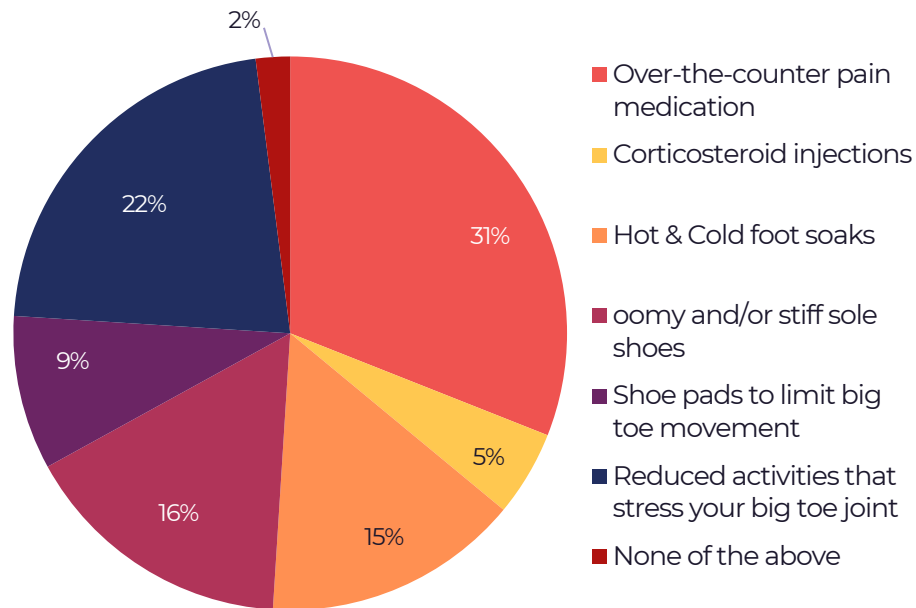
How severe is the joint pain in your big toe?



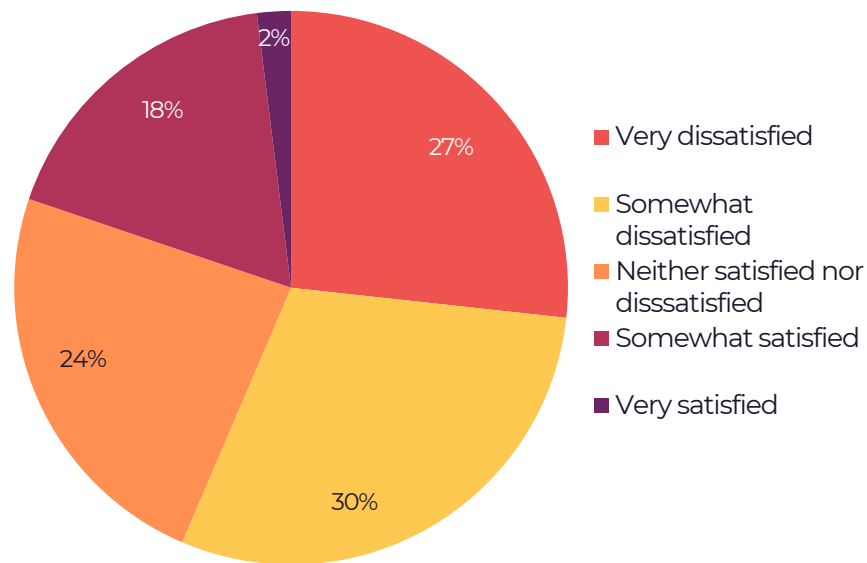
Do you use any of the following mobility devices?



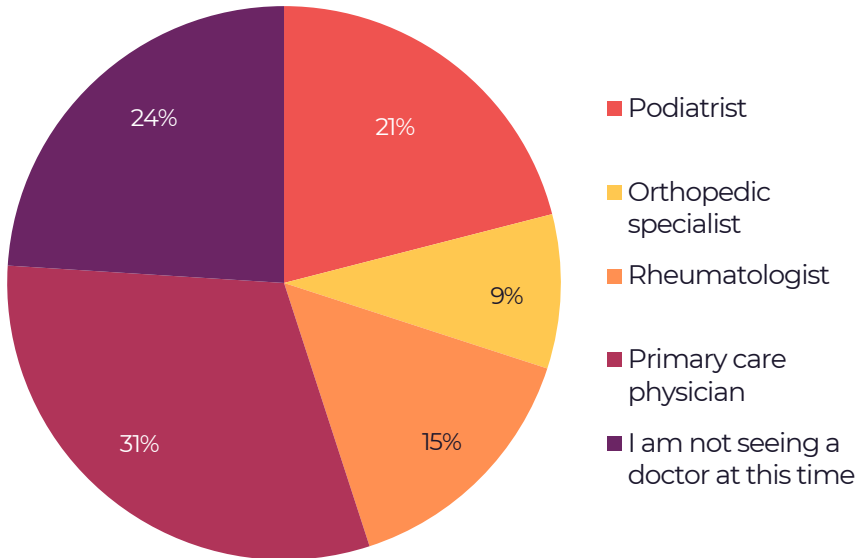
Which have you used to reduce joint pain in your big toe?



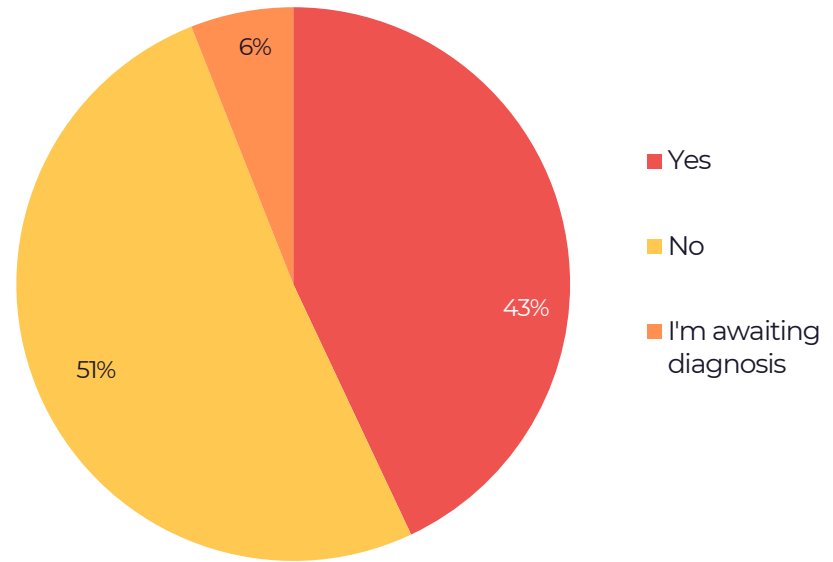
How satisfied are you with what you've used to reduce the joint pain in your big toe?



What type of doctor(s) have you seen to treat the joint pain in your big toe?



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



Conclusion

- **83bar can identify and activate patients with big toe arthritis and patients with chronic joint pain of the big toe for clinical trials and new treatment options for big toe arthritis.** 174 leads took an extensive online survey to share their experience living with chronic joint pain of the big toe. 83bar attracted the audience profile of people living with this condition, mostly female and above the age of 40. Survey participants shared with us their treatment choices, medical care, satisfaction, and motivators.
- **81% of survey qualified participants are not satisfied with the treatment outcomes for their condition.** Most survey participants experience pain daily despite being under the care of a doctor and remedies to treat their pain. 42% have been diagnosed with big toe arthritis by a doctor. Of undiagnosed patients, 76% experience joint pain and swelling, and 87% report moderate to severe pain levels. These numbers are at similar levels to diagnosed patients. 1/3 of these undiagnosed patients are also under the care of a specialist.
- **96% of survey qualified participants have never had surgery to treat the joint pain in their big toe.** Most survey participants were not aware of surgery options, even when they indicated that they did not want surgery. Survey participants currently not under a doctor's care, have medical coverage. They are open to consulting with a doctor specializing in joint pain/arthritis in the big toe and indicated a willingness to take part in clinical trials. Our survey revealed a high level of frustration with non-surgical treatment outcomes, medical care, and also, a lack of confidence in surgical outcomes. Patients that are not under doctor care have given up, not because of medical coverage, but due to a lack of effective treatments.
- **83bar recommendations:** People who suffer from big toe arthritis are in great need of an effective remedy for their condition. This population is willing to try new treatments, from alternative treatments to surgery - should these treatments prove to be effective. 83bar can reach this audience with a campaign that addresses their motivations and concerns on treatment options and their effectiveness. Our trained nurse agents in our call center can help educate patients on treatment options walk leads through a study's more complex eligibility criteria to correctly identify qualified participants, educate, and ease any concerns potential patients may have.



For more information email
www.83bar.com

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