

A young girl with dark hair and bangs is laughing joyfully, her mouth wide open. She is wearing a colorful, patterned vest over a white shirt. The background is a brightly lit, colorful play area with yellow and red structures.

Market Report

# Childhood Epilepsy

## Objective

- Conduct market research to locate parents of children with SCN2A Related Early Onset Developmental and Epileptic Encephalopathy
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

## Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Number of qualified leads per region
- Survey data

## Definition of a Qualified Lead

- Has a child that is 12 years of age or younger
- Child has been diagnosed with an SCN2A gene mutation
- Child did not suffer hypoxic brain injury during childbirth
- Child DID suffer a clinically documented seizure within the first 2 weeks of birth, that was not the result of a hypoxic brain injury
- Parents express willingness to participate in the study



## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target parents of children with SCN2A Related Early Onset Developmental and Epileptic Encephalopathy

### Facebook Ad Targeting

- Men and women / Ages 25+

### Geo-Target

- United States (Nationwide)

## Results

### Run Dates

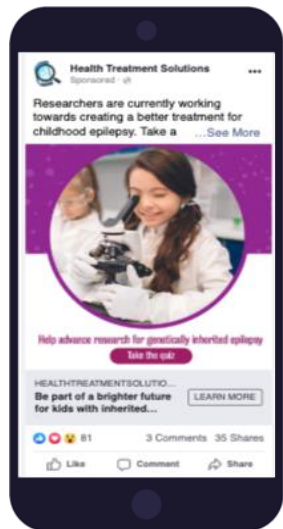
- January 24 – 28, 2020

### Acquisition Metrics

- 25 total survey submissions

Optimized to ensure high consumer engagement

## Social Media



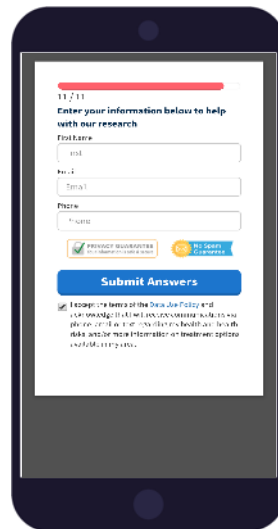
## Landing Page



## Symptoms



## Submit



## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

Attract

Engage

Qualify

Collect

## Process

- Two unique ads were used to point to one unique landing page with embedded survey
- One market research survey designed to connect with parents of children that have been diagnosed with genetically inherited epilepsy
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page
- In order to best connect with parents of potential patients, altruistic messaging was used. This type of messaging has been proven the most effective at inducing survey completions.

## Image Assets Tested



Help advance research for genetically inherited epilepsy

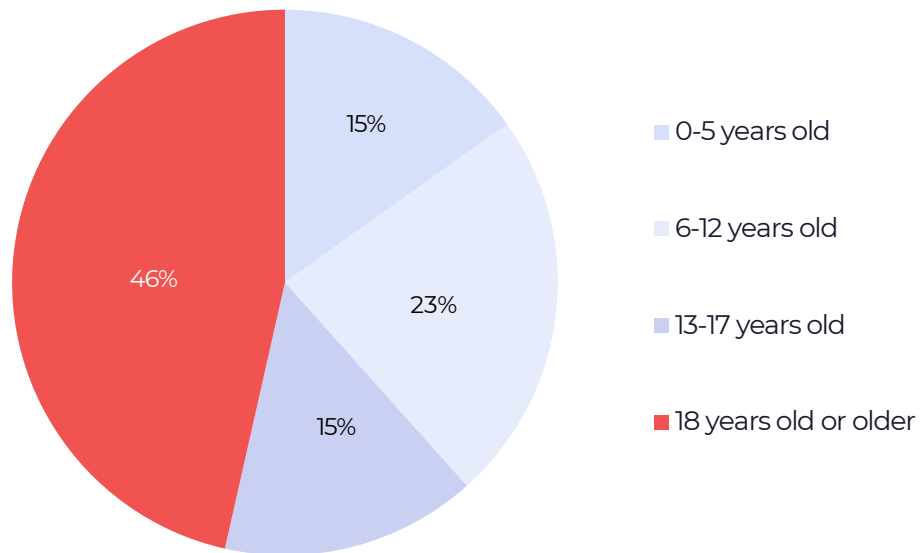
Take the quiz



Help advance research for genetically inherited epilepsy

Take the quiz

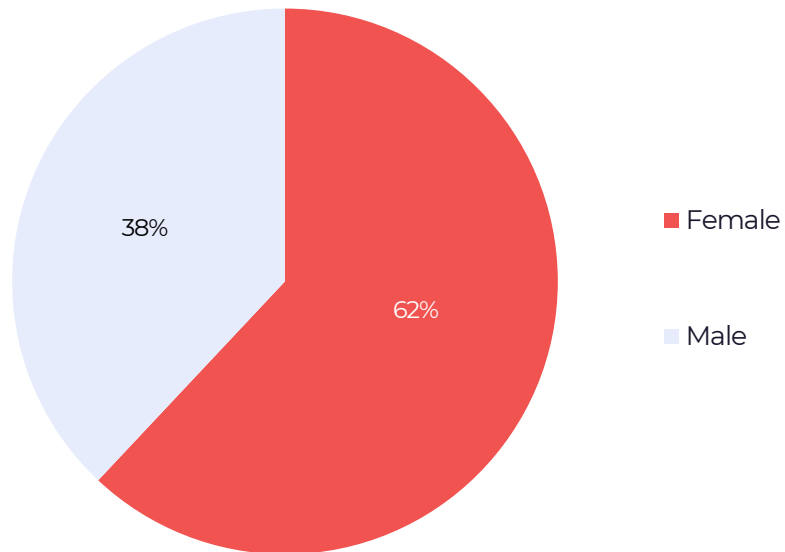
## How old is your child currently?



## Key Findings

- Captures responses from all leads
- A plurality of respondents had children over the age of 18
- 38% of respondents identified their child was in the target age group (0-12 years)
- Leads that selected 13-17 or 18 years or older were disqualified

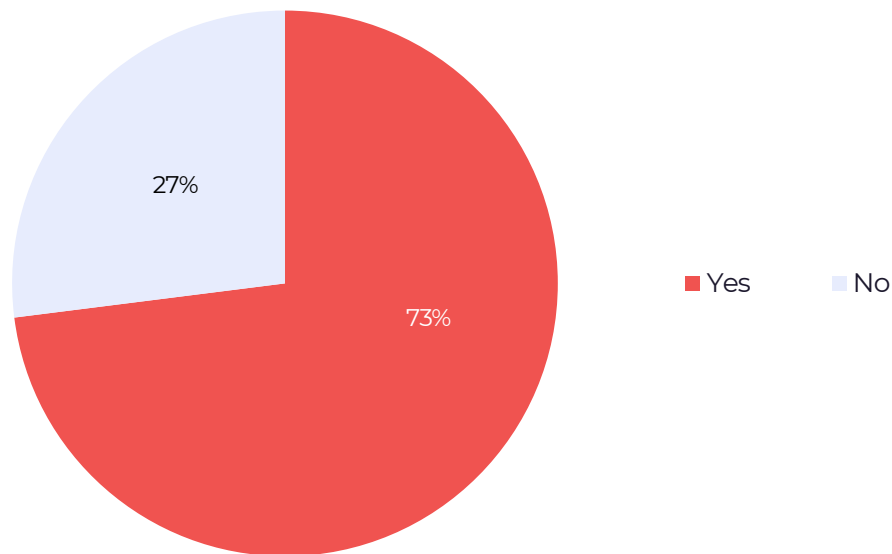
## Was your child born male or female?



### Key Findings

- Captures responses from all leads
- Healthy split between male and female children, with preference leaning towards female

## Has your child been diagnosed with epilepsy?

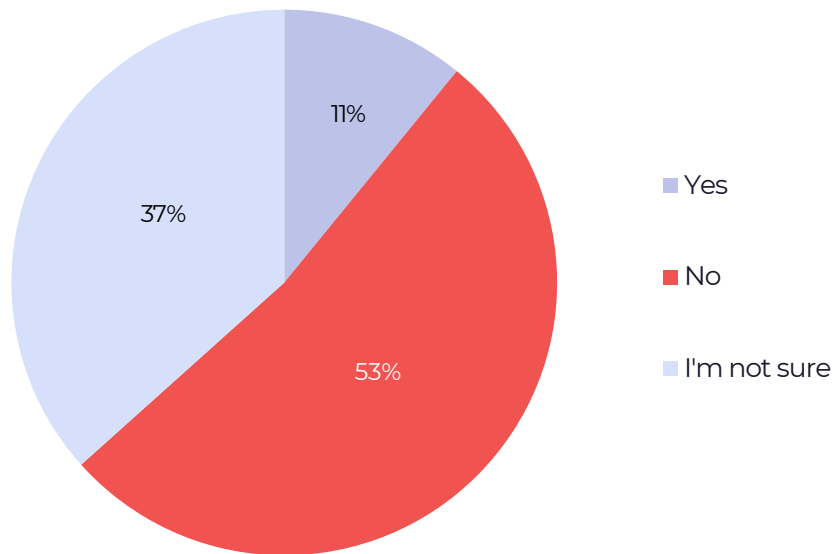


### Key Findings

- Captures responses from all leads
- 73% of respondents indicated that their child had been diagnosed with epilepsy
- Those whose children were NOT diagnosed with epilepsy were disqualified



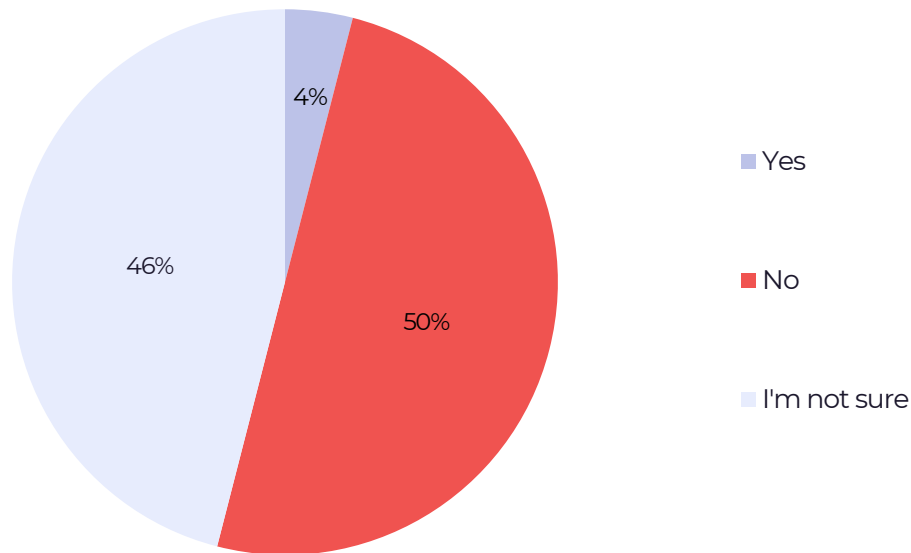
## Has your child ever had targeted genetic testing to determine the cause of their epilepsy?



### Key Findings

- Captures responses from leads who indicated their child had epilepsy
- A majority, 53% have NOT had genetic testing done
- 47% have either had or were unsure if their child had genetic testing
- Those that said “no” were disqualified

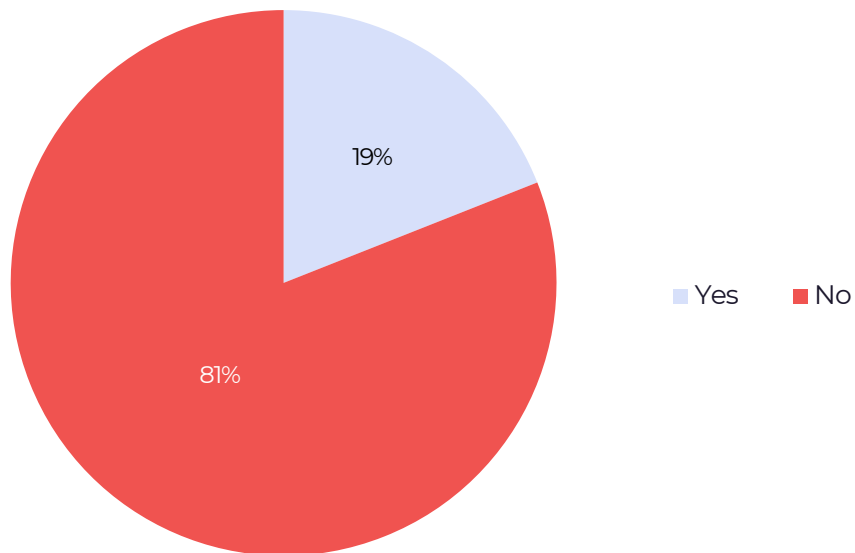
## Has your child been diagnosed with an SCN2A gene mutation?



## Key Findings

- Captures responses from all leads
- 50% of leads do not have children with an SCN2A diagnosis
- 46% were not sure if their child had an SCN2A diagnosis
- Only 4% indicated their child had an SCN2A mutation diagnosis
- Those that said “no” were disqualified

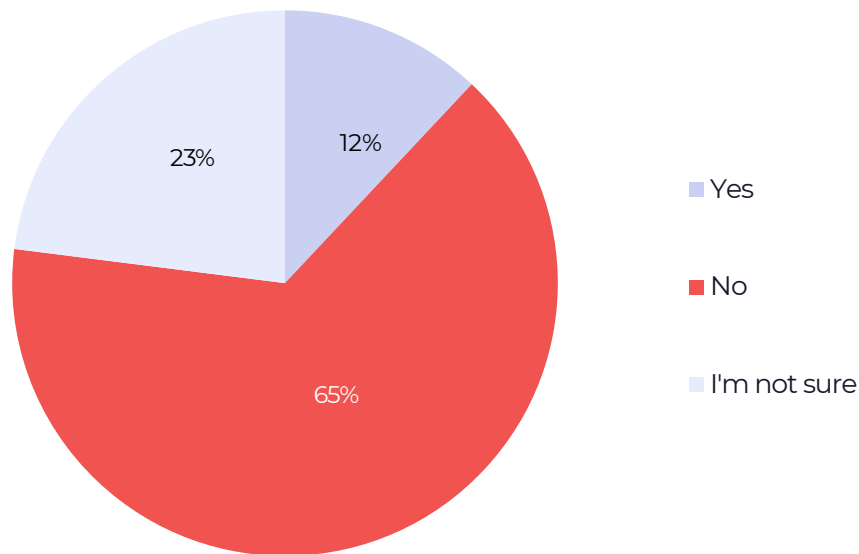
## Did your child suffer a seizure during the first two weeks after birth?



### Key Findings

- Captures responses from all leads
- 81% indicated their child did not have a seizure within the first two weeks after birth
- Those who said "no" were disqualified
- This was the largest disqualifier amongst qualifications

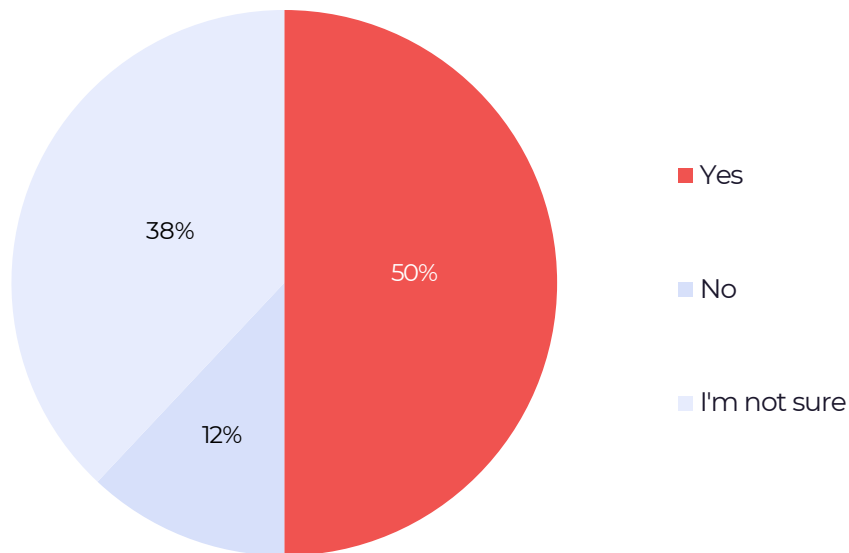
## Did your child suffer brain damage as the result of oxygen deprivation during childbirth?



### Key Findings

- Captures responses from all leads
- 65% indicated their child did NOT suffer a seizure as the result of a hypoxic brain injury
- 23% were not sure
- Leads that indicated 'Yes' were disqualified

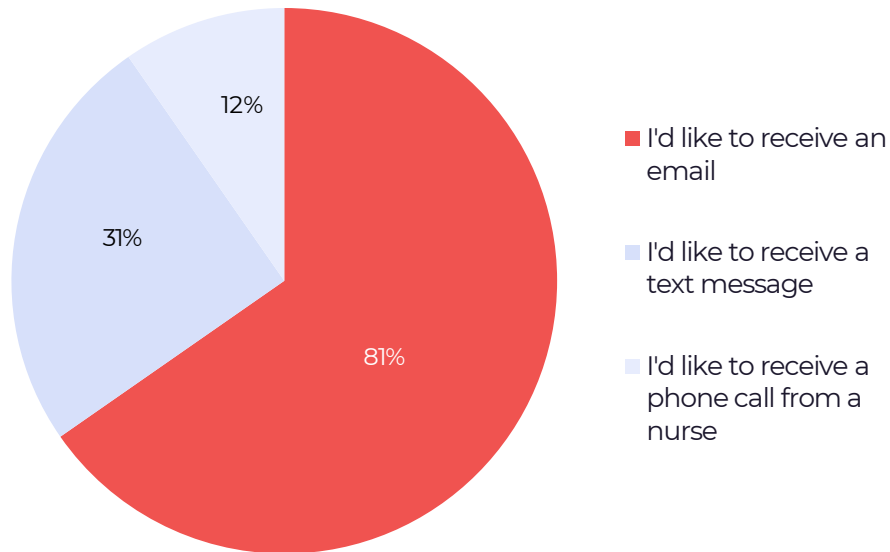
## Would you be willing to participate in a long-term natural history study that may include some overnight hospital stays?



### Key Findings

- Captures responses from all leads
- Only 12% outright said they were not interested
- 50% would be willing to participate with an additional 38% that are persuadable
- Leads that selected 'No' were disqualified

## How would you like to be contacted if the study begins enrolling in your area?



## Key Findings

- Captures responses from all leads
- 81% of leads preferred email communications

## Summary

- Messaging prompted leads to take a health risk assessment survey specifically to learn about the clinical trial and see if their child may qualify
- 83bar's Call Center can be utilized to better qualify and clarify the questions candidates may be unsure about. One of the larger variables was a lead's lack of knowledge or gaps in memory.
- If possible, it would be advisable to re-visit the study inclusion criteria based on the responses 83bar gathered during this test
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
  - Industry leading CPL
  - Ad concepts that strongly connect with patient population

## Key Findings

- 83bar can find leads nationally that would have an interest in participating
- These leads are willing to take an online survey and are willing to be contacted
- These leads are willing to participate in a long-term study with overnight stays (motivated)
- Contact information collected for 25 total leads



## Paul Egli

VP of Business Development

[paul@go83bar.com](mailto:paul@go83bar.com)

415-403-9404

With 83bar since inception and bringing 15 years of successful medical device direct to physician sales experience. Intimate knowledge of the barriers faced by both the patient and the physician in need of each other as they both navigate through today's ever-changing healthcare insurance landscape.



## Bob Baurys

President & CEO

[bob@go83bar.com](mailto:bob@go83bar.com)

512-592-9177

CEO, founder, advisor, investor and fundraiser with a particular focus on health care, technology and service sectors. Bias toward rapid growth and development while creating new market niches in technology-enabled health care and wellness fields. Currently operating 83bar, LLC. with directional strategic guidance to The Gents Place, Texas Metabolic Centers, Replenish Hydration, and Optimal Thyroid Program, LLC.





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

© 2020 83bar LLC