

A stylized anatomical illustration of a human torso. The ribcage, spine, and shoulder blades are depicted in a translucent blue color. The heart is shown in a vibrant red color with a glowing effect, and its major blood vessels are also highlighted in red. The background is a gradient of blue and purple.

Market Report

Chronic Heart Failure

Objective

- Conduct market research to better understand the needs of chronic heart failure patients and gauge their interest in cardiac device therapy.
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey
- Make one outbound call to qualified leads for further information gathering purposes

Key Metrics

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

Definition of a Qualified Lead

- Age 18+
- Diagnosed with heart failure
- Does not have atrial fibrillation (AFib)
- Ejection fraction (EF) that is in the 25-55% range or are unsure
- Does not have a cardiac resynchronization therapy (CRT) device



Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who have been diagnosed with chronic heart failure

Facebook Ad Targeting

- Men and Women / Age 30+

Geo-Target

- Chicago DMA
- Detroit DMA
- Macon, GA + 50-mile radius
- Nashville DMA
- NYC DMA

Results

Run Dates

- September 1 – 3, 2020

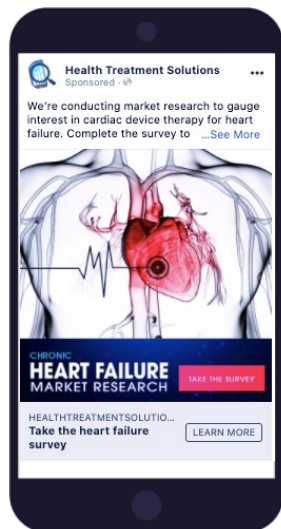
Acquisition Metrics

- 54 total survey submissions
- 24 qualified and interested leads
- 8 call center contacts

Attract patients who need treatment

Optimized to ensure high consumer engagement

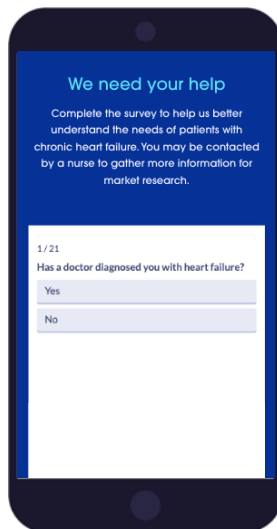
Social Media



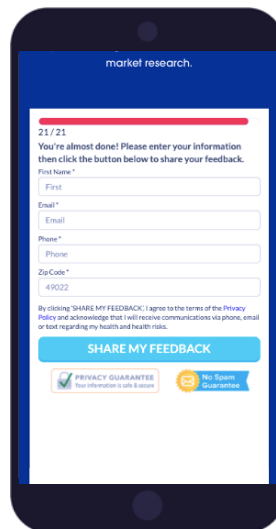
Landing Page



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

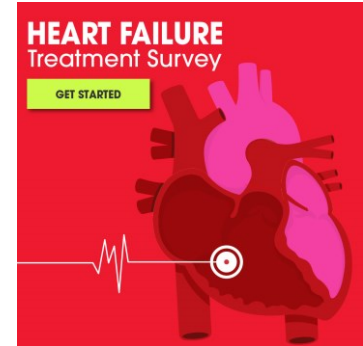
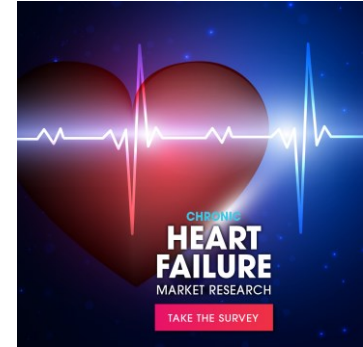
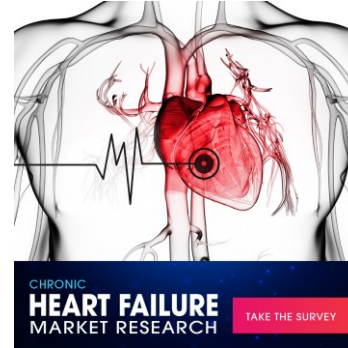
Qualify

Collect

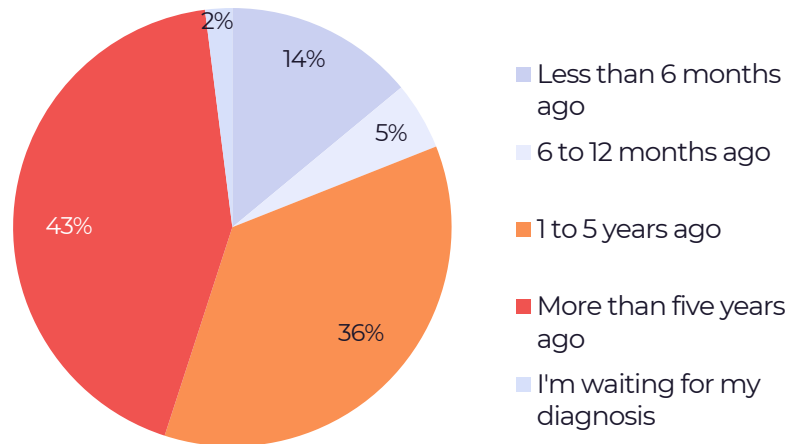
Process

- Six Facebook ads that point to one unique landing page with an embedded survey
- Six graphics were used with two copy variants
- One market research survey designed to connect with patients who have heart failure
- Two unique thank you pages with links to educational websites
- One call center script to follow up with likely qualified leads
- The ad images featured heart failure-related imagery designed to quickly resonate with the patient population

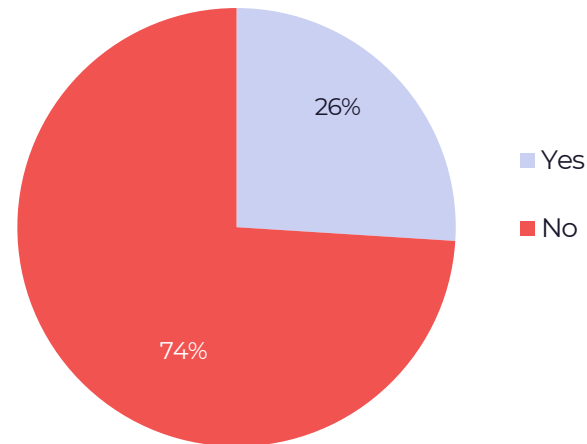
Image Assets Tested



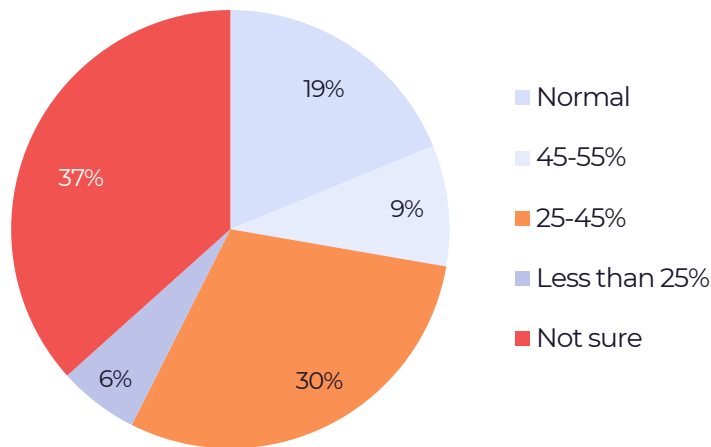
How long ago were you diagnosed with heart failure?



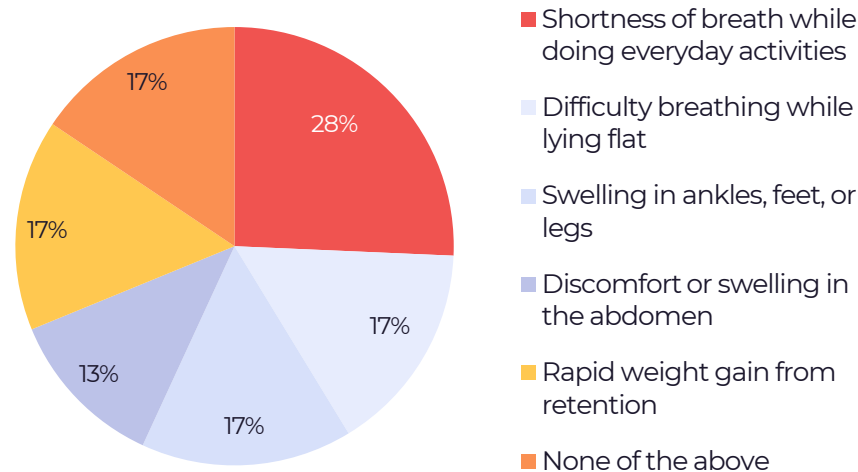
Have you been diagnosed with atrial fibrillation (AFib)?



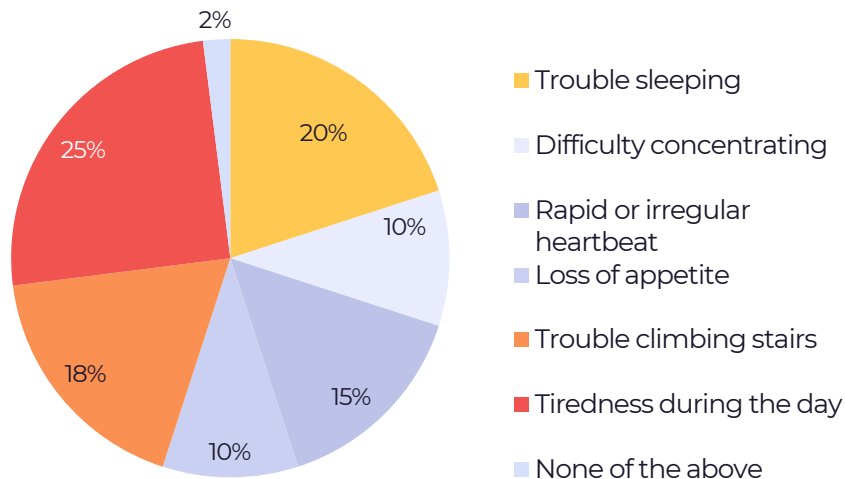
Has your doctor told you that your heart's pumping ability (ejection fraction) is:



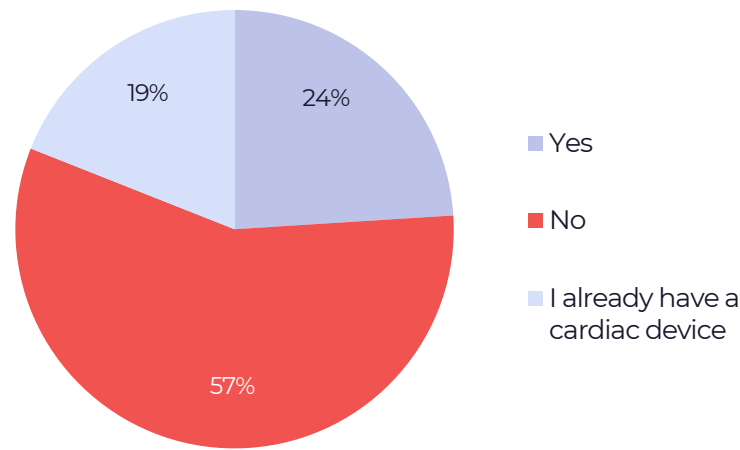
Do you have any of the following symptoms?



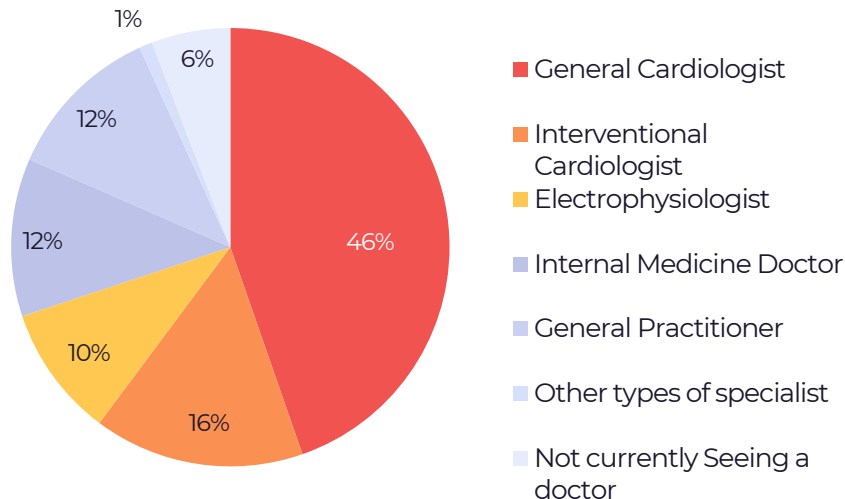
Do you have any of the following symptoms?



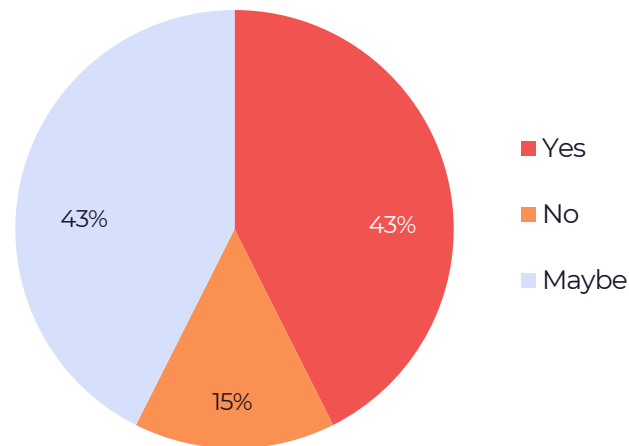
Has your doctor recommended a cardiac device to help control your heart failure?



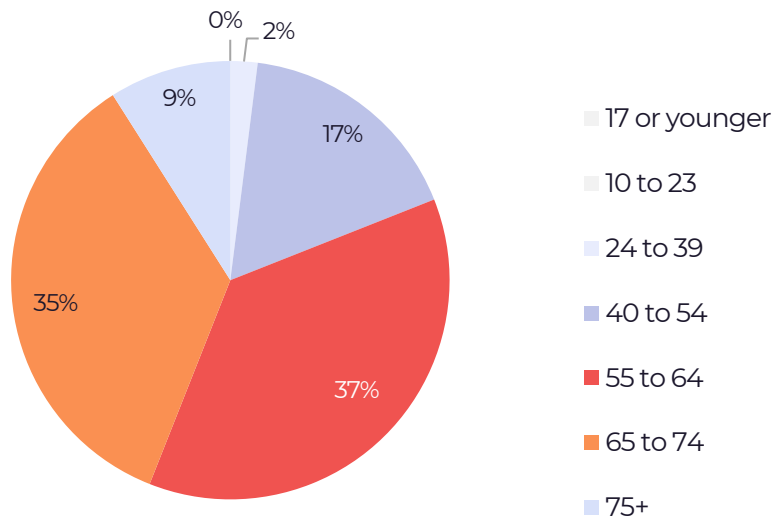
What type of doctor are you seeing for your heart condition?



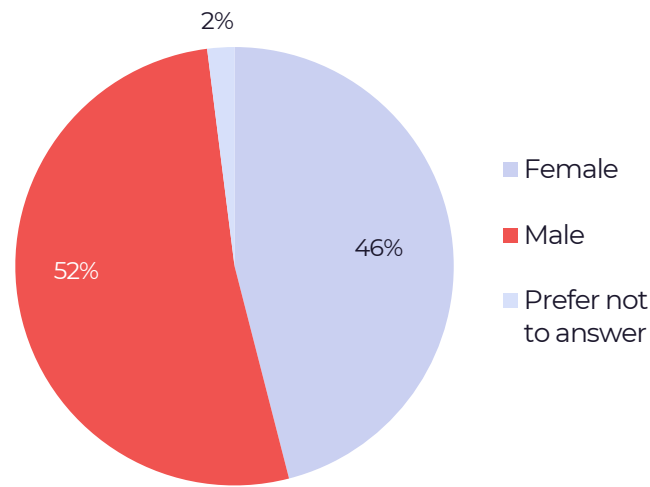
Would you consider seeking a second opinion from a cardiologist that is specially trained in cardiac device therapy?



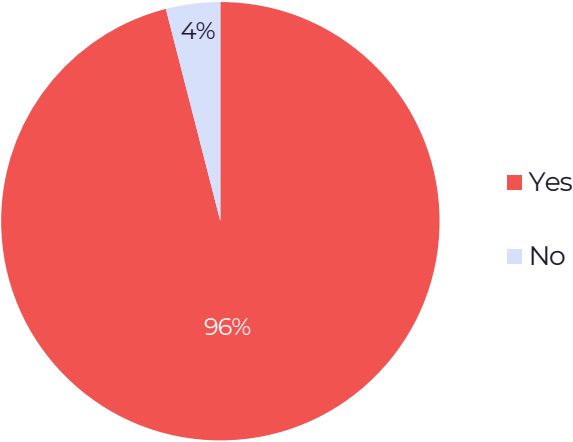
How old are you?



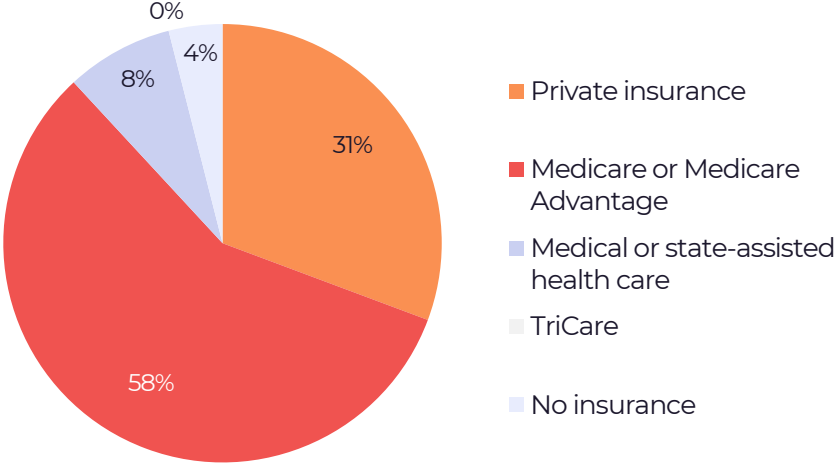
What is your biological sex?



Would you be willing to answer a few additional questions to help us better understand heart failure patients?



What type of insurance do you have?



Findings

- 83bar can identify and activate motivated patients with heart failure to participate in a market research survey. 46% of qualified leads are interested in receiving a second opinion from a cardiologist that specializes in cardiac device therapy, and 42% said they might be interested. In total, 54 leads took an extensive online questionnaire and provided their contact information
- Our call center can be utilized to further qualify for questions not asked on survey. Our call center called all 24 qualified leads and was able to reach and speak to eight leads. Of those leads, six indicated interest in future contact. While several of the qualifications will need to be addressed by the patient's physician, our patient education specialists will be able to confirm and talk through many of the qualifications that the leads are unsure about.
- Leads are not hesitant to engage in conversation with the 83bar call center. For those who are somewhat interested, our call center is able to educate leads further on any questions and ease any concerns before moving forward. Of the eight people the call center spoke to, six indicated interest in future contact and also shared their own doctor's name and location. On average, each of the six calls lasted 17 minutes.
- Most leads indicate their quality of life is negatively impacted by their heart condition. The majority of leads said that they have shortness of breath, difficulty breathing while lying flat, and tiredness during the day. This shows our ability to reach intended patient population who could may benefit from cardiac device therapy.



For more information visit
www.83bar.com

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