

Market Report

Cognitive Decline

Objective

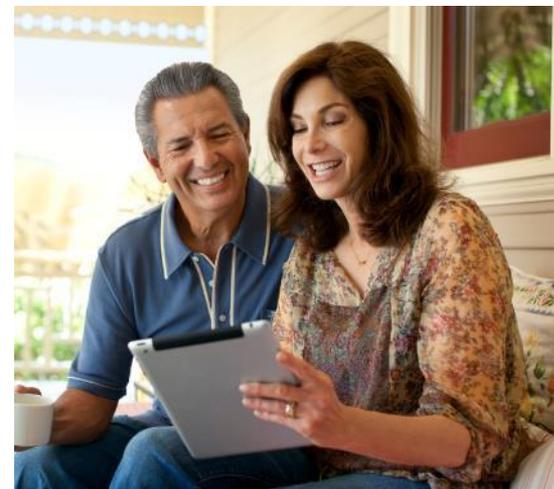
- Conduct market research to locate patients concerned about cognitive decline who have the willingness to participate in a prophylactic cognitive health program
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

Key Metrics

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

Definition of a Qualified Lead

- 50+ year old male or female
- Concerned about cognitive decline
- Experiencing one or more early warning signs of dementia/Alzheimer's Disease
- Not currently diagnosed with either Alzheimer's or Parkinson's Disease
- Not currently being tested for Alzheimer's or Parkinson's Disease
- Indicates willingness to explore program options by completing the survey



Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who are concerned about cognitive decline

Facebook Ad Targeting

- Men and women / Age 50+

Geo-Target

- Zip codes and cities on top wealth lists, e.g. Greenwich CT, Naples FL, Boston MA, Trenton NJ, Kansas City

Results

Run Dates

- December 12–16, 2019

Acquisition Metrics

- 91 total survey submissions
- 88 leads that are not currently diagnosed with Alzheimer's or Parkinson's

Attract patients who need treatment

Optimized to ensure high consumer engagement

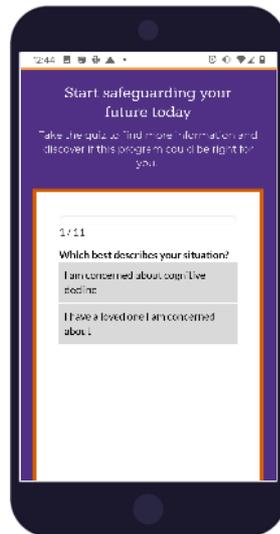
Social Media



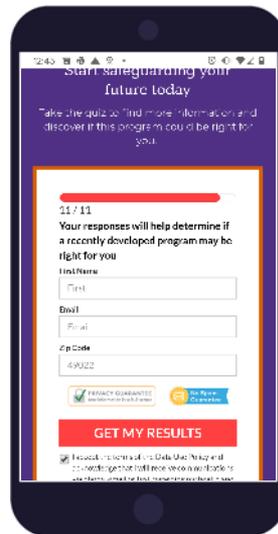
Landing Page



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

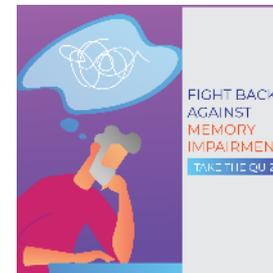
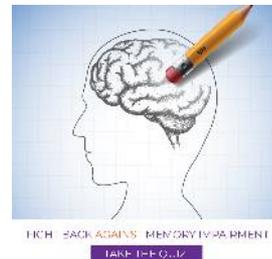
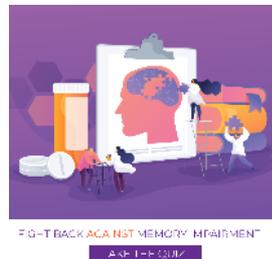
Qualify

Collect

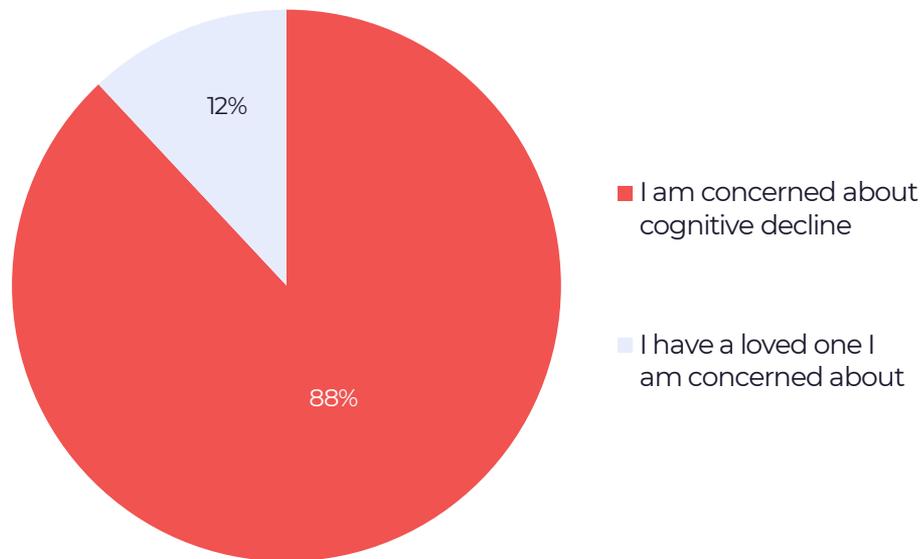
Process

- 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 are concerned about cognitive decline
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page with links to educational websites
- In order to best target potential program subscribers, targeted language was used to attract leads then determine their current level of decline based on a standard battery of warning sign questions

Image Assets Tested



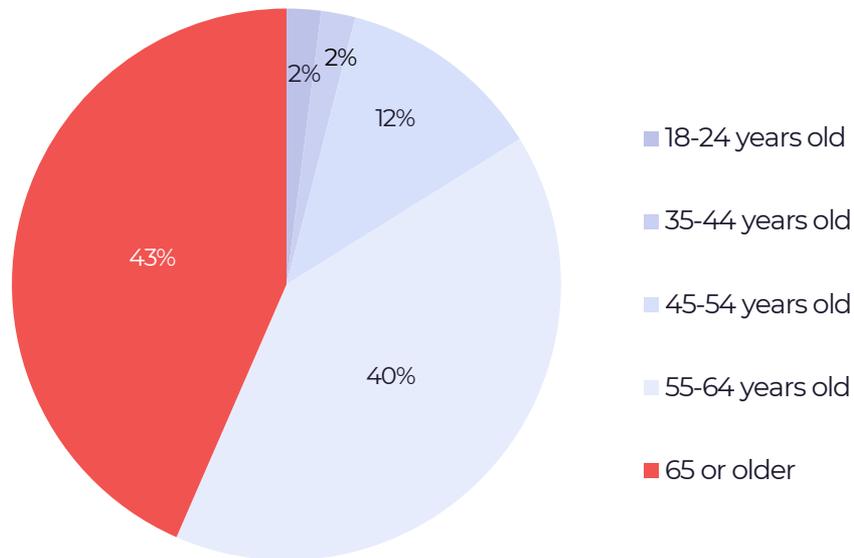
Which best describes your situation?



Key Findings

- Captures responses from all leads
- 88% are taking this survey for themselves
- 12% are taking this survey for a loved one

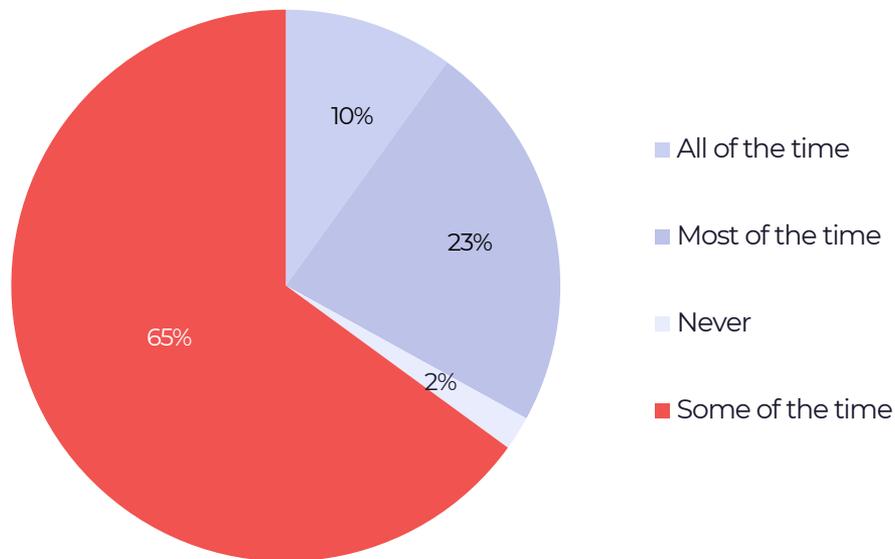
How old are you or the person you are concerned about?



Key Findings

- Captures responses from all leads
- The majority of respondents are over the age of 50 or taking the survey for someone over 50 (83%)

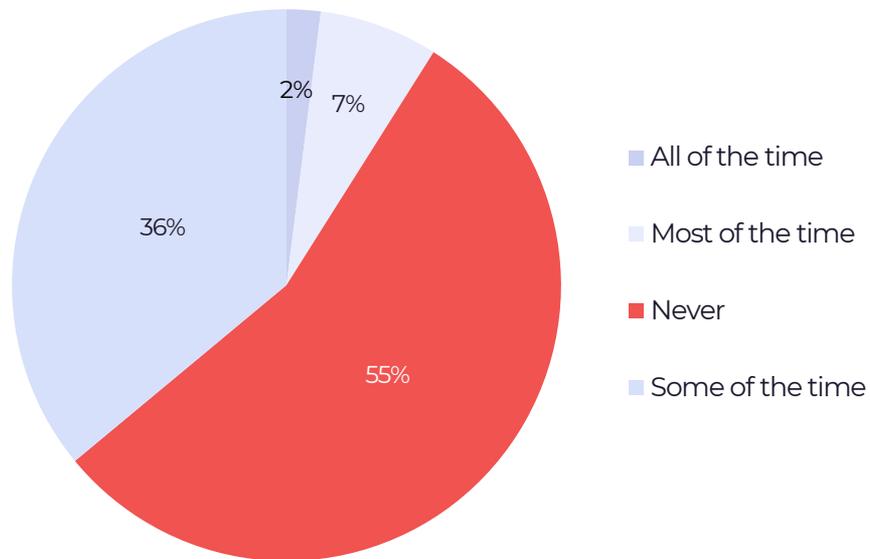
Do you find that you or your loved one have trouble remembering things?



Key Findings

- Captures responses from all leads
- 65% of respondents selected that they experienced trouble with memory at least some of the time
- Only 2% reported never experiencing trouble with memory

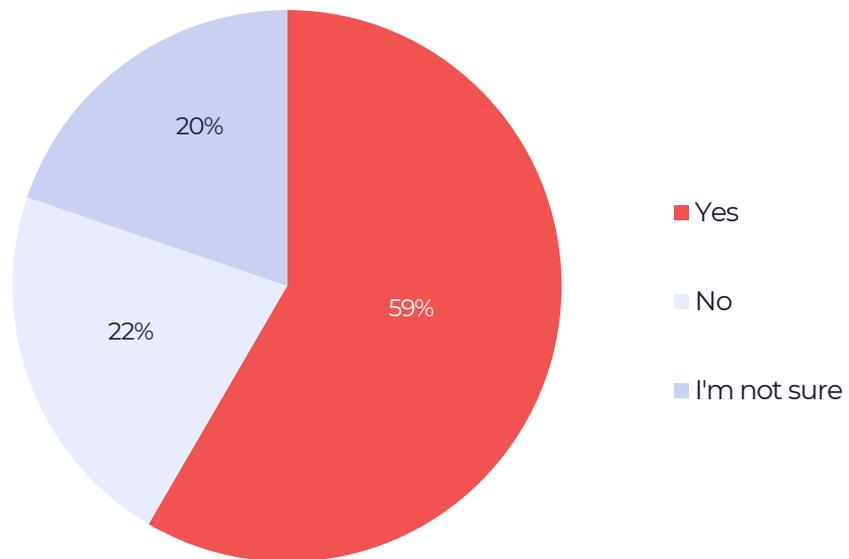
Do you find that you or your loved get confused about where they are or what time it is?



Key Findings

- Captures responses from all leads
- 45% of leads experience confusion at least some of the time
- Confusion can be about common events such as the time, date, or where the person currently is

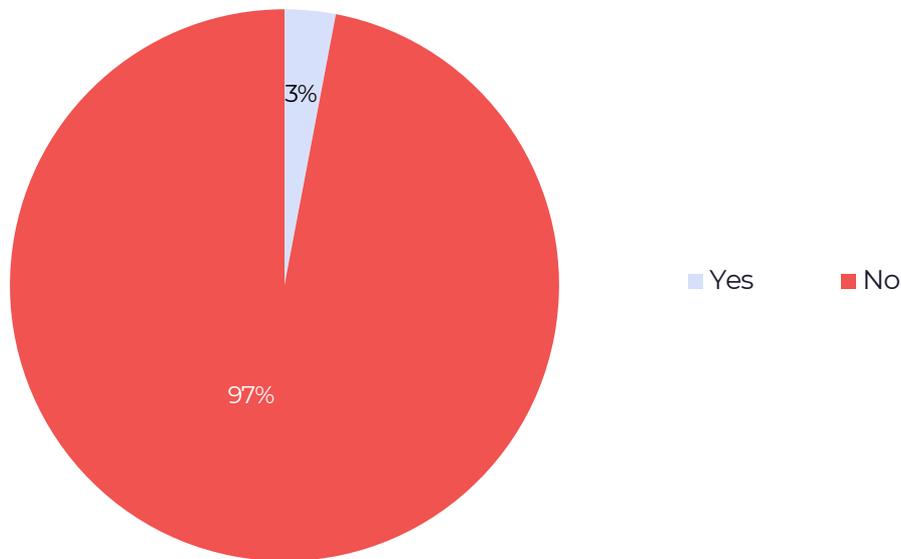
Have you or your loved one experienced changes in mood or personality?



Key Findings

- Captures responses from all leads
- Nearly 59% of leads report experiencing changes in mood and/or personality, such as unexplained mood swings
- Only just under 22% reported no changes in mood or personality

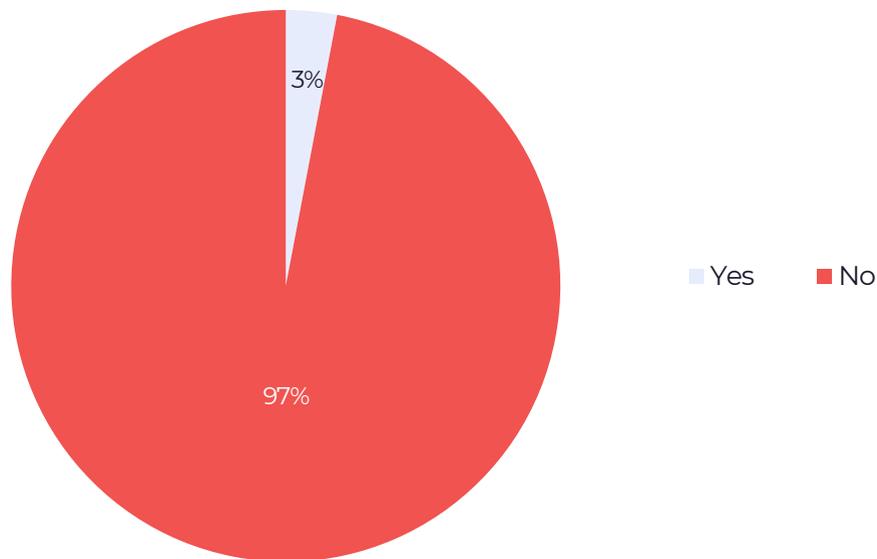
Are you or your loved one currently being tested for Alzheimer's Disease or Parkinson's Disease?



Key Findings

- Captures responses from all leads
- 97% are not currently being tested for either diseases
- Those that said "yes" were disqualified

Have you or your loved one ever been diagnosed with Alzheimer's Disease or Parkinson's Disease?



Key Findings

- Captures responses from all leads
- 97% of respondents are not currently diagnosed with Alzheimer's or Parkinson's Disease
- Those that said "yes" were disqualified

Recommendations

- 83bar can find and qualify individuals that are:
 - Experiencing early-stage warning signs of cognitive decline
 - Looking for a solution
 - Living in areas that indicate they have the ability to pay out of pocket for a program
- 89 qualified leads were found in wealthy zip codes and targeted cities throughout the United States
- Messaging prompted leads to take a survey specifically to learn if they may qualify for a program that can help slow or reverse cognitive decline
- 83bar Call Center can be utilized to further qualify leads for interest and ability to pay
- Further split tests and direct/specific messaging approaches can be created to attract patients that may be experiencing higher severity of symptoms and who are not medically diagnosed
- 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

- Contact information collected for 92, 89 of which are qualified
- 83bar can find leads in areas known to have a high concentration of wealthy individuals who have the ability to pay out of pocket for a high cost program
- 83bar can identify further areas to target for development and growth in future campaigns



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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.



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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.



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