

A photograph of a person with long, wavy, light brown hair, wearing a black short-sleeved shirt. They are covering their face with their right hand, with their fingers spread across their forehead and eyes, suggesting distress or sadness. The background is a plain, light-colored wall.

Market Report

Depression



The information contained in this presentation will assist:

- Operators of healthcare services focused on treating depression
- Depression researchers
- Clinical trials focused on depression patient enrollment
- Marketing managers with products or services in the depression market
- Brand managers in the depression market
- Direct-to-patient marketers in the depression market

Objective

- Conduct market research to better understand depressed patients
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and survey

Key Metrics

- Number of Qualified Surveys
- Cost Per Lead (CPL)
- Cost Per Qualified Lead (CPQL)
- Survey Data

Definition of a Qualified Lead

- Target men and women ages 18 and above who have been diagnosed with depression and have tried yet failed at least 1 anti-depressant

Campaign Assets

- 1 ad messaging concept to attract depressed patients
- 4 total ad variants (1 ad per image)
- 1 unique landing page with embedded survey
- 1 Health Risk Assessment designed to qualify patients for TMS Therapy and gather insights on patient population



Process

Creative Development

- To attract depressed patients, we produced 4 visual variants following proven 83bar best practices.
- The main concept is to use graphics (instead of stock photos) that convey the messaging and force users to stop and look at the ad since it stands out from other content in their newsfeed.

Set Up Ad Targeting & Launch

- Target men and women in the United States ages 18 to 65 via paid Facebook newsfeed ads

Measure Results

- Determine Cost per Lead (CPL) for qualified patients generated and analyze survey responses

Results

- Determined winning messaging concept to attract potential patients
- Captured willingness to share information
- Refined understanding of depressed patients
- Identified the volume of leads interested in TMS Therapy

Acquisition Metrics

- 104 total leads (a.k.a. survey completions)
- 85.6% of leads were qualified
- Sub \$10 CPL (avg. Cost Per Lead)
- Sub \$10 CPQL (avg. Cost Per Qualified Lead)



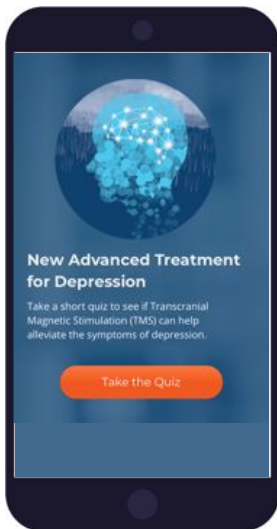
Attract patients who need treatment

Optimized to ensure high consumer engagement

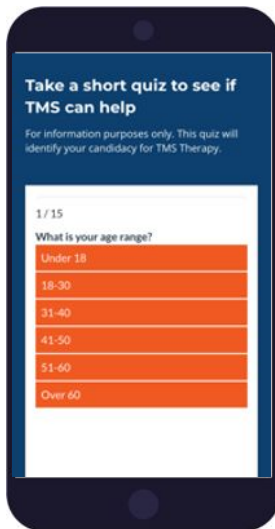
Social Media



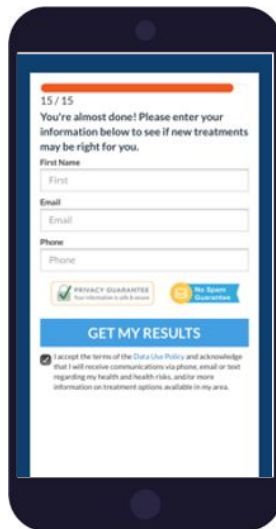
Landing Page



Symptoms



Submit



Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



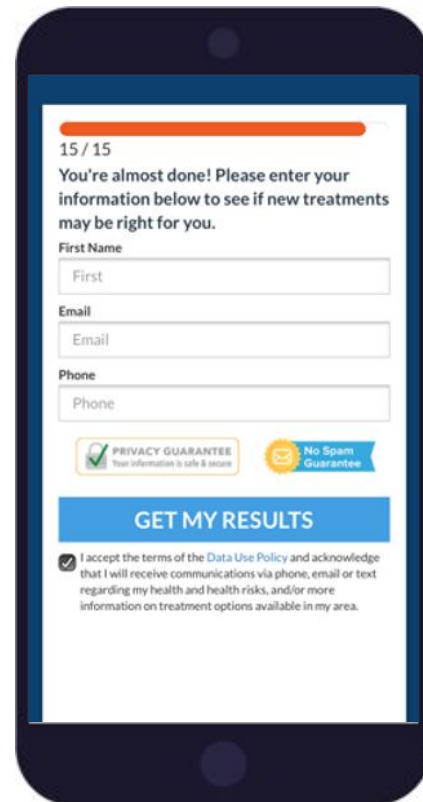
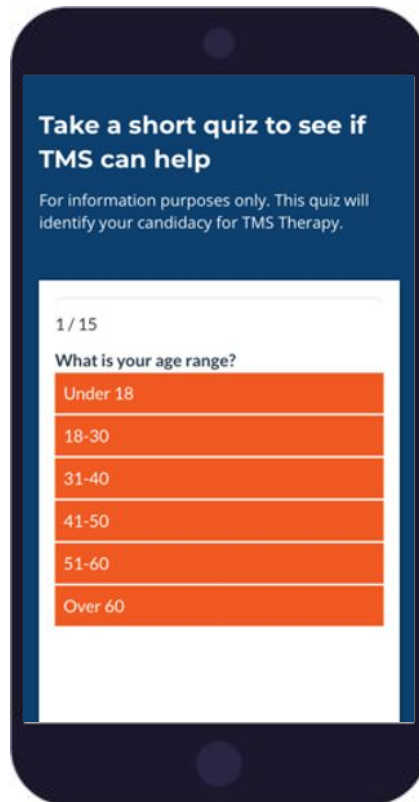
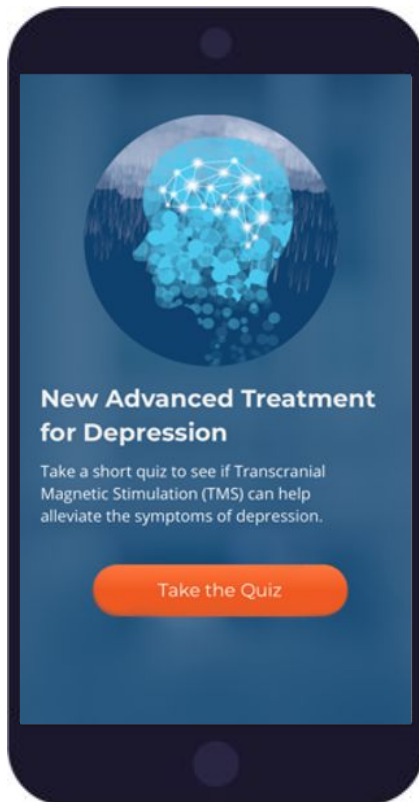
Optimize percentage of respondents who complete survey with engaging experience

Attract

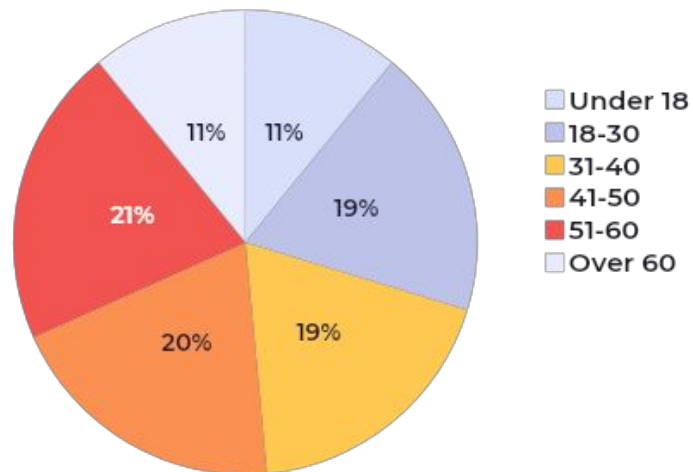
Engage

Qualify

Collect



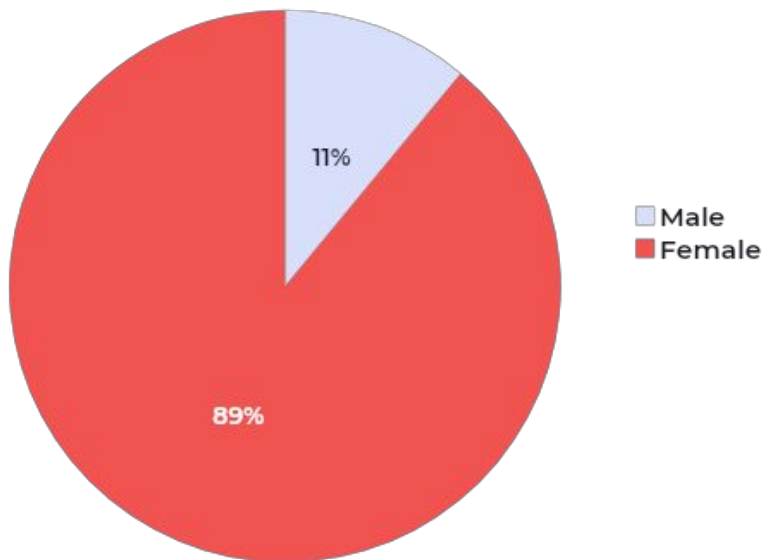
What is your age range?



Key Findings

- Captured responses from all leads
- 79% of leads are between 18 and 60 years old
- The 51-60 age category received a slight majority in responses at 21%

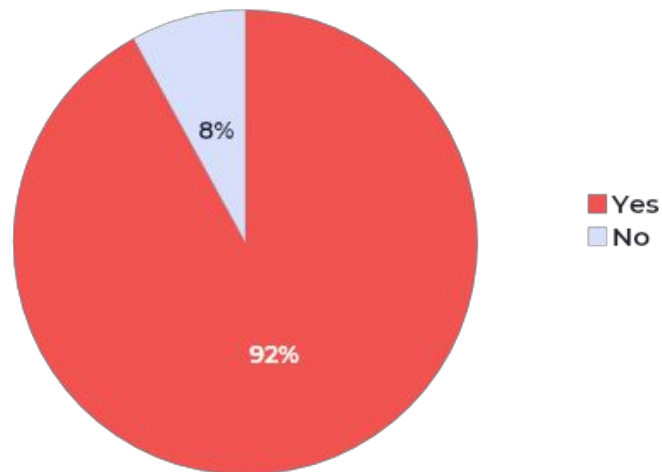
What is your gender?



Key Findings

- Captured responses from all leads
- More than 89% of respondents are female
- **Note: Females tend to be decision makers for households**

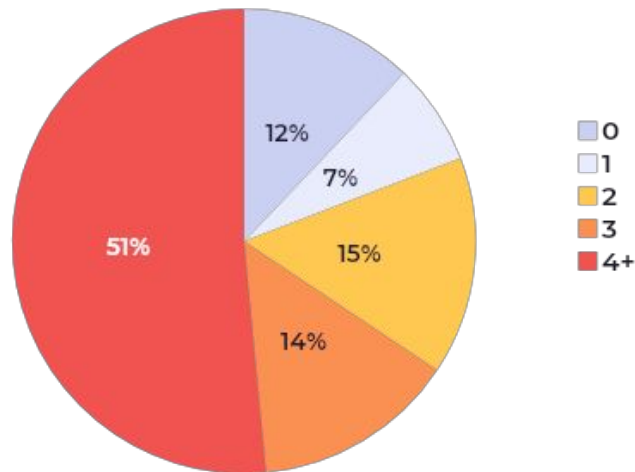
Have you been diagnosed with depression?



Key Findings

- Captured responses from all leads
- Majority of respondents have received a diagnosis for depression

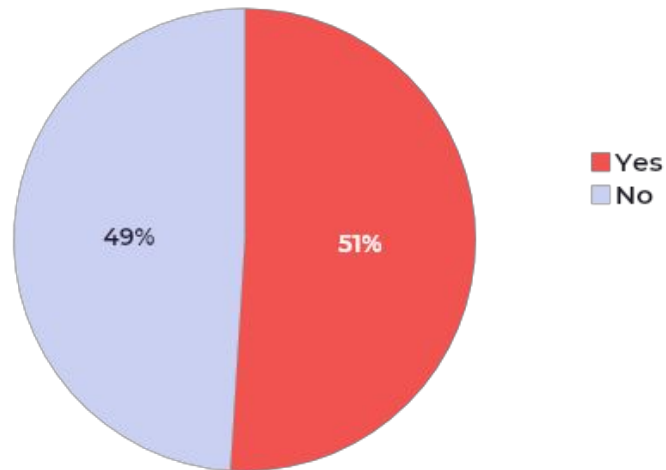
How many medications have you tried to treat your depression?



Key Findings

- Captured responses from all leads
- Respondents who answered "0" were disqualified (but still answered all HRA questions)
- More than half of the respondents (51%) have tried 4 or more medications for their depression and are likely extremely frustrated
- 87% of respondents have tried at least 1 medication

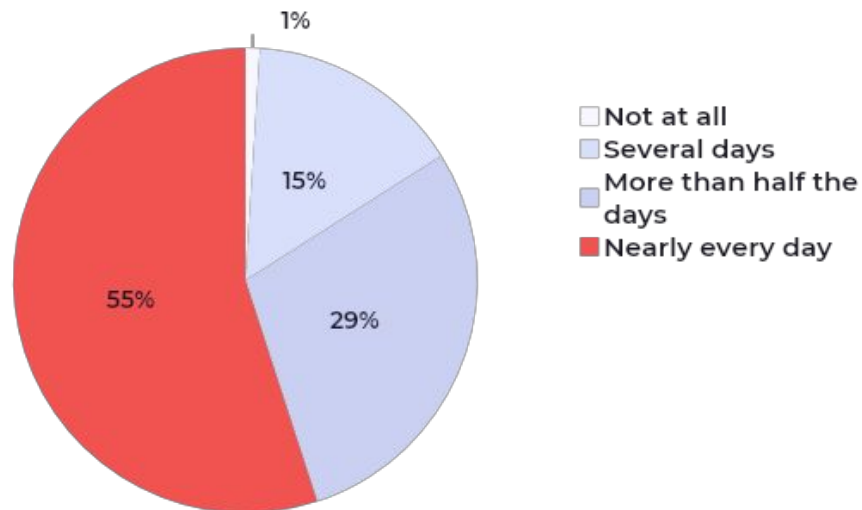
Are you currently under the care of a psychiatrist?



Key Findings

- Captured responses from all leads
- Very close split between patients who are under the care of a psychiatrist and patients who are not
- There is an opportunity to help the 49% not under psychiatric care to find a provider

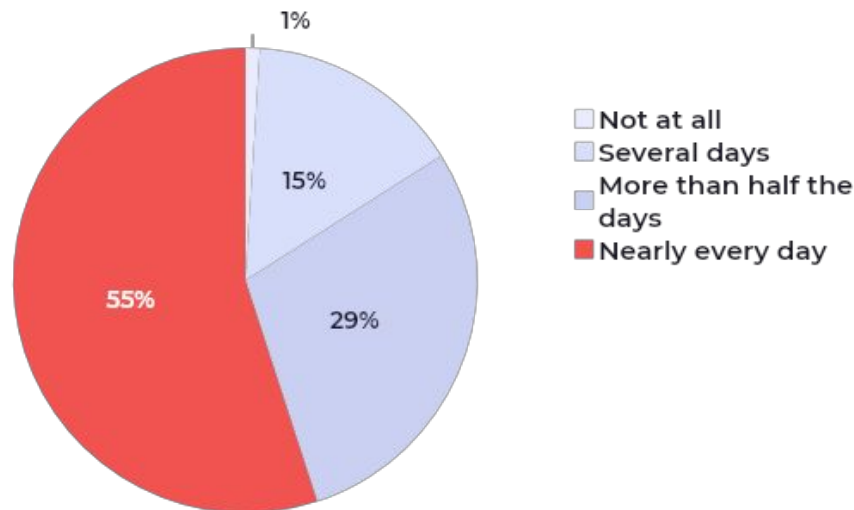
How many times in the past month have you felt your depression symptoms affected your sleep?



Key Findings

- Captured responses from all leads
- 99% of respondents' sleeping patterns are affected by their depression
- 55% of respondents are affected nearly everyday

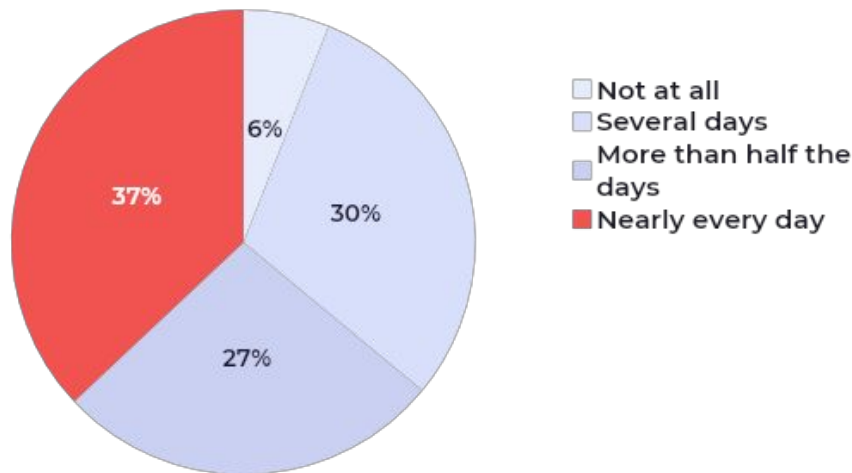
How many times in the past month have you felt your depression symptoms affected your ability to attend work or school?



Key Findings

- Captured responses from all leads
- 99% of respondents felt their depression symptoms affect their ability to attend work or school
- 71% of the population affected by depression have severe impairments from their condition

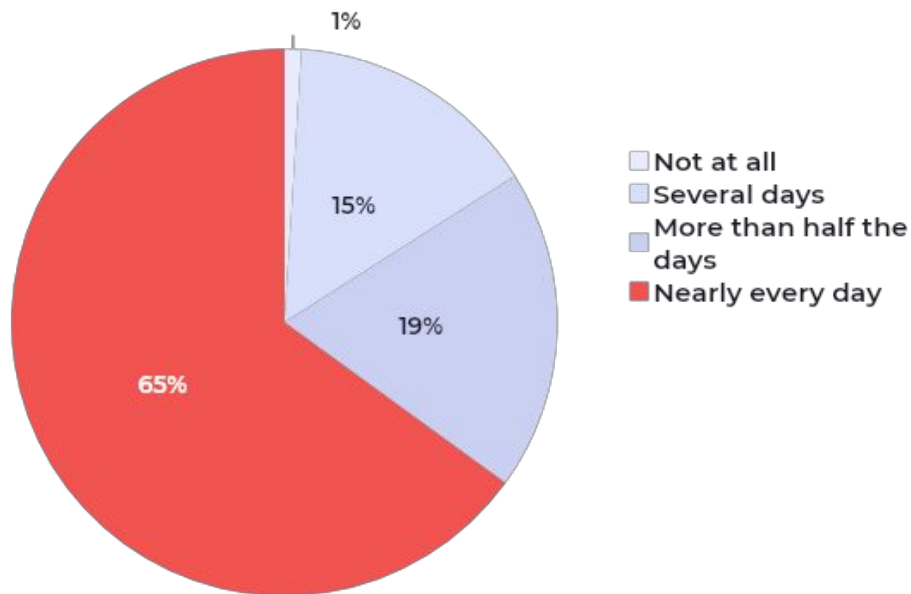
How many times in the past month did you feel your depression symptoms altered your appetite?



Key Findings

- Captured responses from all leads
- Majority of respondents' appetites are altered nearly every day
- 94% noticed some effects on their appetite from depression

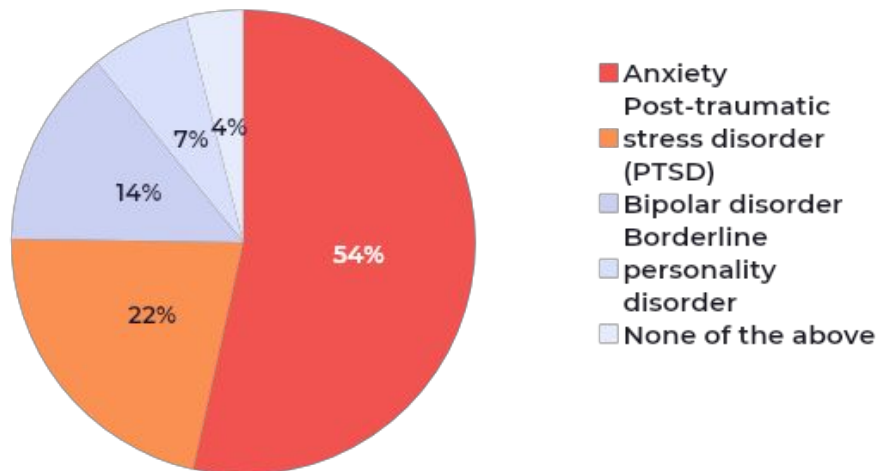
How many times in the past month have you felt tired or had little energy?



Key Findings

- Captured responses from all leads
- 99% of respondents felt tired or had low energy at least several days a month
- 65% of respondents felt tired or had low energy nearly every day

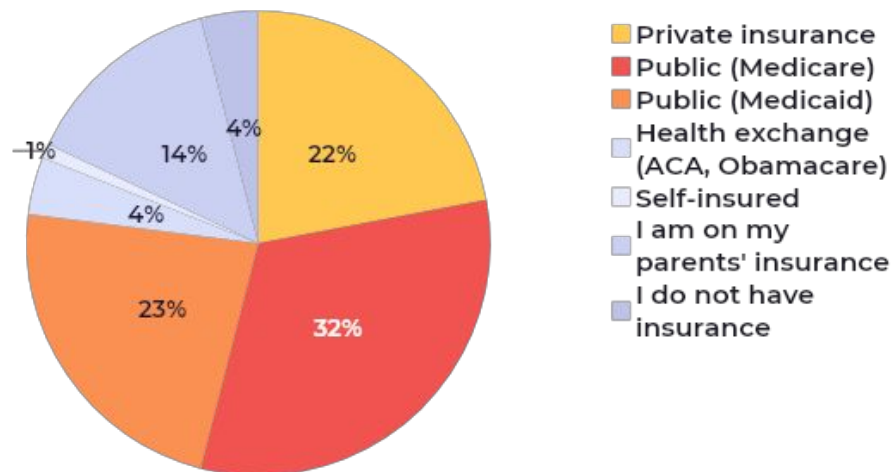
Do you have any of the following mental or behavioral health issues?



Key Findings

- Captured responses from all leads
- Only 4% of respondents did not have any of the 4 major mental illnesses listed
- Majority of respondents (54%) suffer from anxiety in addition to depression
- There may be opportunities to help these types of patients with their other mental illness by referring them to an HCP partner

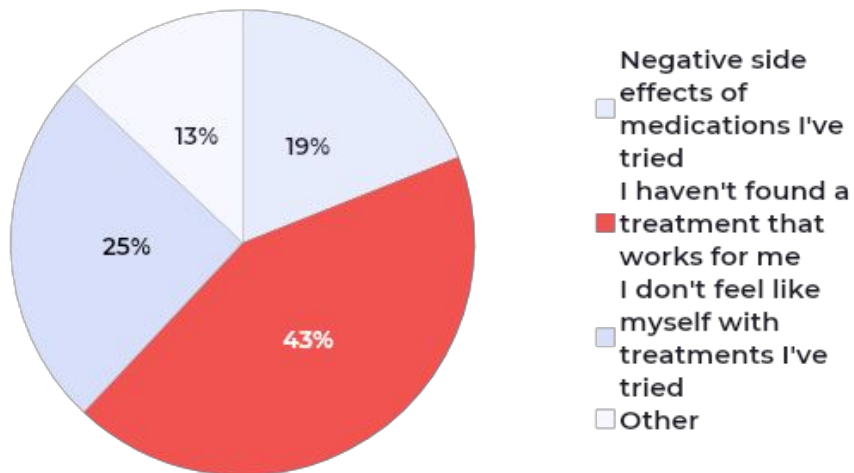
What is your primary insurance type?



Key Findings

- Captured responses from all leads
- 55% of respondents indicated they have public insurance (Medicare or Medicaid)
- 26% of respondents have private insurance
- 4% of respondents do not have insurance

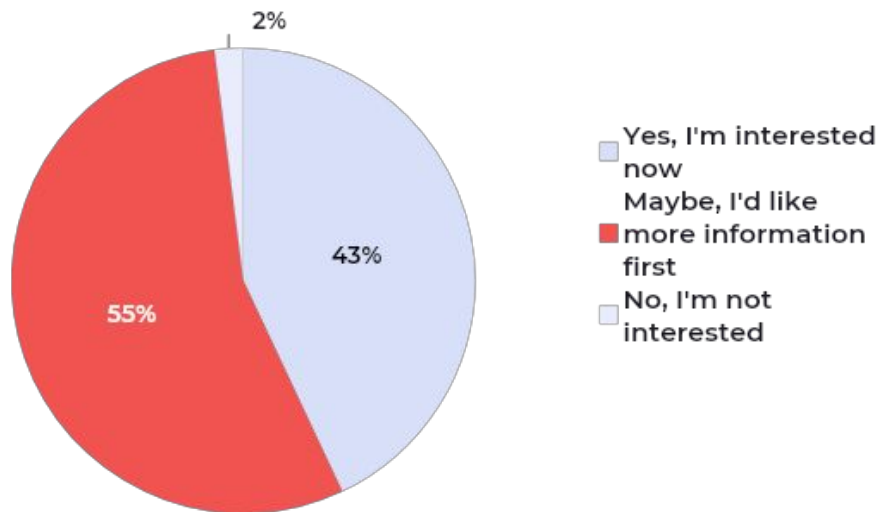
Why are you interested in seeking an alternative treatment for your depression?



Key Findings

- Captured responses from all leads
- For many, the negative side effects, lack of results, and feeling unlike one's self are key motivators for seeking alternative treatment
- Majority of respondents (43%) have not found a treatment that works for them. This patient population is very interested in new treatment options, such as TMS therapy, that will work for them

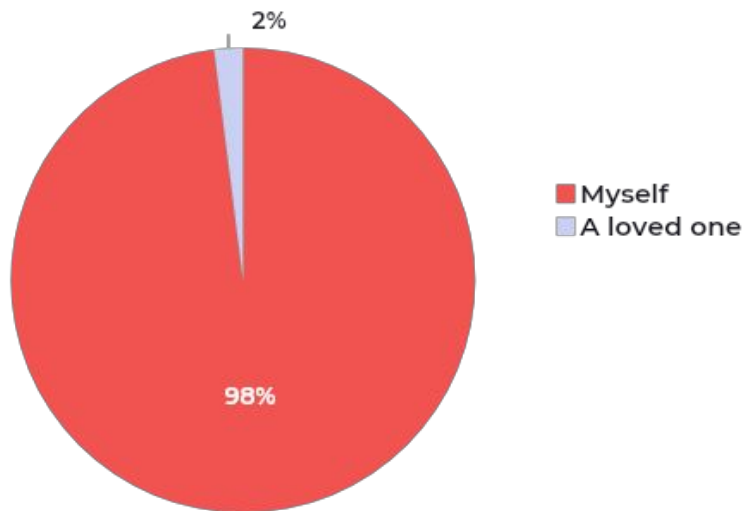
If you qualify, would you be interested in setting up a consultation with a neurologist to discuss advanced treatments for depression?



Key Findings

- Captured responses from all leads
- An overwhelming majority (98%) of respondents expressed some form of interest in scheduling an appointment with a neurologist to discuss advanced treatments for depression such as TMS Therapy
- 43% indicated that they were ready to have the consultation with a neurologist immediately

Are you taking this quiz for yourself or for a loved one?



Key Findings

- Captured responses from all leads
- Overwhelmingly, the majority of respondents took this Health Risk Assessment for themselves



Profile

- Female, Age 18 to 60
- Diagnosed with depression and 1 major mental illness (anxiety, bipolar disorder, or PTSD)
- Likely taking anti-depressant medication
- Public health insured

Most Common Symptoms

- Poor sleep
- Altered appetite
- Lack of energy or feeling tired
- Struggling to attend school or work

She experiences several of the most common symptoms of depression almost daily. She has tried 4 or more anti-depressants with little or no success.

She receives care from a psychiatrist but is not satisfied with her current treatment due to its ineffectiveness and uncomfortable side effects. She is extremely frustrated; therefore she conducts online research for new treatment options that can work for her. She is very willing and ready to move forward with a consultation with an experienced neurologist.

Key findings

89%

of respondents are
female

49%

are not under the care of
a psychiatrist

99%

are somewhat affected
by poor sleep

98%

are interested in new
treatment options

- A slight majority (21%) belongs to the 51-60 age category
- 88% have tried at least 1 medication to treat their depression, while 51% have tried 4 or more
- 55% are affected by their symptoms almost daily
- 94% of respondents' appetites have been altered to some degree, while 37% have been greatly affected
- 55% felt their depression affected their ability to attend school or work 50% or more of the time
- 65% feel tired or have low energy nearly every day
- More than half also suffer from anxiety, and about a quarter suffer from Post-Traumatic Stress Disorder (PTSD)
- 96% have some type of insurance (public or private)
- 43% have not found a treatment that works for them

Objective

- Better understand patients suffering symptoms of depression

Conclusions

- Survey confirmed profile of patients frustrated with current treatments.
- Almost all had difficulty attending work or school
- Fully half have tried 4+ medications; yet 49% are not currently under care of psychiatrist.
- While majority were 18-50, one-third were 50+, revealing a significant opportunity with seniors.

Recommendations

- Navigate more patients to find appropriate specialist.
- Design additional creative ads and messaging to reach men and seniors.
- Consider not only new RX options, but also new therapies in clinical trials



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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 everchanging healthcare insurance landscape.



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