

Market Report

Diabetic Nephropathy





The information contained in this presentation will assist:

- Operators of healthcare services focused on treating Diabetic Nephropathy
- Researchers of Diabetic Nephropathy
- Clinical trials focused on enrolling patients with Diabetic Nephropathy
- Marketing managers with products or services in the Diabetic Nephropathy market
- Brand managers in the Diabetic Nephropathy market
- Direct-to-patient marketers in the Diabetic Nephropathy market

Objective

- Conduct market research to better understand patients suffering from Diabetic Nephropathy
- Utilize Facebook ads to attract Diabetic Nephropathy patients and direct them to a dedicated landing page and survey

Key Metrics

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

Definition of a Qualified Lead

- Target men and women ages 18 to 75 with controlled Type 2 Diabetes (diagnosed at least 6 months prior) and Diabetic Nephropathy (evidenced by urine analysis)
- Must have written informed consent and be willing to use approved contraception during trial



Campaign Assets

- 2 ad concepts
- 1 unique landing page with embedded health risk assessment (HRA) survey
- 1 HRA survey designed to connect with patients suffering from Type 2 Diabetes and Diabetic Nephropathy
- 1 unique thank-you page with links to educational websites

Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women suffering from Type 2 Diabetes and Diabetic Nephropathy (Diabetic Kidney Disease)
- 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 ages 18 and above living in the United States via paid Facebook newsfeed ads

Measure Results

- Determine current symptomology, treatment, physician care, and willingness to receive future communication among qualified patients and analyze survey responses

Results

- Determined winning messaging concept to attract potential patients
- Captured willingness to share information
- Refined understanding of patients with Diabetic Nephropathy

Acquisition Metrics

- 352 total survey submissions
- 69 qualified leads
- Survey data

Attract patients who need treatment

Optimized to ensure high consumer engagement

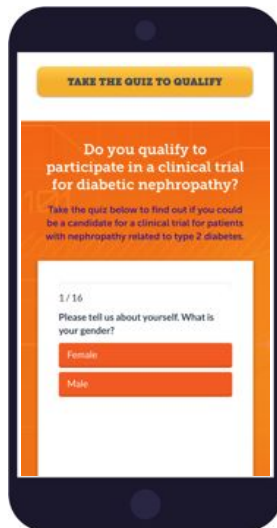
Social Media



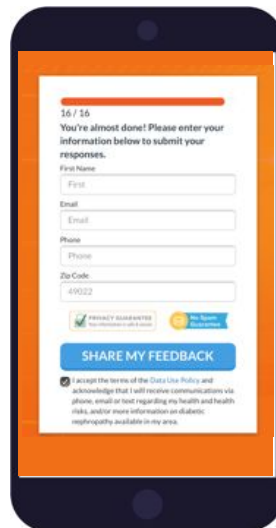
Landing Page



Symptoms



Submit



Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



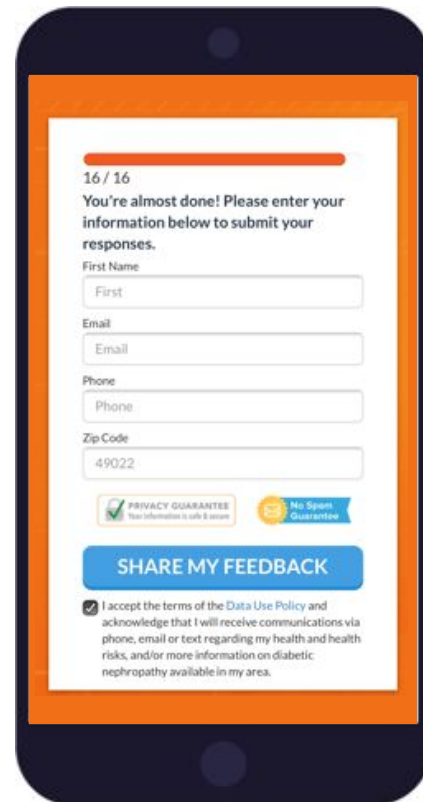
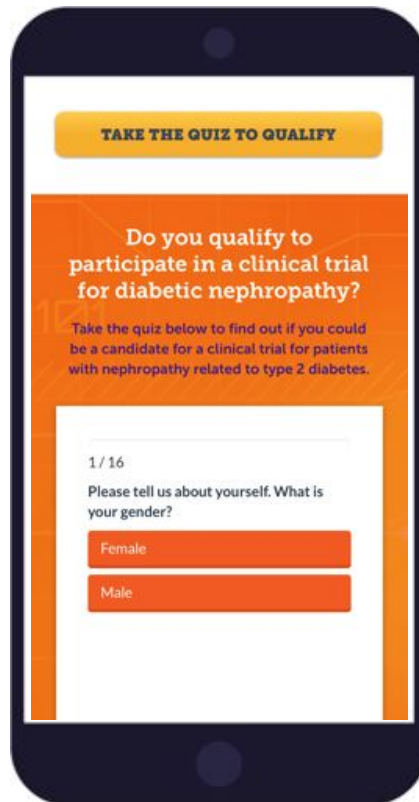
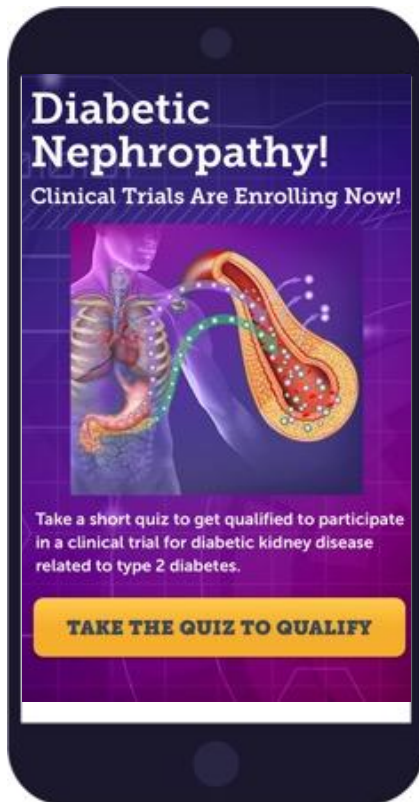
Optimize percentage of respondents who complete survey with engaging experience

Attract

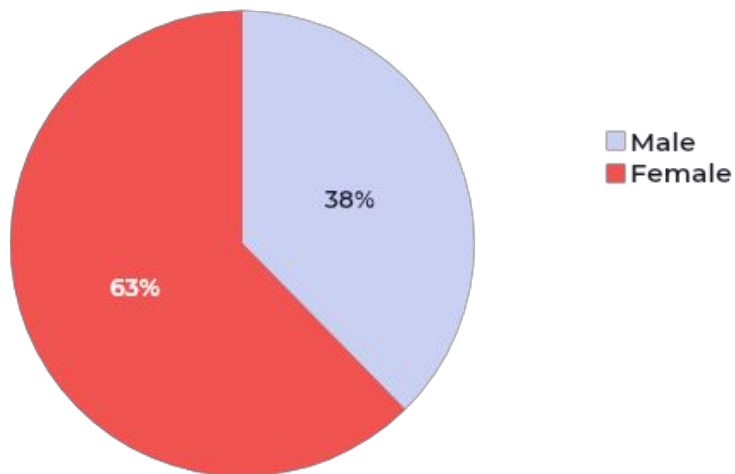
Engage

Qualify

Collect



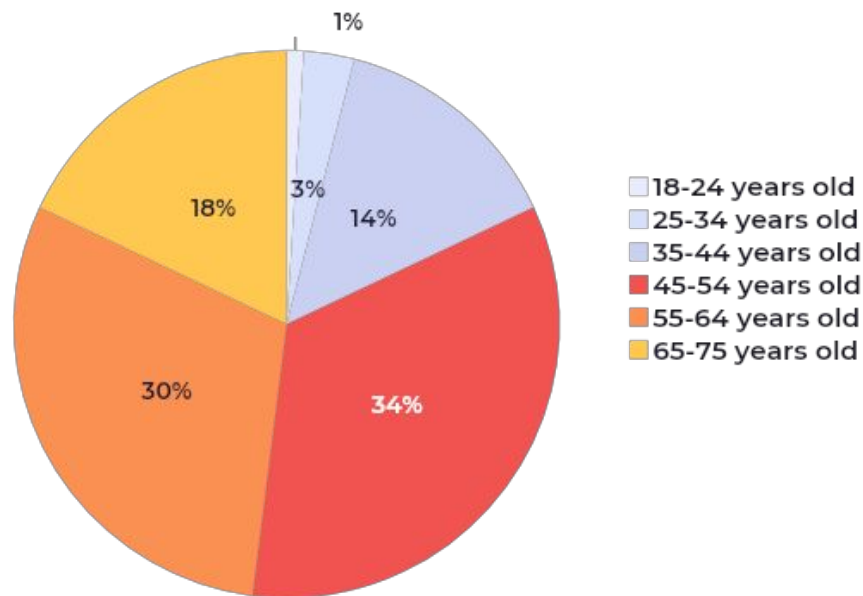
Please tell us a little about yourself. What is your gender?



Key Findings

- Captures responses from all leads (352 respondents)
- 63% of all respondents are female
- Of the 69 qualified leads, 49 are female and 20 are male

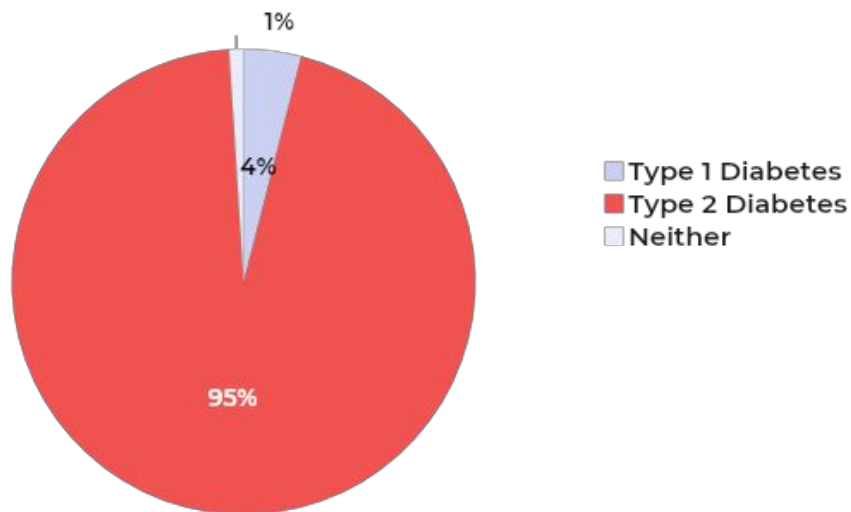
How old are you?



Key Findings

- Captures responses from all leads (352 respondents)
- The majority of all leads, 119 respondents, are 45 to 54 years old
- The majority of all qualified leads, 21 respondents, are 55 to 64 years old

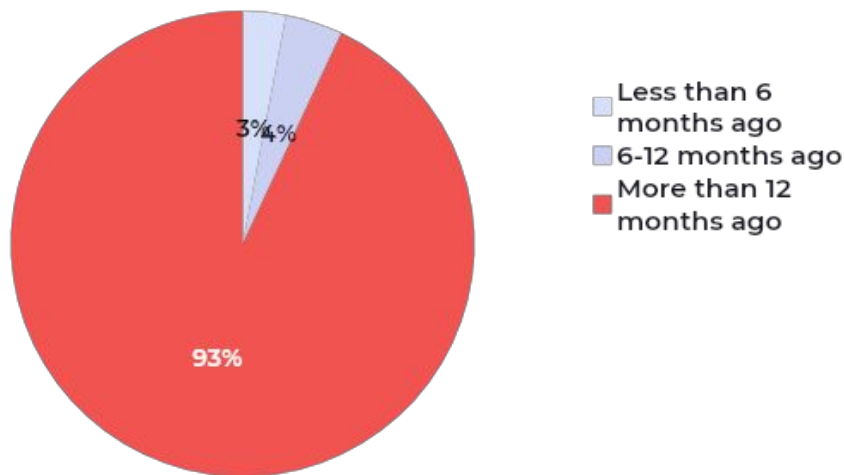
Has your doctor diagnosed you with either of the following?



Key Findings

- Captures responses from all leads (352 respondents)
- The majority of all leads, 335 respondents, have type 2 diabetes
- Since type 2 diabetes is required for participation in the clinical trial, all qualified leads have type 2 diabetes
- There are 69 qualified leads

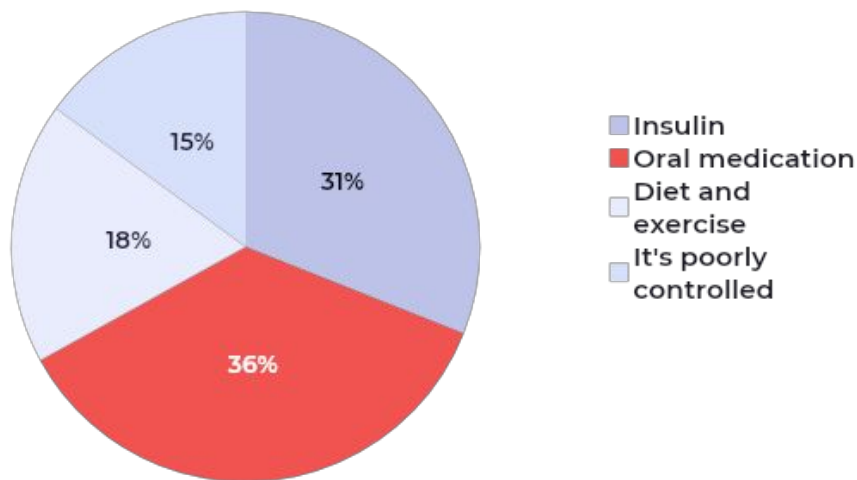
When did you receive your type 2 diabetes diagnosis?



Key Findings

- Captures responses from all leads with type 2 diabetes (335 respondents)
- This is a conditional question – served to respondents that answered “type 2 diabetes” to question 3
- 93% of all leads, 335 respondents, were diagnosed more than 12 months ago
- Of the 69 qualified leads, 65 leads were diagnosed more than 12 months ago

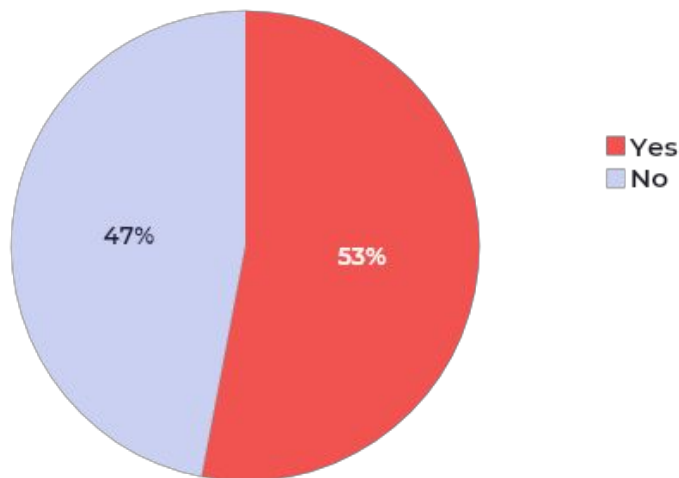
How are you managing your type 2 diabetes?



Key Findings

- Captures responses from all leads with type 2 diabetes (335 respondents)
- This is a conditional question – served to respondents that answered “type 2 diabetes” to question 3
- The majority of respondents control their type 2 diabetes with oral medication

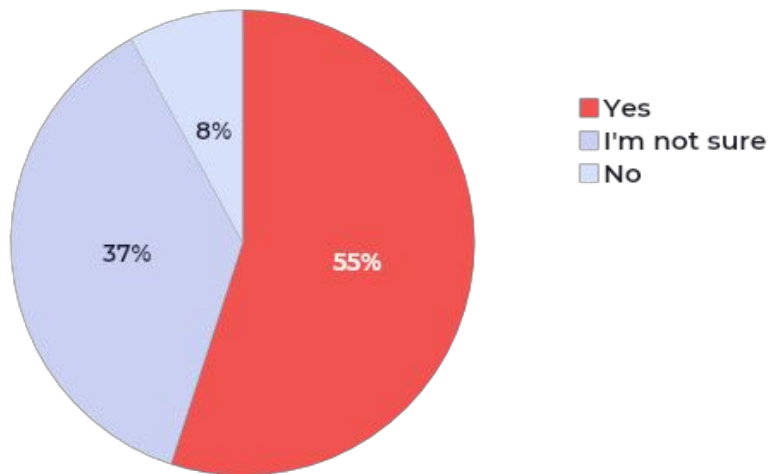
Did your doctor diagnose you with diabetic nephropathy (problems with your kidneys as a result of your diabetes)?



Key Findings

- Captures responses from all leads with type 2 diabetes (335 respondents)
- This is a conditional question – served to respondents that answered “type 2 diabetes” to question 3
- Since diabetic nephropathy is required for participation in the clinical trial, all qualified leads have diabetic nephropathy
- **There are 69 qualified leads**

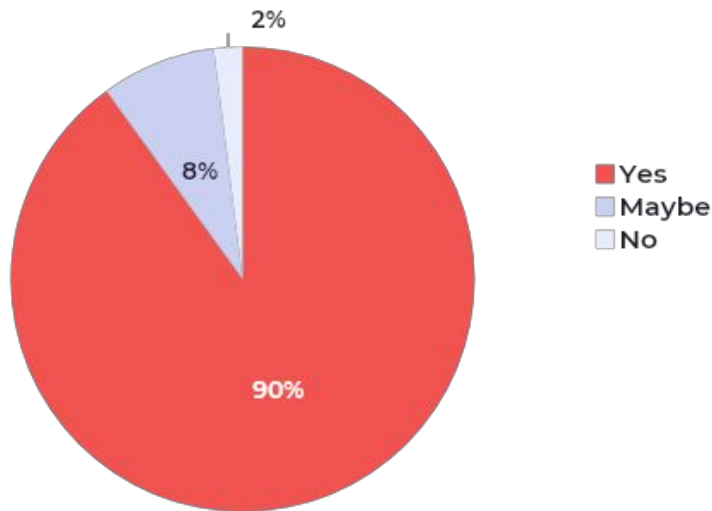
Was it confirmed with a urine test?



Key Findings

- Captures responses from all leads with type 2 diabetes and diabetic nephropathy (179 respondents)
- 98 respondents say their diagnosis was confirmed with a urine test (38 qualified)
- 67 respondents are not sure
- 14 respondents do not have confirmation by urine test
- The respondents that do not have confirmation through a urine test possibly misunderstood the question and mistook nephropathy for neuropathy

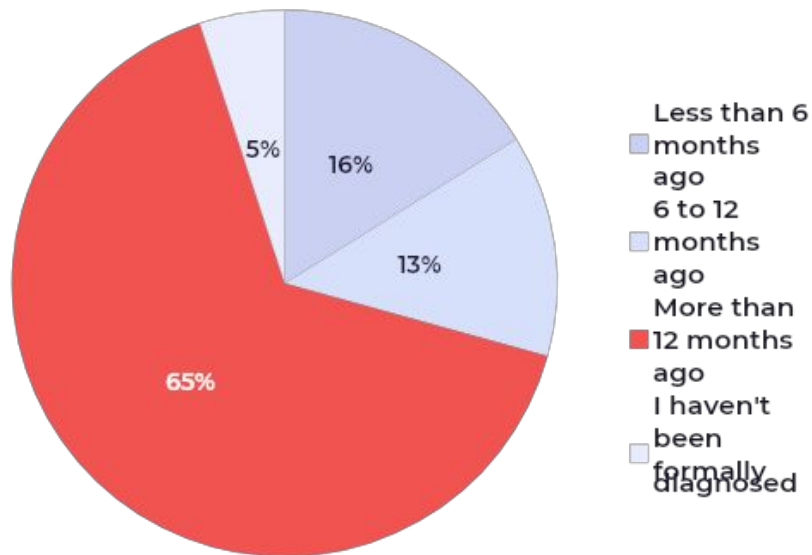
Would you be willing to be screened for diabetic nephropathy?



Key Findings

- Captures responses from 237 leads with type 2 diabetes and diabetic nephropathy not confirmed by urine test
- This is a conditional question – served to respondents that answered “I’m not sure” or “no” to question 7
- 94% of qualified leads that have diabetic nephropathy that is not confirmed by urine test are willing to be screened
- Respondents were disqualified if they were unwilling to confirm their diabetic nephropathy diagnosis through a urine test

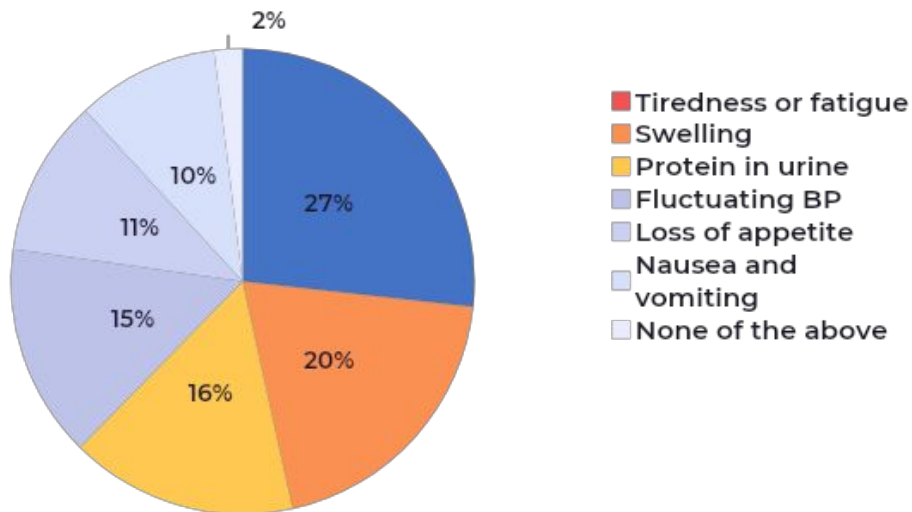
When did you receive your diabetic nephropathy diagnosis?



Key Findings

- Captures responses from 98 leads with type 2 diabetes and diabetic nephropathy confirmed by urine test
- This is a conditional question – served to respondents that answered “yes” to question 7

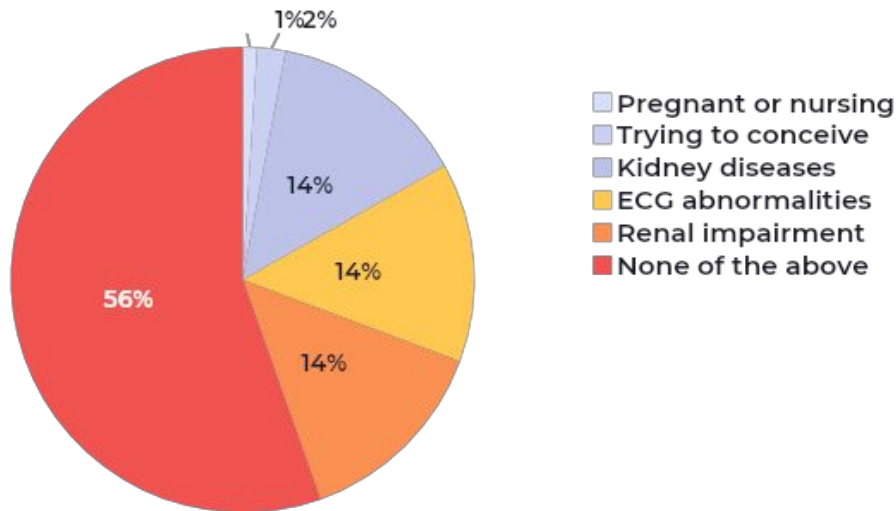
Are you experiencing any of these symptoms?



Key Findings

- The graph depicts responses from all leads (**352 respondents**)
- Among the 69 qualified leads, the top three symptoms are:
 - Tiredness/fatigue
 - Swelling in feet, ankles, or hands
 - Protein in urine (bubbles)

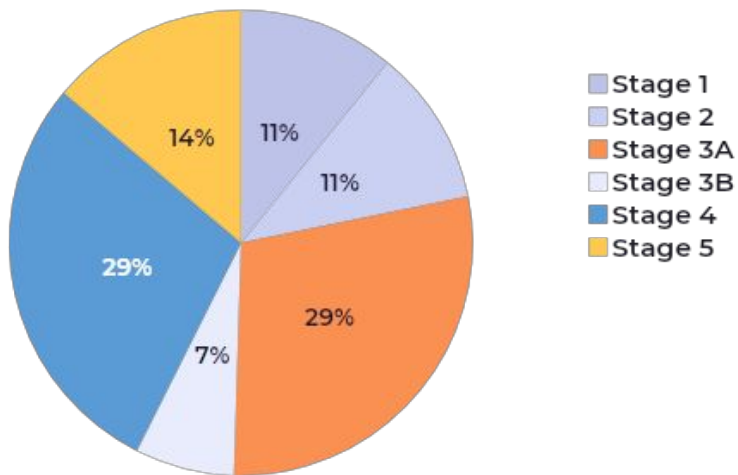
**Please tell us a little about your medical history.
Do any of the following apply to you?**



Key Findings

- Captures responses from all qualified leads (352 respondents)
- Respondents were asked to check all that apply
- Respondents are not eligible to participate in the clinical trial if any of the following apply to them:
 - Pregnant or nursing
 - Trying to conceive
 - History of kidney disease other than diabetic nephropathy
 - History of ECG abnormalities

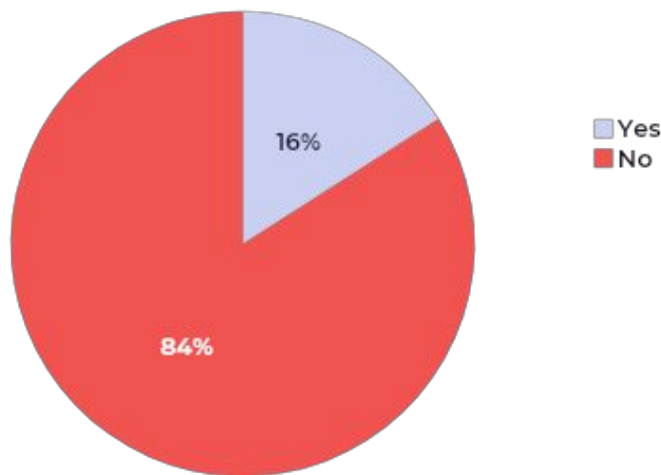
**Chronic kidney disease is divided into five stages.
Do you know which stage you are at?**



Key Findings

- Captures responses from 56 leads with renal impairment
- This is a conditional question – served to respondents that answered “renal impairment” to question 11
- Respondents at stage 3B – 5 are not qualified to participate in the clinical trial

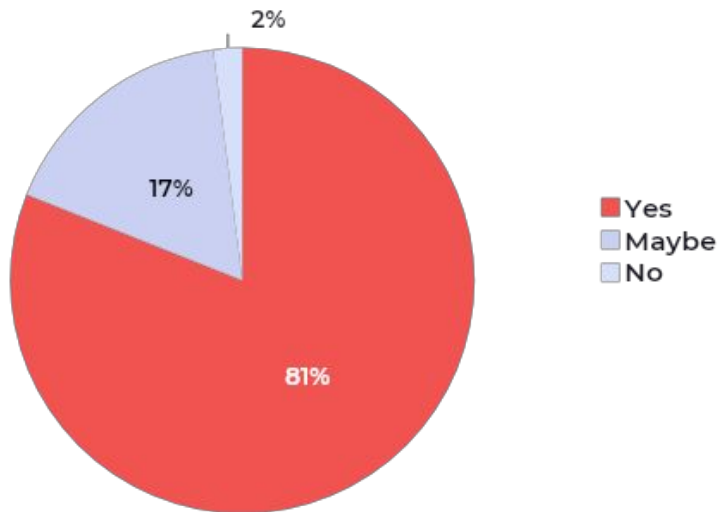
Are you on dialysis?



Key Findings

- Captures responses from 56 leads with renal impairment
- This is a conditional question – served to respondents that answered “renal impairment” to question 11
- Respondents on dialysis are not qualified to participate in the clinical trial

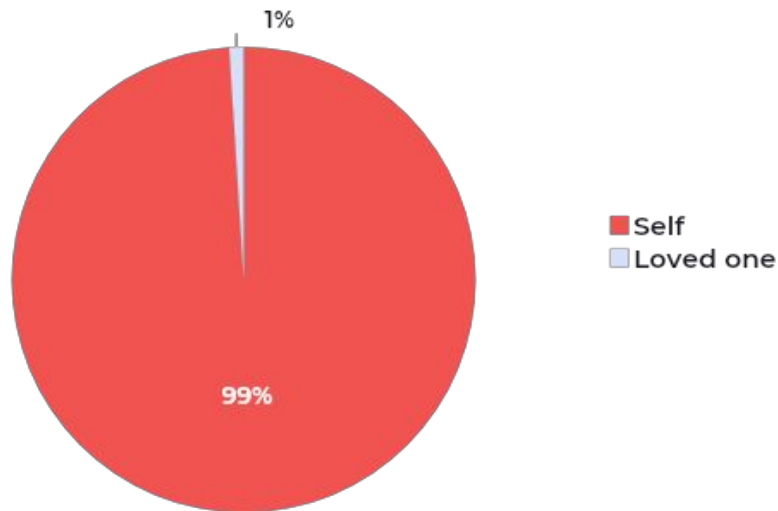
May we contact you about diabetic nephropathy clinical trials that are enrolling in your area?



Key Findings

- The graph depicts responses from all leads **(352 respondents)**
- The majority of leads are open to future communication

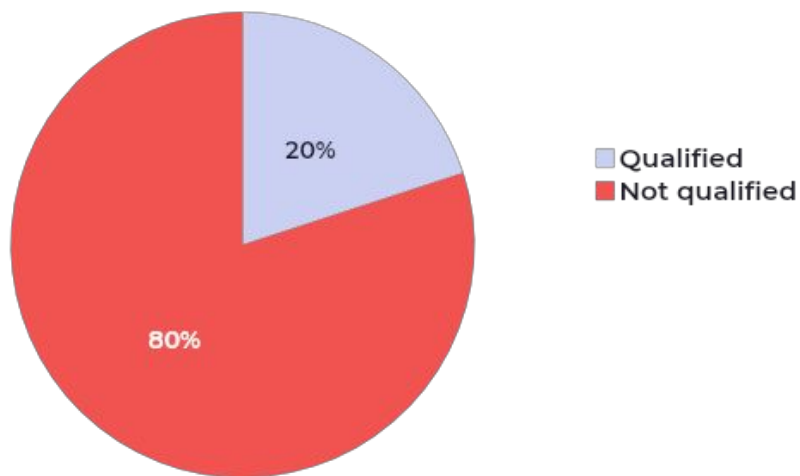
Are you taking this quiz for yourself or a loved one?



Key Findings

- The graph depicts responses from all leads (**352 respondents**)
- Almost all leads took the survey for their self

Form Fill



Key Findings

- Captured contact information and zip code for 352 leads
- 69 leads were qualified



Profile

- Female
- Age 55 to 64 years old

Symptoms

- Tiredness/fatigue
- Swelling in feet, ankles, and hands
- Protein in urine (bubbles)

She was diagnosed with type 2 diabetes over a year ago and manages her symptoms with oral medication, diet, and exercise.

She was also diagnosed with diabetic nephropathy that was confirmed by a urine test. She's been suffering from this condition for over a year.

She is very likely to comply with the guidelines of the study and would like to be contacted about clinical trials enrolling in her area.

Key findings

63%

of respondents are
female

95%

diagnosed with
Type 2 diabetes

53%

diagnosed with
Diabetic nephropathy

81%

open to future
communication
regarding clinical trials

- The majority of all qualified leads, 21 respondents, are 55 to 64 years old
- The majority of respondents control their type 2 diabetes with oral medication
- 98 respondents say their diabetic nephropathy diagnosis was confirmed with a urine test (38 qualified)
- 94% of qualified leads that have unconfirmed diabetic nephropathy are willing to be screened
- Among the 69 qualified leads, the top symptom is tiredness/fatigue
- Respondents at stage 3B – 5 chronic kidney disease are not qualified to participate in the clinical trial
- Respondents on dialysis are not qualified to participate in the clinical trial
- Almost all leads took the survey for themselves

Conclusions

- 83bar can find and qualify individuals that are diagnosed with type 2 diabetes, diabetic nephropathy, and are interested in participating in a clinical trial
- The majority of qualified respondents are female between the ages of 55 to 64 years old
- Of the 69 qualified leads, the majority live in the southern and northeastern regions of the United States
- 55% of qualified leads have a diabetic nephropathy diagnosis confirmed by urine test
- Of those 31 respondents that did not have their nephropathy confirmed by urine test, 94% are willing to take a urine test to confirm their diagnosis
- Given the highly clinical inclusion/exclusion criteria for the clinical study, utilization of the 83bar Call Center is recommended to further qualify leads and better establish timelines
- Targeted social media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with a highly targeted audience - female audience
 - Ad concepts clearly identify the disease state and easily differentiate nephropathy from neuropathy



Bob Baurys

President & CEO

bob@go83bar.com

512-592-9177

Bob is the founder and CEO of 83bar with more than 30 years of consumer –focused healthcare experience and involvement in more than \$1 billion dollars in direct to consumer health care transactions. Has a strong belief that educated and enabled health care consumers will permanently change the USA health care market for the better. Bob also serves as an advisor, investor and fundraiser with a particular focus on health care, technology and service sectors.



Kate Hermans

CBO Pharma

kate@go83bar.com

610-425-8422

Extensive experience as an executive intrapreneur for companies like Intel Corp, Wyeth, Pfizer, Bristol-Myers Squibb, and late-stage start-ups. Known for her effective and incisive ability to grow new and mature businesses. Proven track record of success bridging health technology to pharma for patients, from development to commercialization. Kate also serves as an advisor, with a particular focus on women-owned startups.



Paul Egli

VP Business Development

paul@go83bar.com

415-203-9404

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 everchanging healthcare insurance landscape.



For more information email
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