

Market Report

Essential Tremor

Objective

- Conduct market research to locate patients with Essential Tremor and determine their eligibility and need for an alternative treatment
- 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

- Diagnosed with essential tremor
- Experiencing essential tremor symptoms in their hands
- No implanted electrical medical device, metal implant in arm, or females that are pregnant or planning to become pregnant



Inclusion / Exclusion Criteria

- Leads are included if they have a diagnosis of essential tremor and experience symptoms in their hands
- Leads excluded if they have an implanted electrical medical device
- Leads are excluded if they have any metal implant in their arm
- Leads are excluded if they have epilepsy or other seizure disorder
- Female leads are excluded if they are pregnant or plan to become pregnant

Process

Facebook Ad Targeting

- Men and Women / Age 18+

Geo-Target

- 5 eastern cities of the United States (Boston, Chicago, Washington D.C., New York, Baltimore)

Results

Run Dates

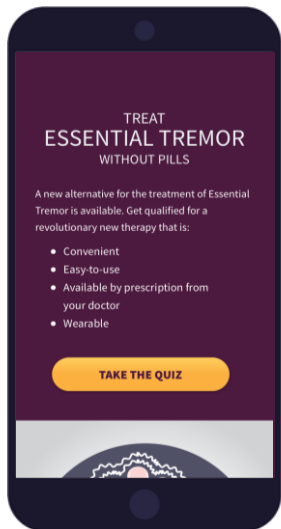
- October 4 – 8, 2019

Acquisition Metrics

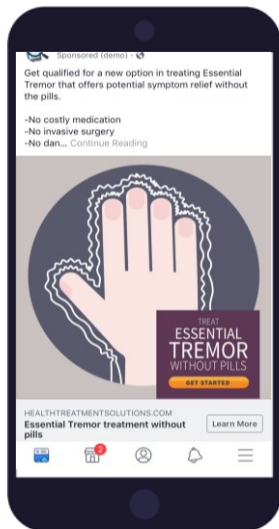
- 51 total survey submissions
- 36 qualified and interested leads
- \$425 spent to generate 51 survey submissions resulting in 36 qualified and interested leads

Optimized to ensure high consumer engagement

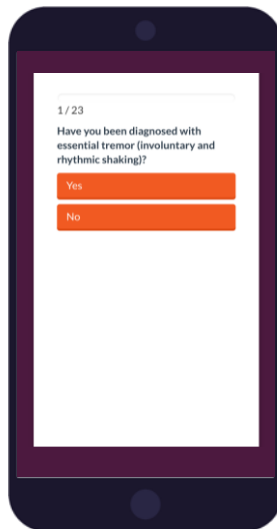
Social Media



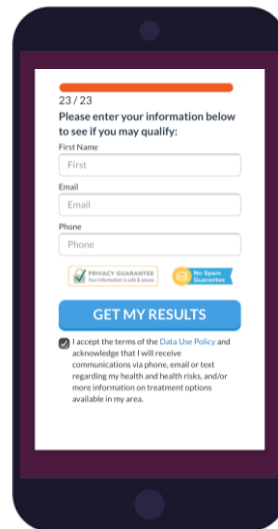
Landing Page



Symptoms



Submit



Attract

Engage

Qualify

Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed

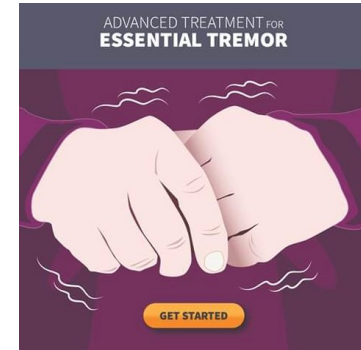
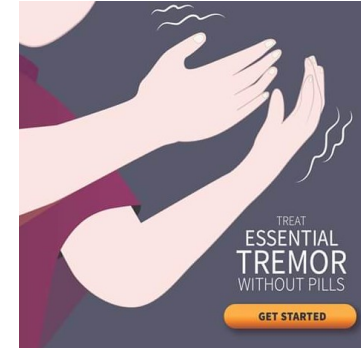


Optimize percentage of respondents who complete survey with engaging experience

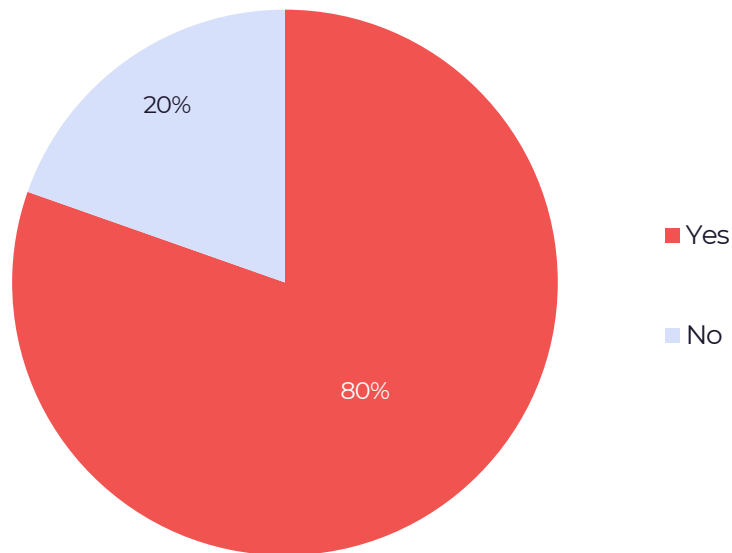
Process

- Ten Facebook ads that point to one unique landing page with an embedded survey. Five graphics were used with two copy variants.
- One market research survey designed to connect with patients who have essential tremor and could be candidates to try new, advanced therapy for their symptoms
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page with links to educational websites

Image Assets Tested



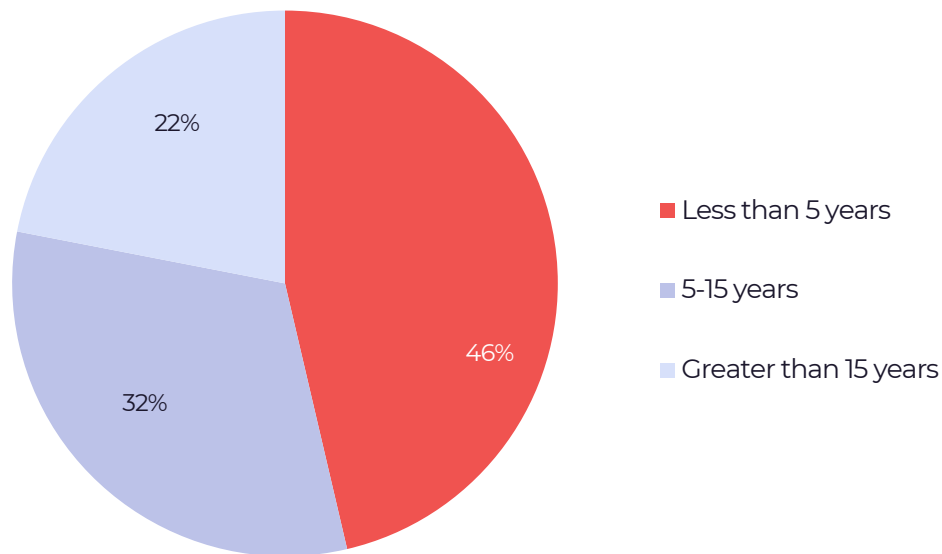
Have you been diagnosed with essential tremor (involuntary and rhythmic shaking)?



Key Findings

- 80% have been diagnosed with essential tremor
- Ability to reach intended audience of diagnosed patients

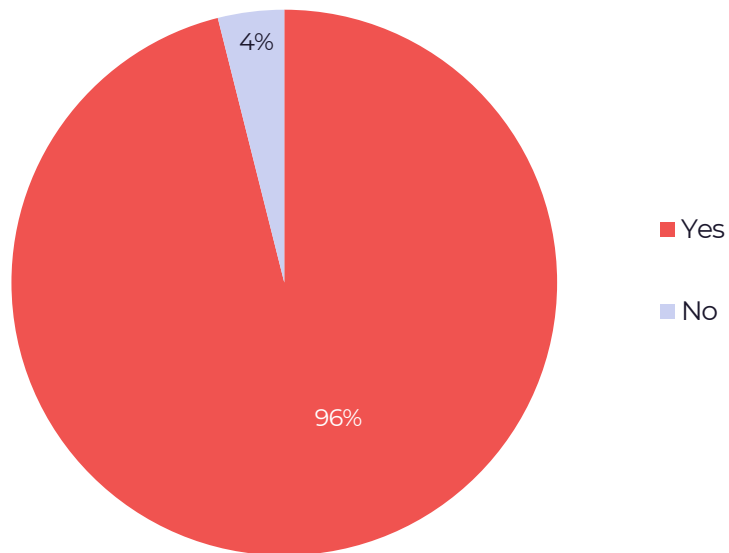
How long have you been diagnosed with essential tremor?



Key Findings

- Captures responses from leads who indicated they were diagnosed (answered yes to question 1)
- 46% have been diagnosed for less than 5 years, but are still looking for alternative treatment options

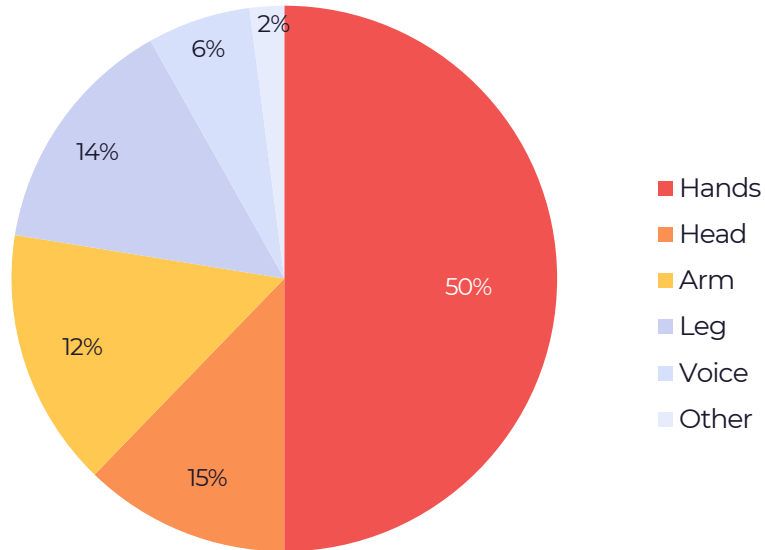
Do your essential tremor symptoms (shaking) affect your hands?



Key Findings

- 96% of leads indicated they experience hand tremors
- Those that said no were disqualified

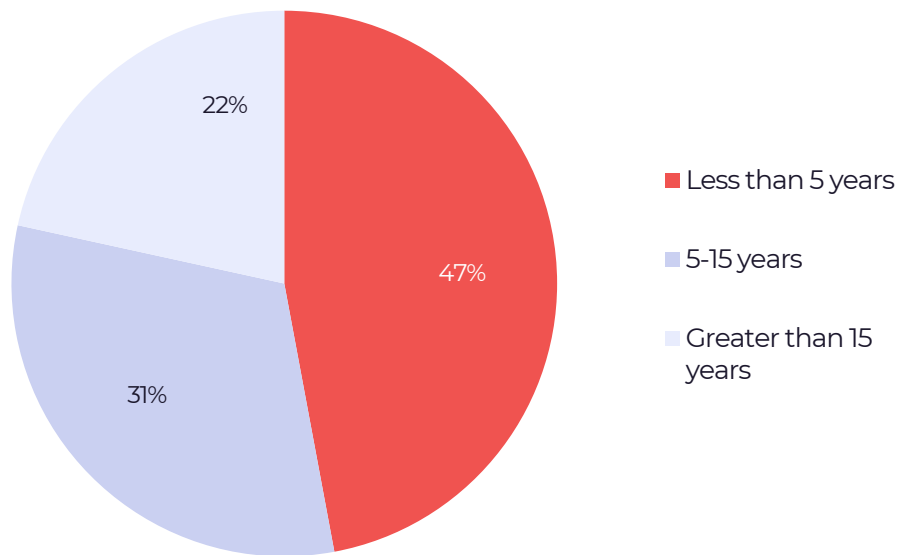
Which part(s) of your body does your essential tremor affect?



Key Findings

- Respondents could select all that apply
- 50% of respondents at least experience symptoms in their hands, with arms and legs the second and third most common
- While this disorder affects different parts of the body, the majority could benefit from alternative treatment for symptoms in the hands

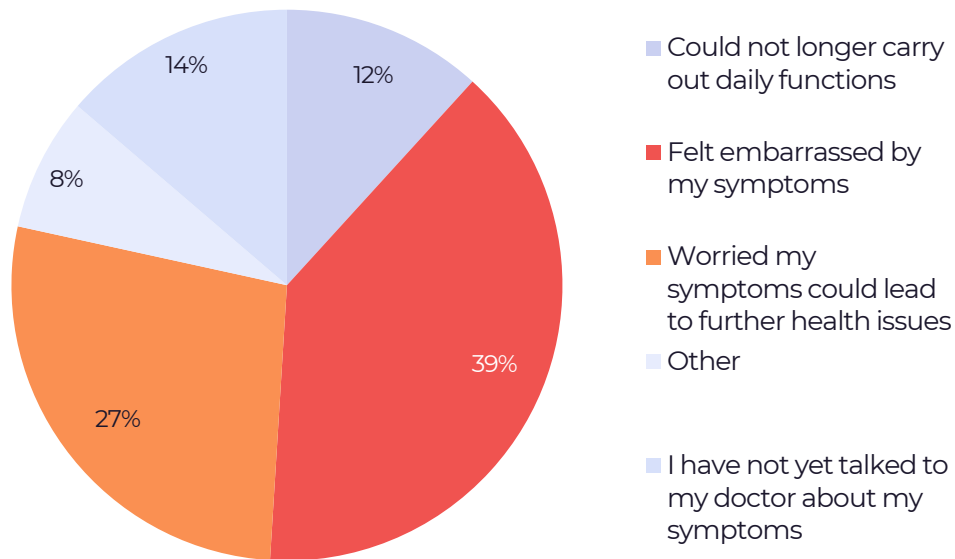
How long have you experienced symptoms of essential tremor?



Key Findings

- Almost half of all respondents have experienced symptoms for less than 5 years
- 31% have had symptoms for 5-15 years

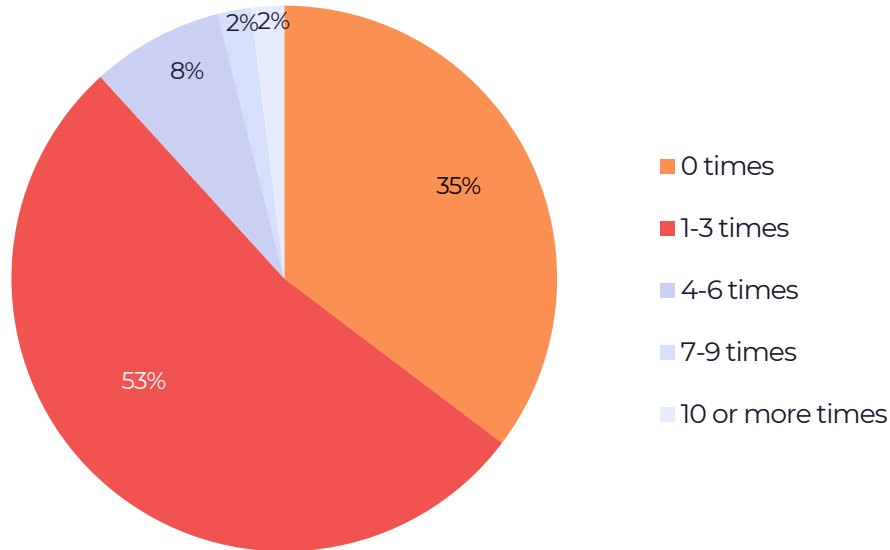
At what point were your symptoms so bad that you talked to your doctor?



Key Findings

- Almost 40% of leads spoke to a doctor because they were embarrassed by their symptoms
- 28% were worried about further health issues

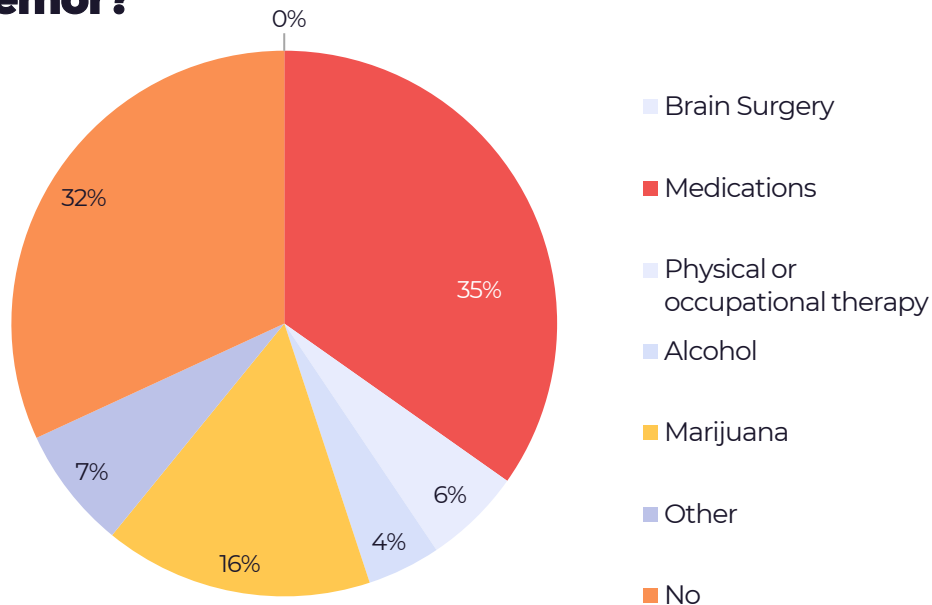
How many times in the past year have you seen a doctor to discuss your symptoms and treatment?



Key Findings

- 53% of leads have seen a doctor 1-3 times to discuss symptoms and treatment in the past year
- 35% of leads have not seen a doctor; opportunity to educate leads further and encourage them to speak to their doctor about treatment options

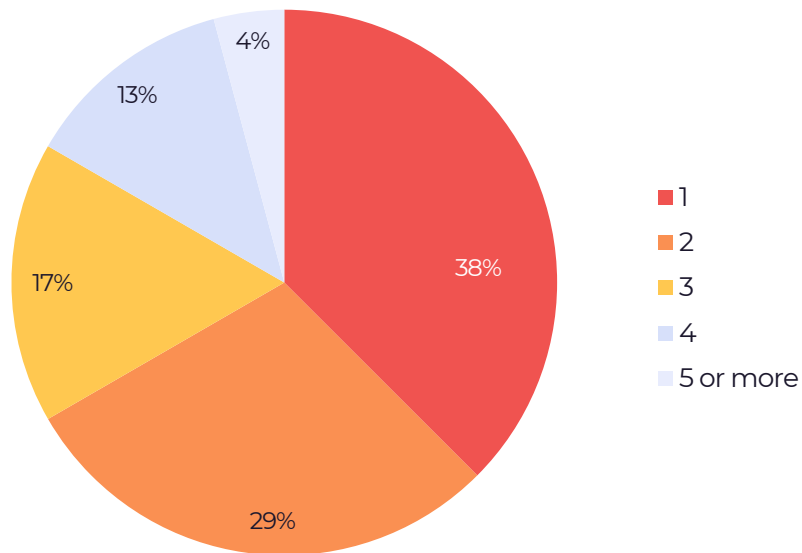
Have you tried or are you currently trying any of the following treatments for your essential tremor?



Key Findings

- Leads could select all that apply
- 35% have tried/are trying medications
- 32% have not tried any treatment yet; opportunity to educate leads on their options and benefits of alternative treatment

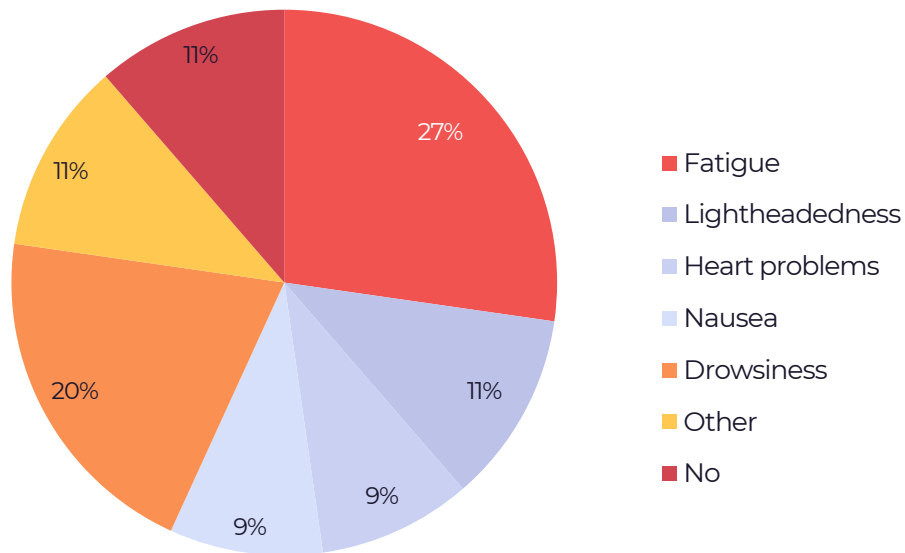
How many medications have you tried to treat your essential tremor?



Key Findings

- Captures responses from leads who indicated they were/are taking medications (from question 8)
- 38% of leads have tried one medication to treat their symptoms
- 62% of leads have tried 2 or more medications

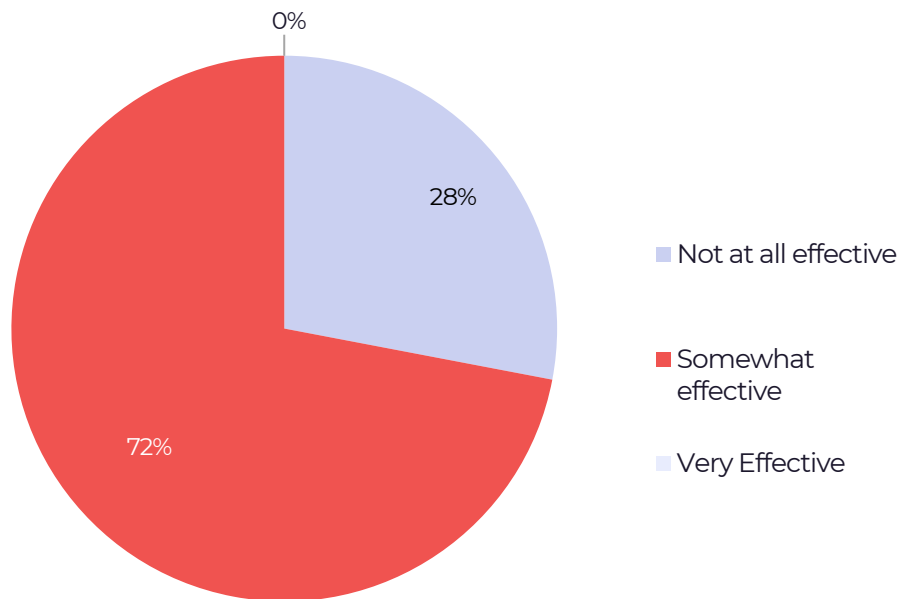
Are you experiencing any side effects from your medications?



Key Findings

- Captures responses from people who indicated they were/are taking medications (from question 8)
- Leads could select all that apply
- The most common side effects from medications is fatigue and drowsiness
- 89% are experiencing at least one side effect from their medications
- These patients could benefit from an alternative to mitigate side effects from treatment

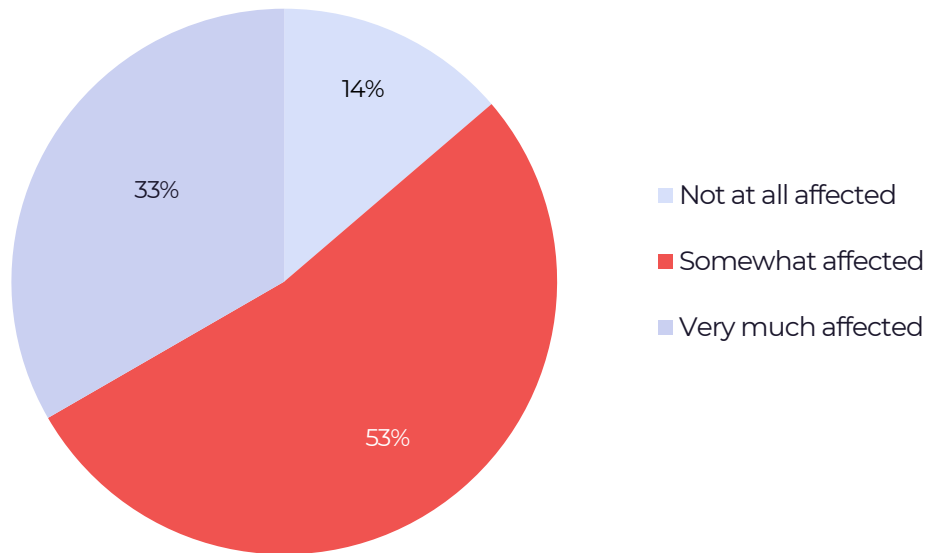
How effective has your treatment been in managing your symptoms?



Key Findings

- Captures responses from leads who indicated they tried at least 1 treatment (from question 8)
- 72% respondents found their treatment to be somewhat effective in managing symptoms
- 0% found treatments very effective
- 28% found their treatment not at all effective; these leads are motivated to seek new treatment due to lack of success with medications

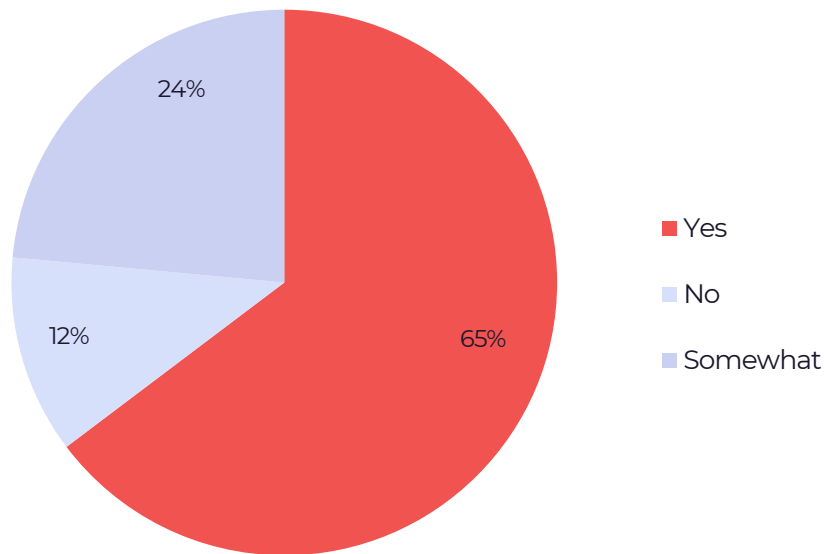
How much have your essential tremor symptoms affected your life & performance in daily activities?



Key Findings

- 86% stated their symptoms somewhat or very much affect their lifestyle and daily activities
- Due to the daily impact these symptoms have on patients, alternative treatment that mitigates these symptoms would strongly impact their day-to-day life

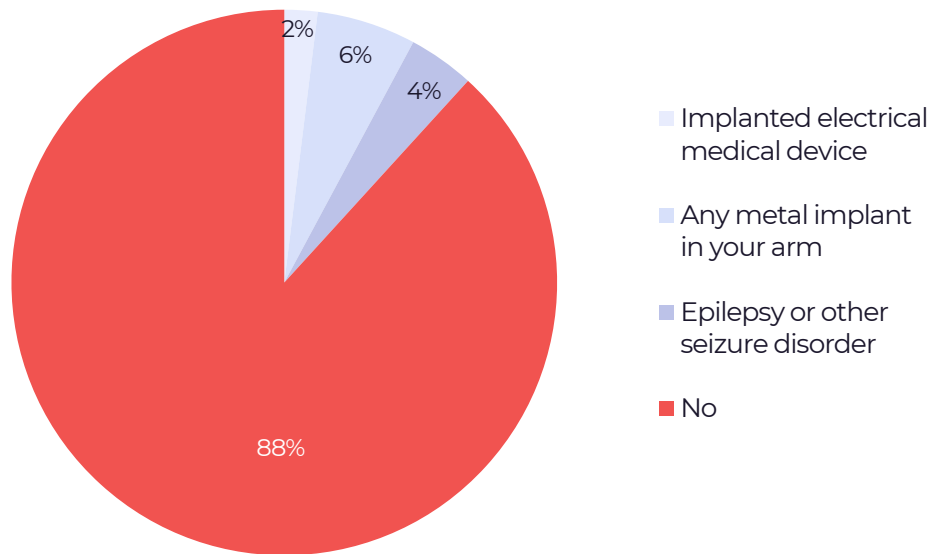
Do you struggle with self-confidence issues or embarrassment due to your symptoms?



Key Findings

- 88% experience at least some self-confidence or embarrassment issues due to their symptoms
- Illustrates the level of negative effects symptoms have on patients, which can motivate them to find solutions

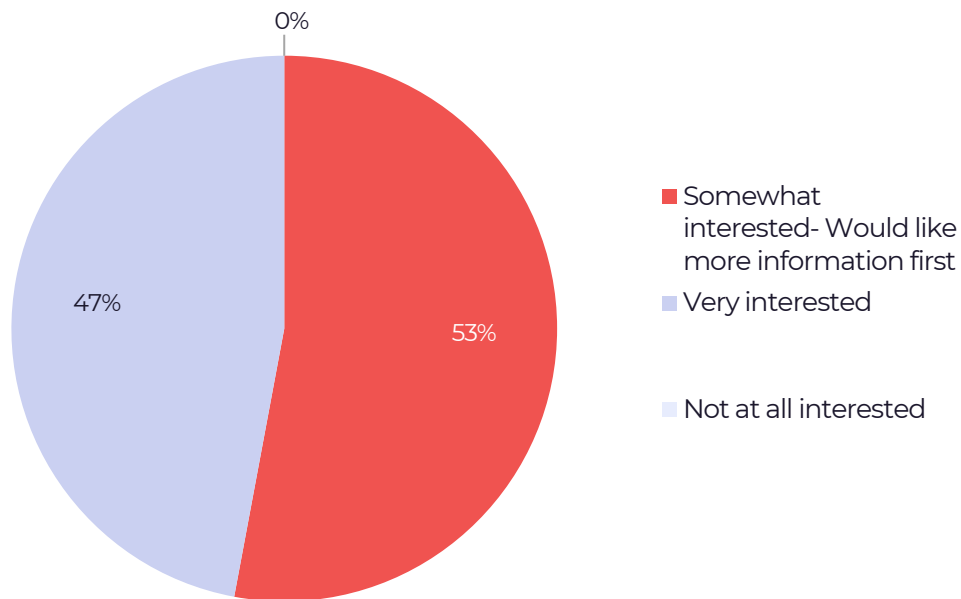
Do you have any of the following?



Key Findings

- Respondents could select all that apply
- Almost 90% of patients do not have any contraindications that could disqualify them from receiving new, wearable therapy

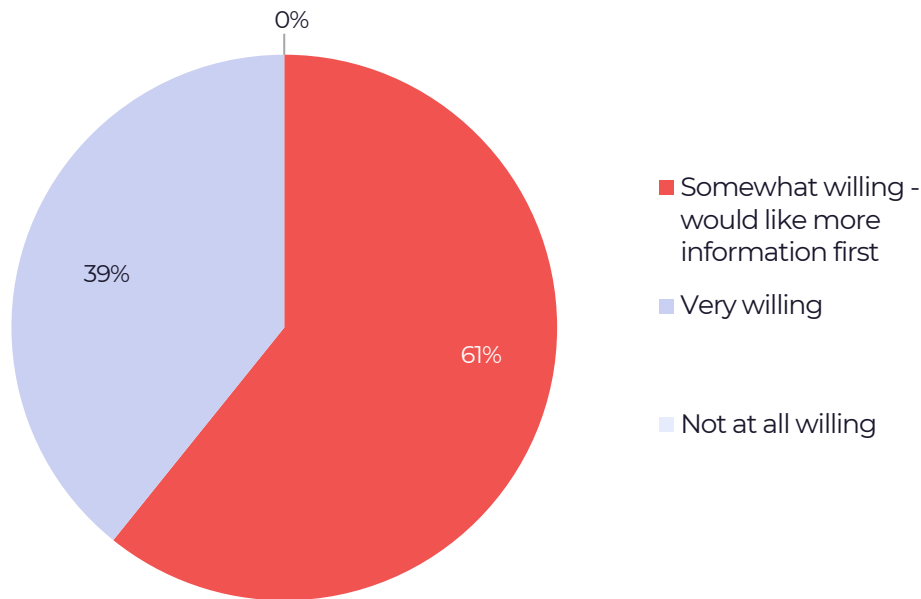
How interested would you be in trying a new, non-invasive targeted therapy for hand tremors?



Key Findings

- **100%** are either somewhat or very interested in trying a new treatment for hand tremors
- Ability to capture motivated and interested patients

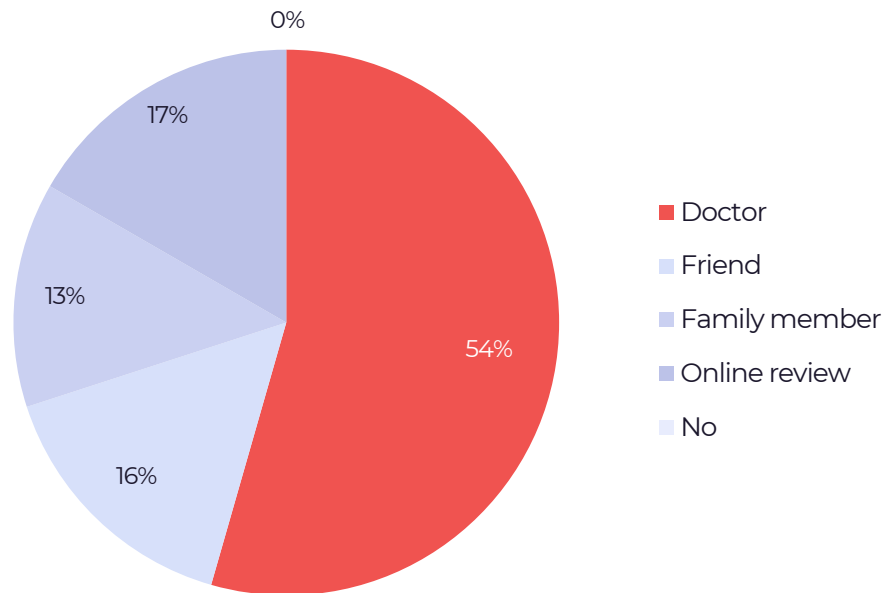
How willing would you be to speak to your physician about using a new, non-invasive therapy?



Key Findings

- **100%** are somewhat or very willing to talk to their doctor about a new treatment
- Ability to find motivated patients willing to speak with their doctor and learn more
- Opportunity to provide leads with more information that can guide them to speak to their doctor and seek new treatment

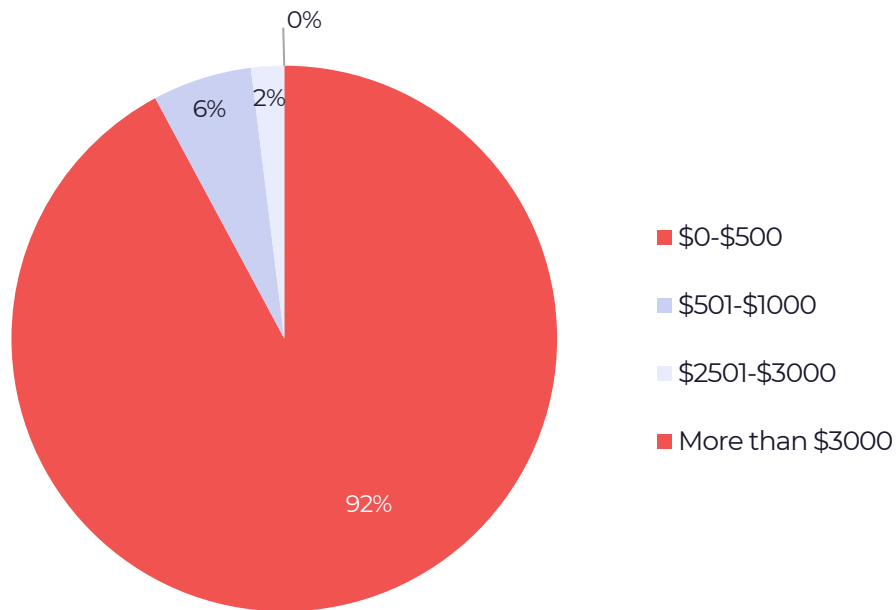
Would you consider new therapy to treat your symptoms if it was recommended by the following?



Key Findings

- 54% would consider new treatment if recommended by doctor
- 100% of respondents would be influenced by at least one of the following options when seeking new treatment
- 10% indicated they would consider recommendations from all options when seeking treatment options

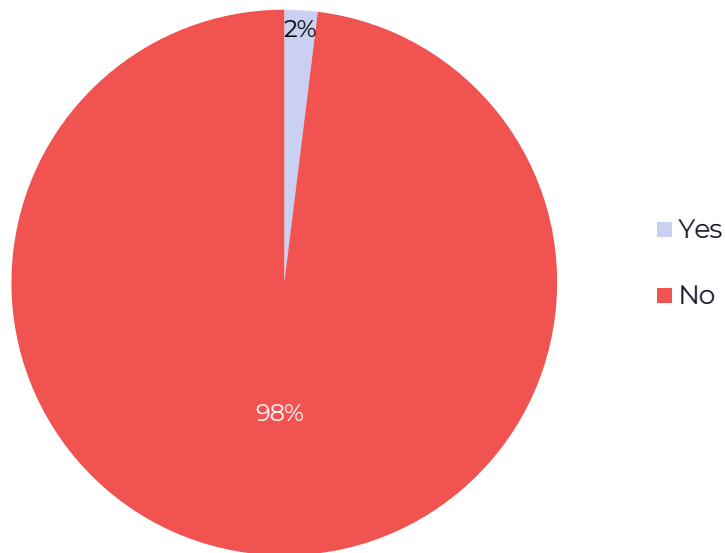
What is the maximum price you would be willing to pay out-of-pocket for a new therapy?



Key Findings

- The majority would be willing to pay a maximum of \$0-500 for treatment out-of-pocket

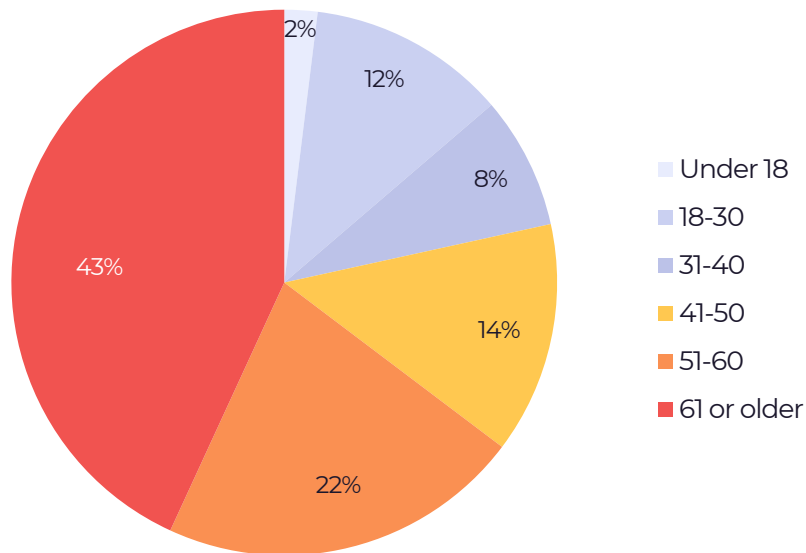
Are you currently a part of a movement disorder support group?



Key Findings

- Only 2% are currently in a movement disorder support group
- Opportunity to further educate leads and provide them with resources regarding their disorder

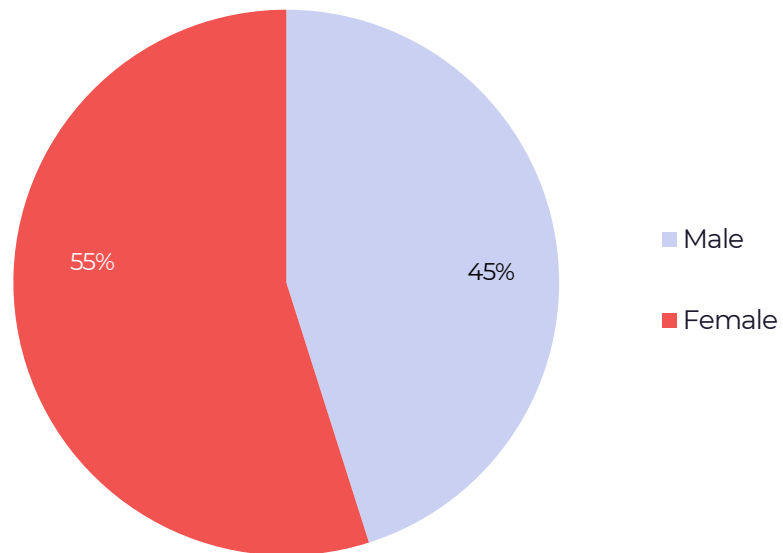
What is your age?



Key Findings

- The majority of leads are 51 or older
- Essential tremor is more common in people aged 40+
- 62% of online seniors aged 65+ are on Facebook and 72% are between age 50-64; ability to reach intended audience
- Many leads would benefit from future Medicare coverage

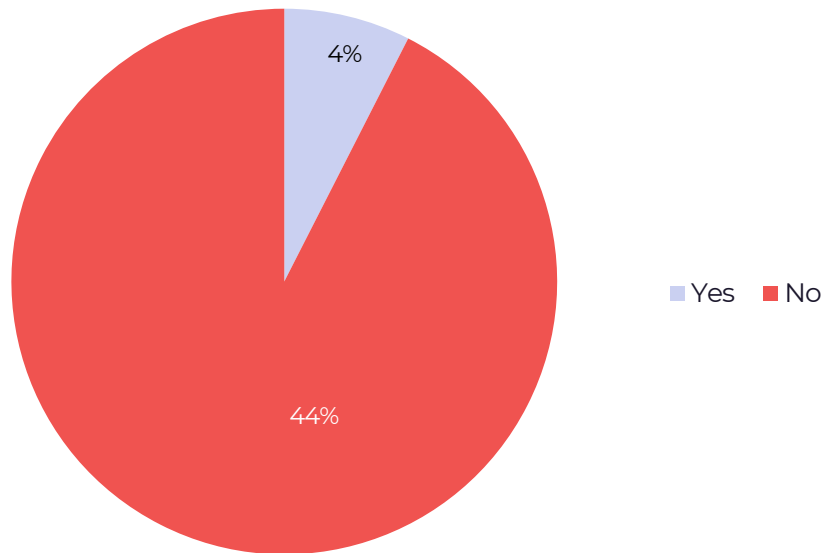
What is your gender?



Key Findings

- While over half of respondents are female, it is a close split amongst genders

Are you pregnant or planning to become pregnant?



Key Findings

- Captures responses from females (question 21)
- Almost all respondents are not pregnant or planning to become pregnant
- Ability to capture qualified leads based on this criteria

Conclusions

- 83bar can find and qualify individuals that are:
 - Diagnosed with essential tremor
 - Experiencing tremors in their hands
 - Interested in new, non-invasive targeted therapy
- 36 qualified leads were found in 5 eastern cities of the United States
- Messaging prompted leads to take a HRA specifically to learn about an advanced treatment, thus qualified leads were interested in learning more
- 83bar is able to find qualified individuals who are interested in a new therapy in specific geographical areas in the United States
- 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 essential tremor audience



For more information visit
www.83bar.com

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