

A central graphic of a human brain in shades of blue, viewed from the top. A white EEG waveform is overlaid on the brain, with a horizontal line passing through the center. The waveform shows irregular, high-frequency spikes, characteristic of an epileptic seizure.

Market Report

Focal Epilepsy

Objective

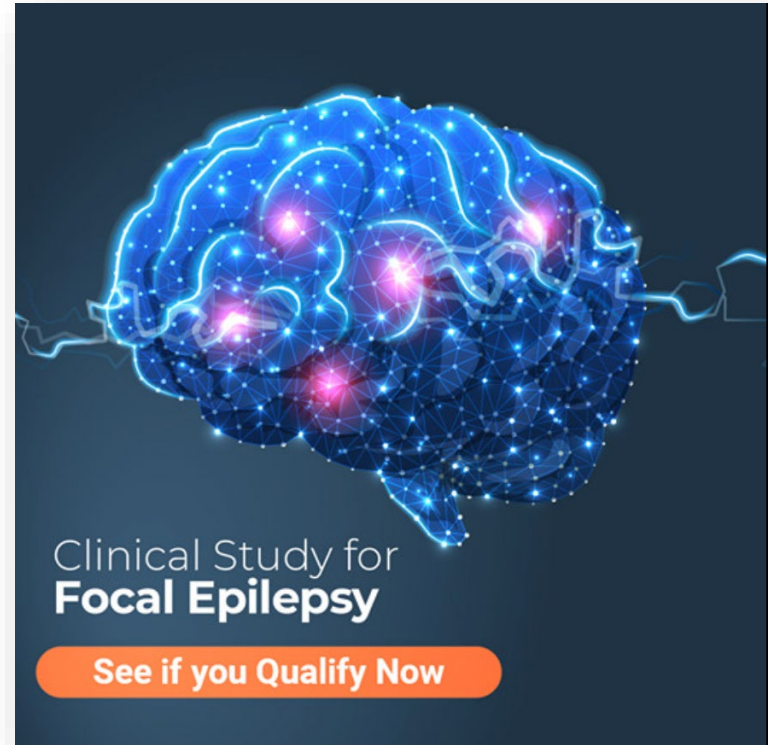
- Conduct market research to locate patients with focal epilepsy and determine their eligibility and interest in participating in a clinical trial
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

Acquisition Metrics

- 12 total survey submissions

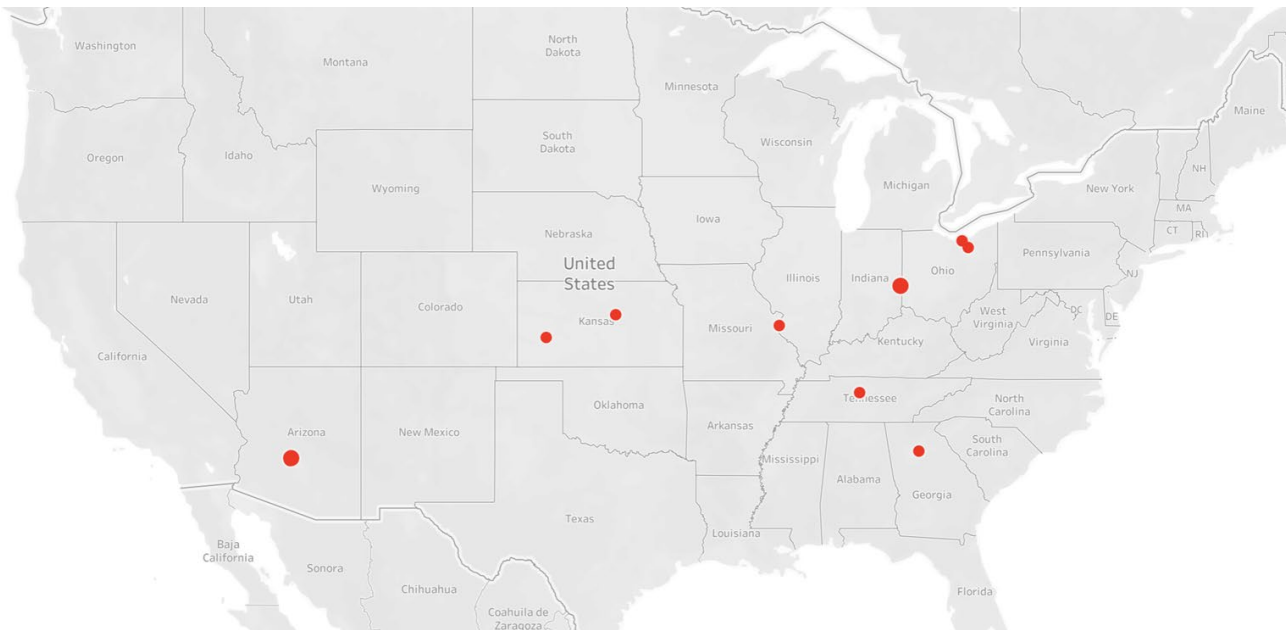
Campaign Dates

- Ads ran November 10th – 14th, 2020
- Targeted men and women, 18+, 50 miles around site locations



Key Findings

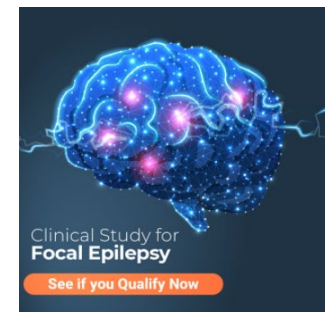
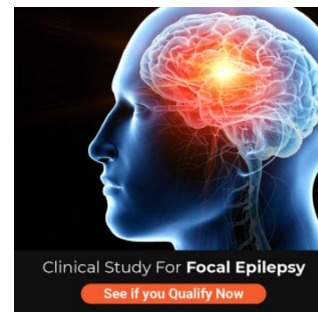
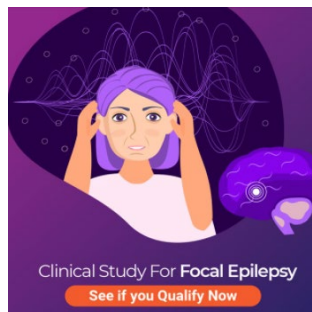
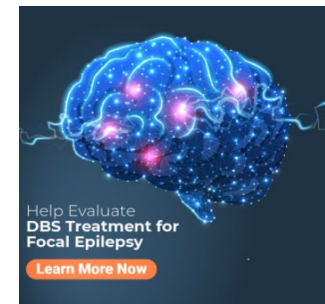
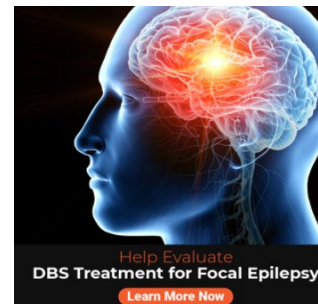
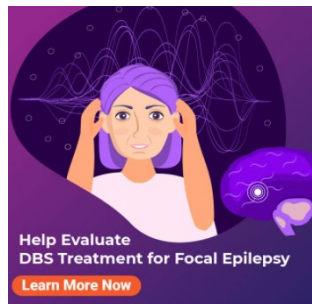
83bar located leads in the following areas after targeting 50 miles around site locations to demonstrate our ability to find leads in these cities at comparable costs.



Process

- Six Facebook ads that point to one unique landing page with an embedded survey
- Three graphics were used with two copy variants
- Budget: \$500
- Impressions: 32,134
- Ad clicks: 146
- Completed Form: 12

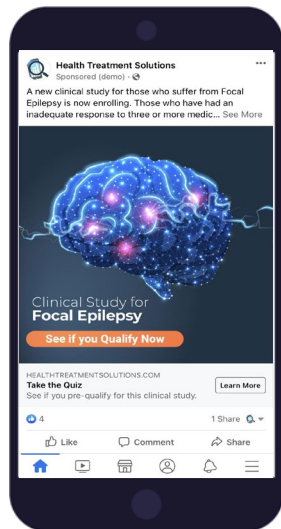
Image Assets Tested



Attract patients who need treatment

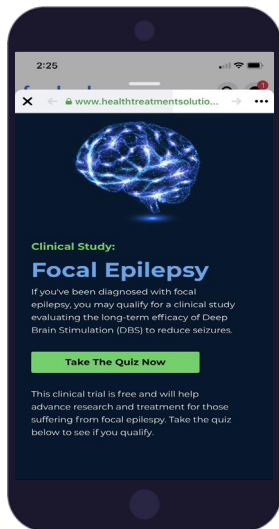
Optimized to ensure high consumer engagement

Social Media



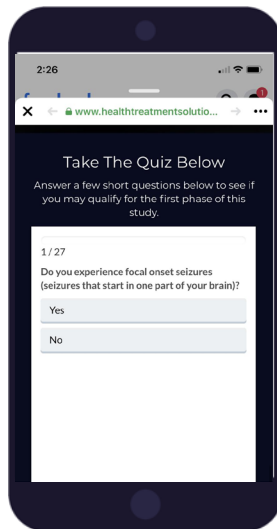
Attract

Landing Page



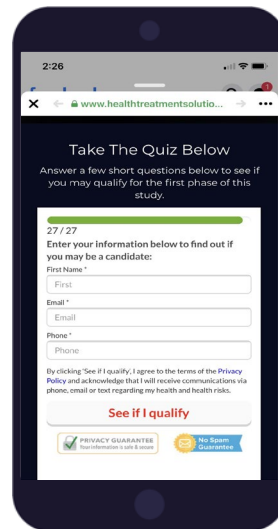
Engage

Symptoms



Qualify

Submit



Collect

Our Goals

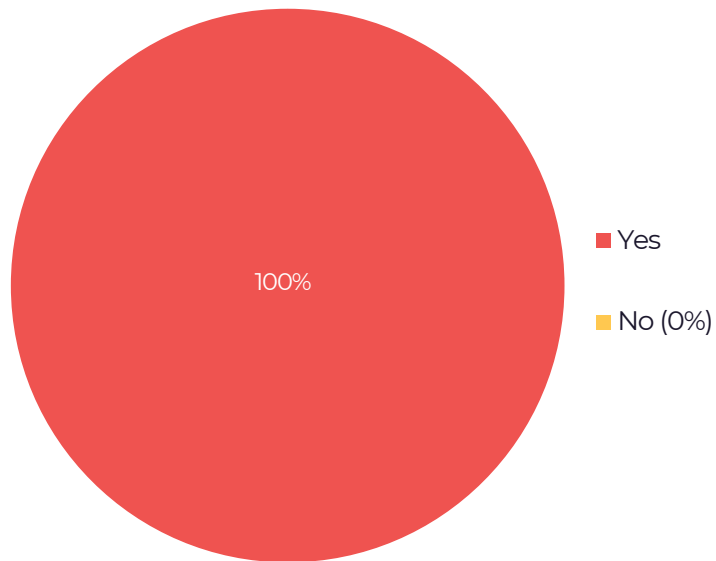


Generate clicks with illustrated ads that stand out in social newsfeed

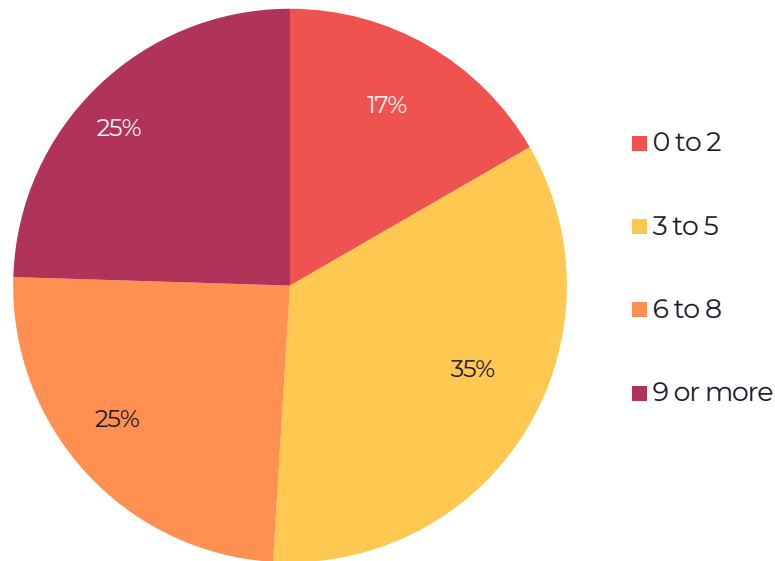


Optimize percentage of respondents who complete survey with engaging experience

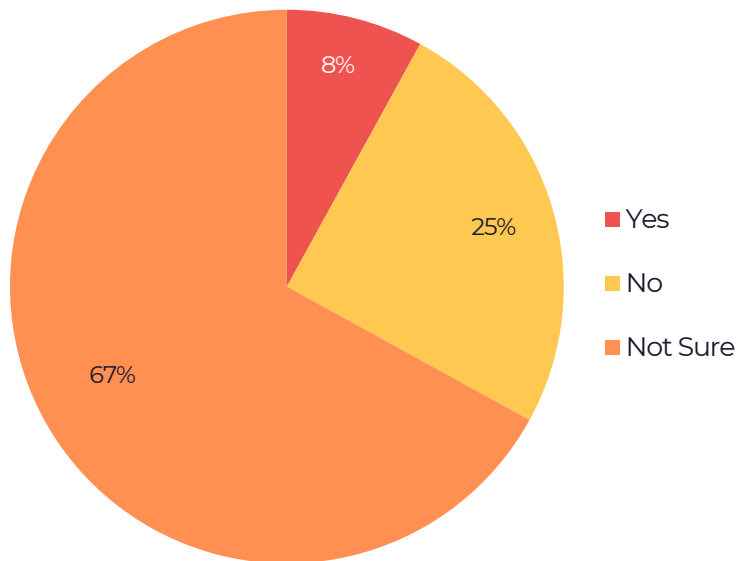
Do you experience focal onset seizures?



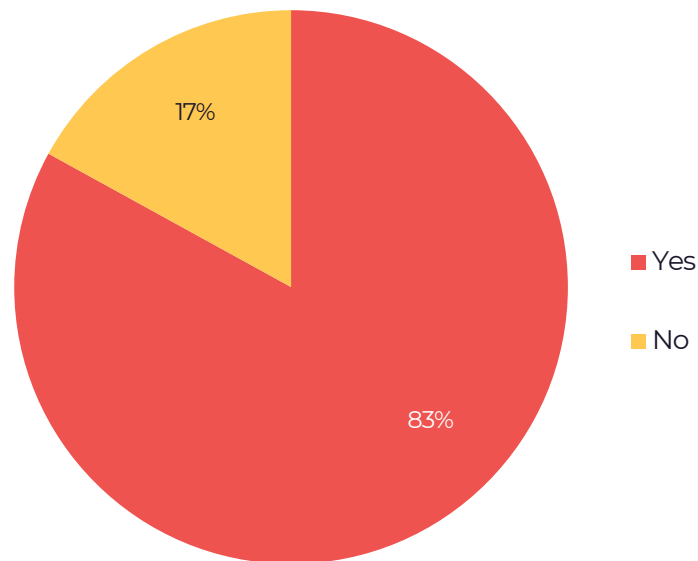
On average, how many seizures do you experience per month?



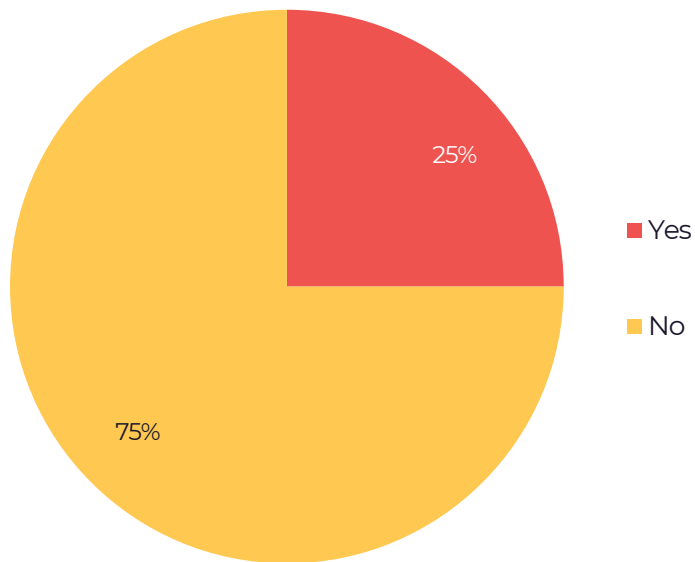
Does your seizure activity start simultaneously on both sides of the brain?



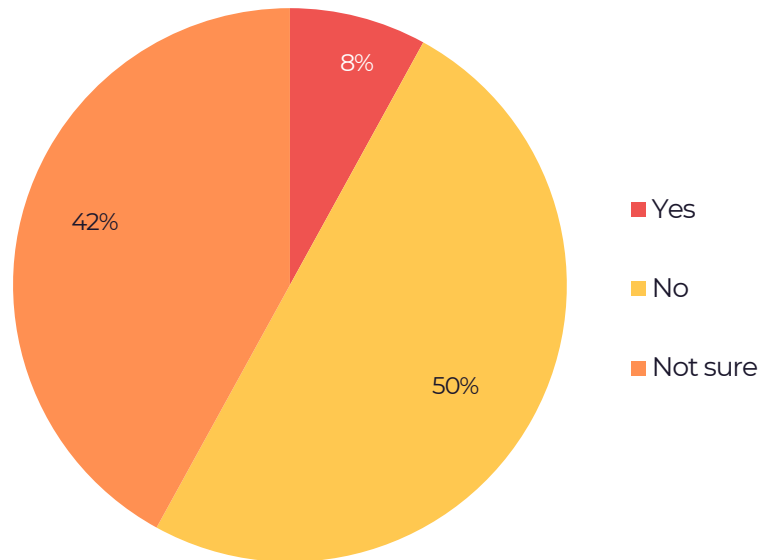
Are you willing and able to keep a journal documenting each seizure that you experience during the study?



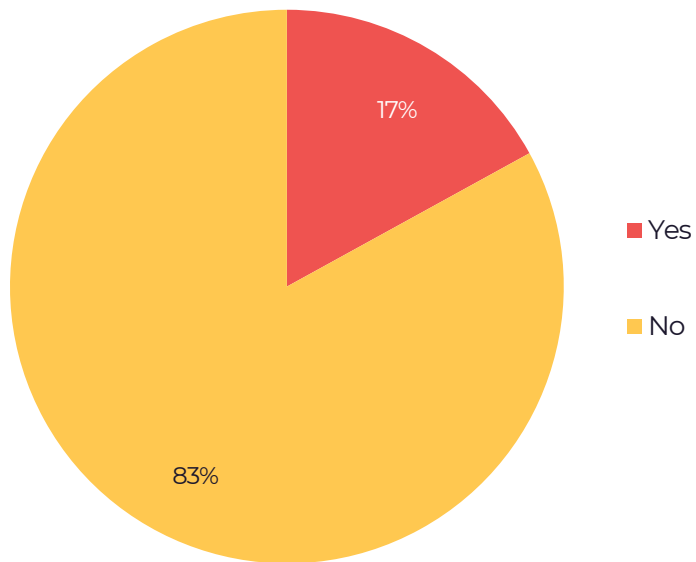
Are you considering respective brain surgery to treat your epilepsy?



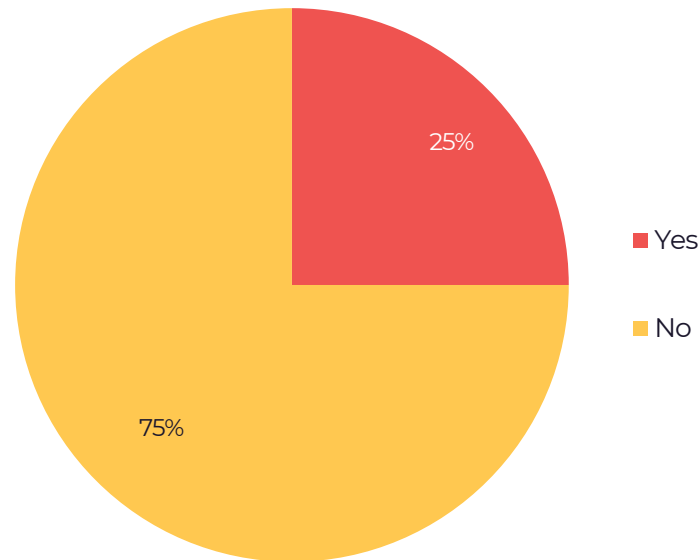
Do you have a neurological condition besides epilepsy that is likely to worsen over time?



Do you have any metallic implants in your head?



Do you have a vagus nerve stimulator (VNS)?



Conclusion

- **83bar can identify and activate motivated patients with focal epilepsy to participate in a clinical study.** 92% of leads are somewhat or very comfortable with DBS therapy. 100% are somewhat or very willing to complete the requirements of the study and 92% are willing to be contacted to discuss the study further. Those that are “somewhat interested” would benefit from talking with our call center to get more information about the study.
- **Our call center can be utilized to further qualify for questions not asked on survey.** While a few of the study qualifications will need to be addressed by the site, our patient education specialists will be able to confirm and talk through many of the qualifications that the leads are unsure about, and further qualify them before they pass them along, saving as much time for the coordinators as possible.
- **Leads have not had success with their treatment(s) which motivates them to help evaluate another option.** Half of all respondents experience 6 or more seizures per month and 50% also have had an inadequate response to at least three antiepileptic medications that they've tried. Given that the majority are willing to journal their seizures and abide by the study requirements proves that they are motivated to participate to help evaluate another option.
- **Our ads (creative and targeting) were successful in connecting with the patient population.** Despite the limited number of site locations and strict qualifying criteria, we were able to find 12 leads who all experience focal onset seizures. Considering the amount of qualifying questions on the survey, once we identify potential eligible candidates, they will be highly qualified to participate and move forward in the study.



For more information email
www.83bar.com

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