



Market Report

Genetic Testing

Strategy

- Targeted men and women ages 25-50 within a 100-mile radius of Tampa, Florida, to educate them on the benefits of having a genetic test completed for their child who may be showing symptoms of a neurological disorder
- Utilize Facebook ads to attract leads and direct them to a dedicated landing page and online survey



Campaign Metrics

Run Dates

- July 23 – August 9, 2018

Ad Targeting

- Men and Women (Parents) / Ages 25 - 50
- Geo-Target: Tampa, FL (100-mile radius)

Acquisition Metrics

- 20,182 impressions
- 92 clicks
- 15 started surveys
- 2 survey completions

Learnings

- 91% of impressions were on a mobile device
- Best performing ads contained short and concise messaging
- Ads highlighting “missed” milestones and specific disorders performed better
- Signs and symptoms selected in the survey included: muscle tremors/seizures, problems with speech, ability to eat, vision, or hearing
- Viewers were interested in learning more about out of pocket expenses

Recommendations

- Keep ads short and direct since parents do not respond well to overly technical medical jargon
- Focus ads on signs and symptoms that parents may be seeing in their child
- Simplify questions and responses in the survey
- Update survey to focus on signs and symptoms rather than diagnostic
- Incorporate nurse education efforts:
 - To explain the benefits of the genetic test
 - To connect parents with a pediatric neurologist
- Expand campaign to 3 markets



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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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