

Market Report

Hairy Cell Leukemia (HCL)

Objective

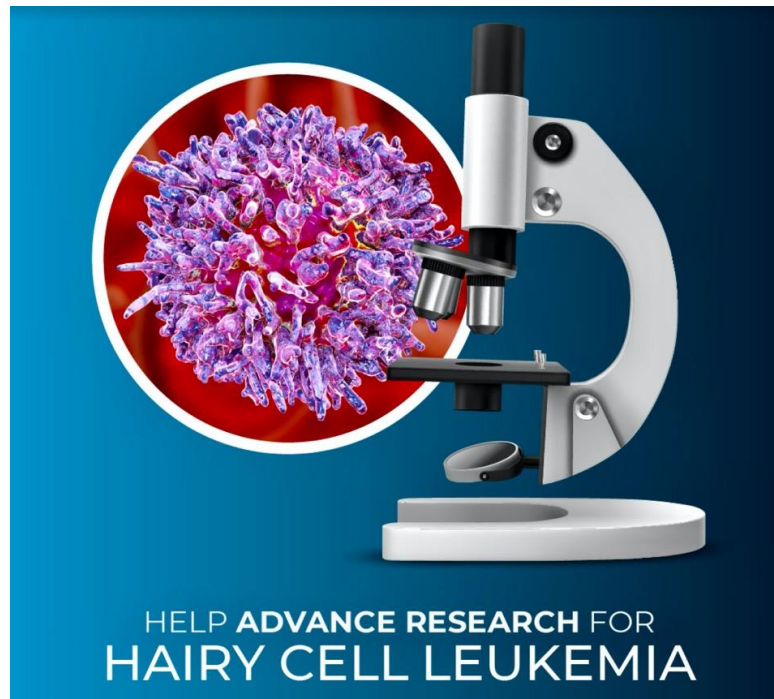
- Determine the feasibility of the 83bar approach to find Hairy Cell Leukemia(HCL) patients willing to share their experiences with HCL treatments and gain insights
- Use Facebook & Instagram ads to attract candidates and direct them to a dedicated landing page in order to complete an online screening survey

Acquisition Metrics

- 62 total survey completers
- 33 qualified survey completers
- 5 survey submissions (leads)
- 2 qualified leads

Campaign Dates

- Ads ran November 18-22, 2020
- Targeted adults nationwide, 40+



Qualified Lead

- Diagnosed with Hairy Cell Leukemia (or friend/family member of someone with HCL)
- Willing to share their thoughts and experiences in living with HCL and HCL treatment
- Willing to share their contact details

Qualified Responder

- Diagnosed with Hairy Cell Leukemia (or friend/family member of someone with HCL)
- Answered questions about their thoughts and experiences in living with HCL and HCL treatment
- NOT WILLING to share their contact details

Other topics explored

- Duration of HCL symptoms and therapies
- Disease and treatment history
- Knowledge/understanding of blood counts and awareness and alternative treatment tolerance
- Treatment satisfaction and willingness to explore 2nd opinion



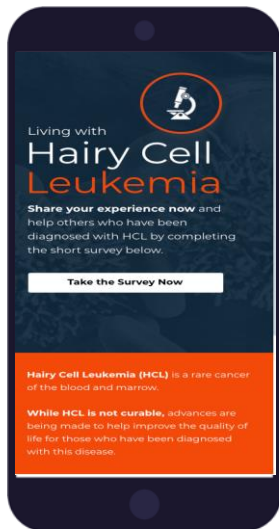
Attract patients who need treatment

Optimized to ensure high consumer engagement

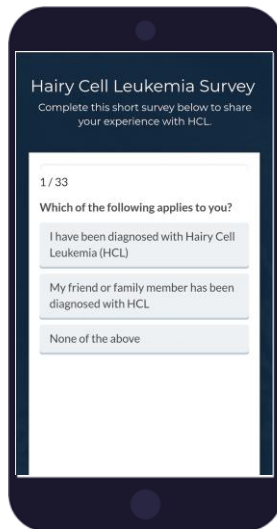
Social Media



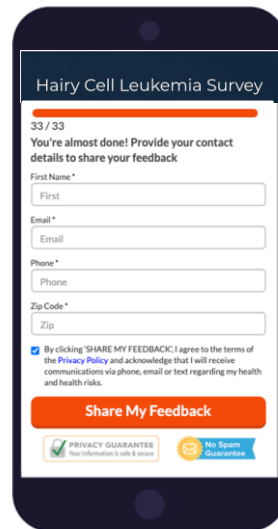
Landing Page



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

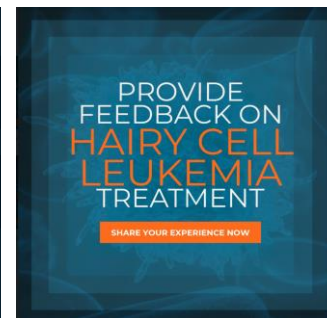
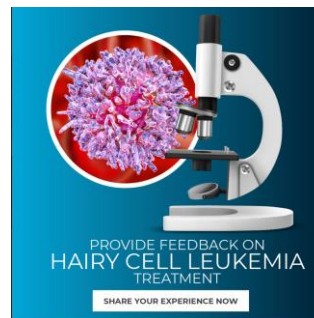
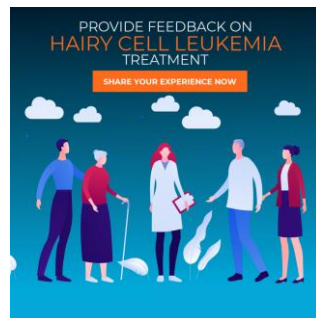
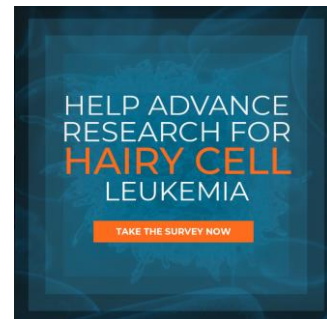
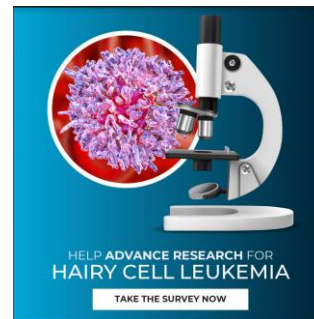
Qualify

Collect

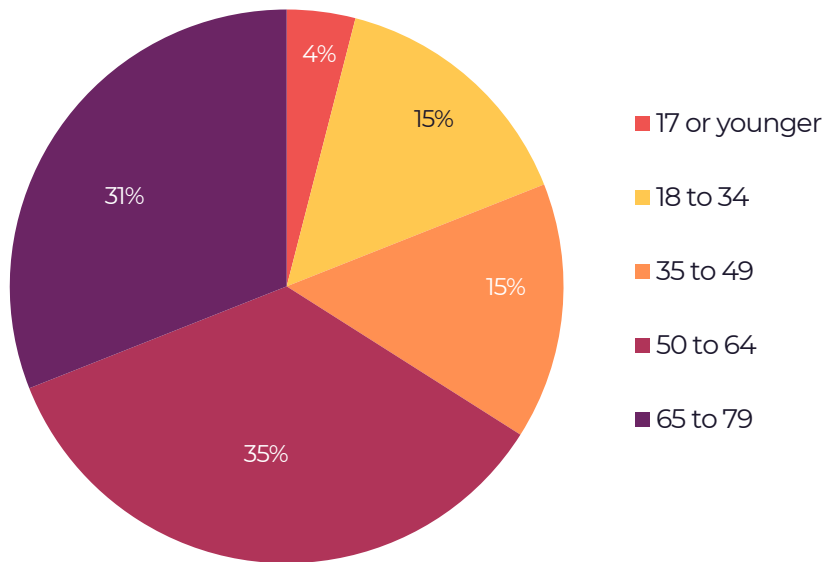
Process

- 6 Facebook ads (3 static images and 2 copy alternatives) that point to one unique landing page with an embedded survey
- One 28-question screening survey designed based on indications and information gaps
- Thank-you page
- The ad images featured hairy cells and prominent mention of the disease state
- Ad copy tested different language concepts and text to find the most appropriate and engaged potential participants

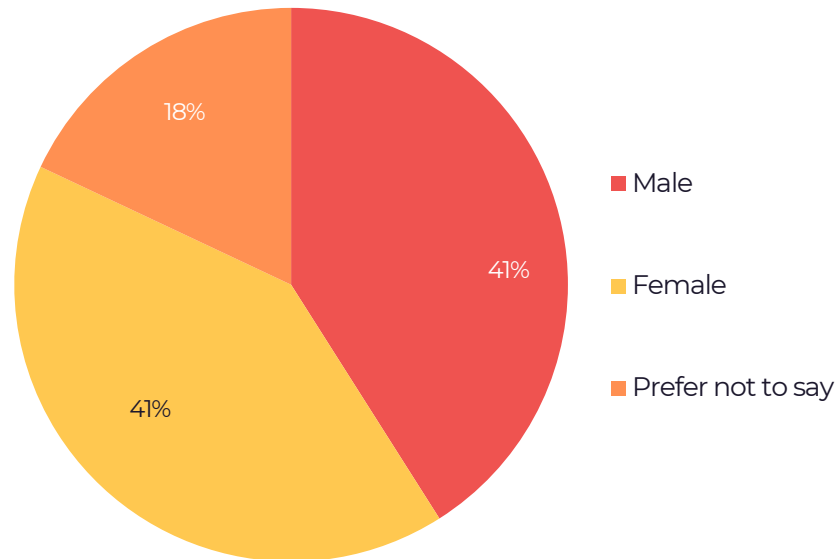
Image Assets Tested



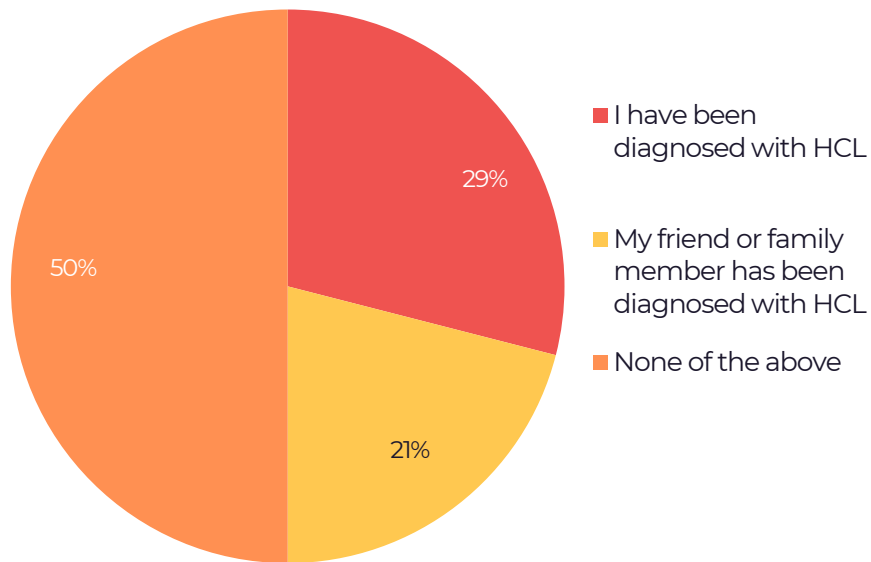
How old are you?



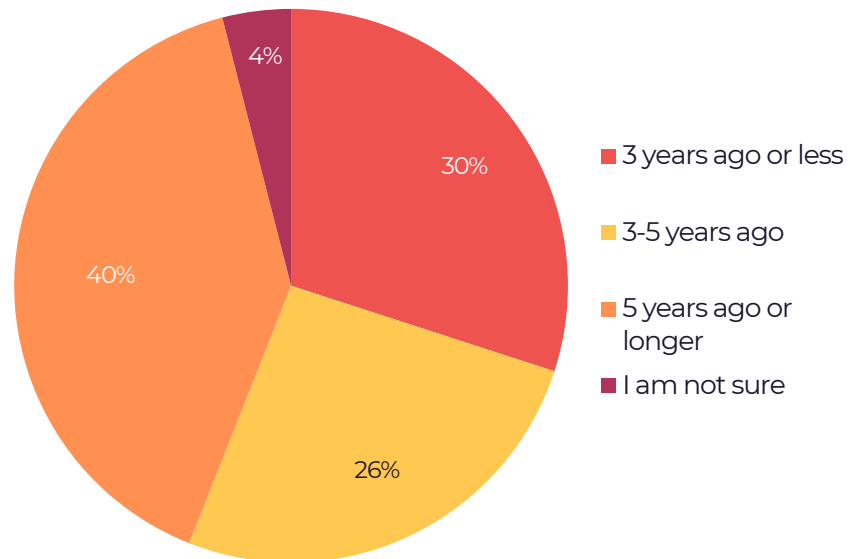
What is your gender?



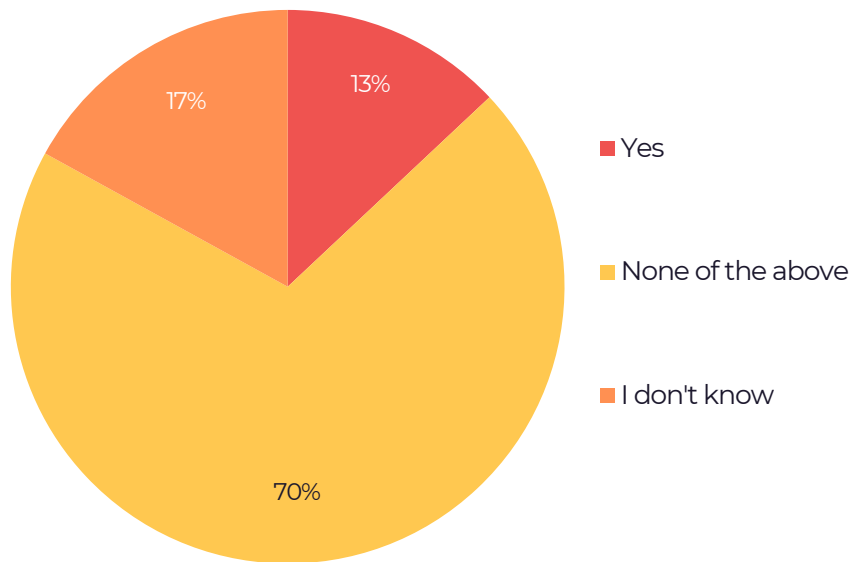
Which of the following applies to you?



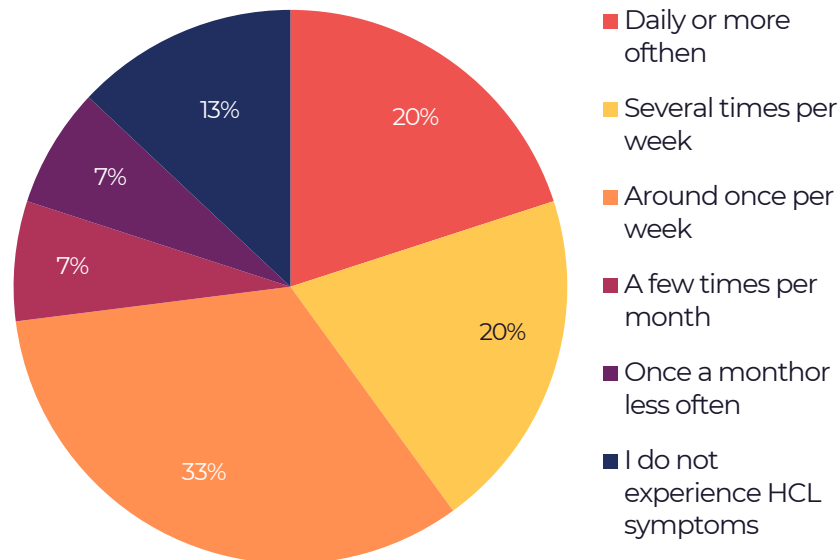
How long ago were you diagnosed with HCL?



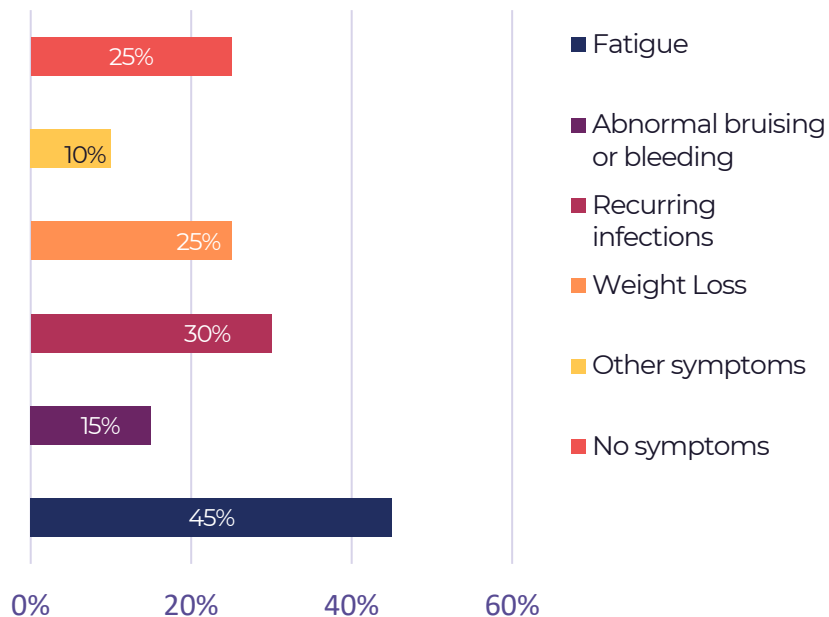
Has your doctor diagnosed you with Refractory or Relapsed HCL?



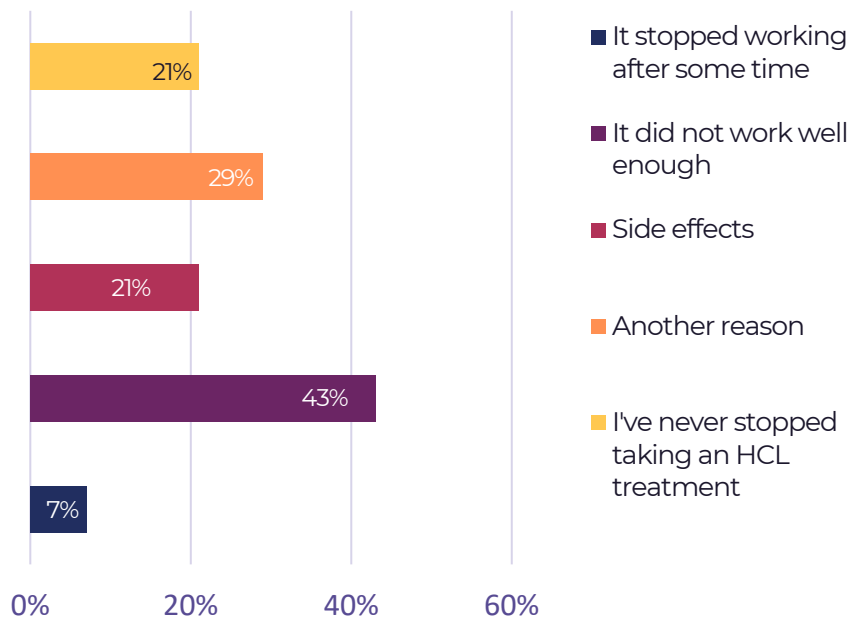
How often do you experience HCL symptoms?



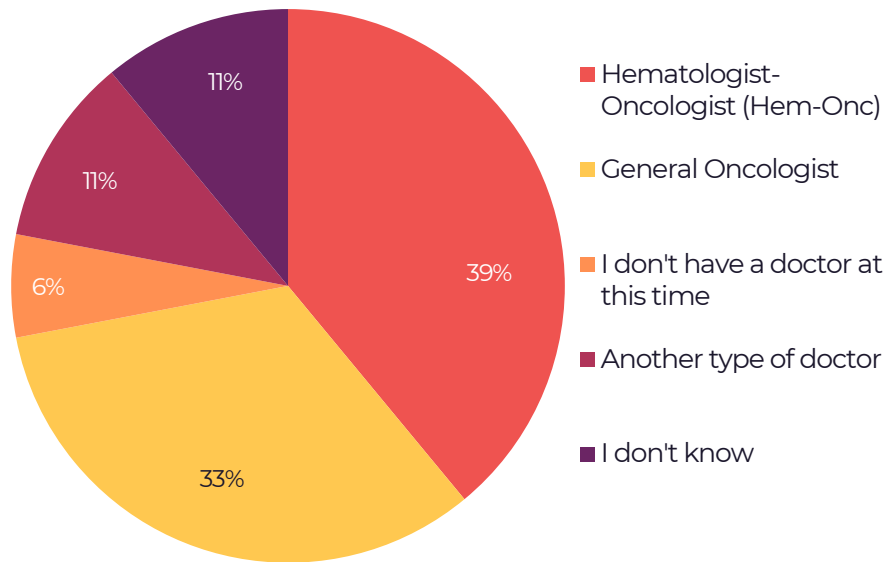
Do you have any of the following HCL symptoms?



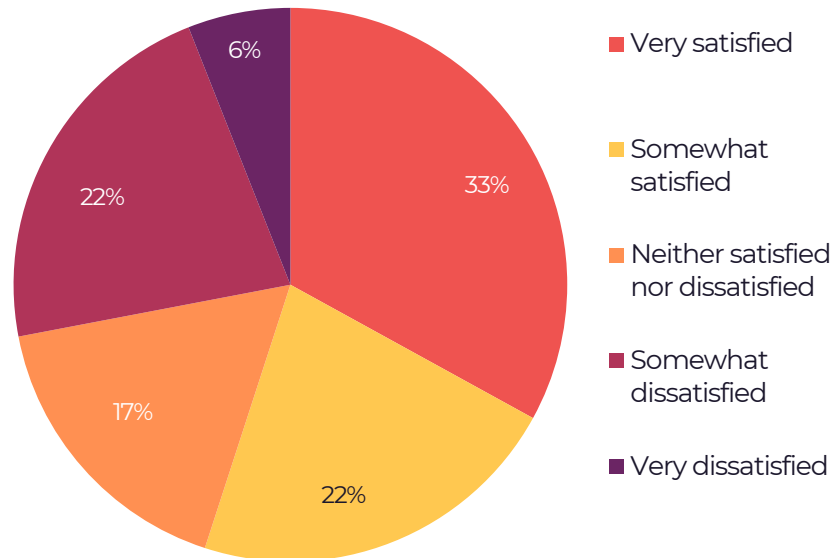
Why did you stop taking HCL treatments in the past?



What type of doctor are you currently seeing for HCL?



How satisfied are you with your HCL treatment so far?



Key Insights

- **Patients with Hairy Cell Leukemia and their caregivers are active on social media but are challenging to find.** In 4 days, we were able to optimize a campaign to effectively identify 33 Hairy Cell Leukemia patients and caregivers, 2 of whom were willing to share contact details. 29% of qualified survey respondents were HCL patients and 24% were caregivers.
- **Most patients are moderate to severely impacted by their HCL and express some willingness to consider alternative treatments.** 53% of qualified respondents indicated that they would be willing to consider an IV treatment administered in a doctor's office. 59% of qualified responders also indicated that they would be willing to consider a doctor specializing in HCL.
- **83bar can identify and educate potential future candidates for Lumoxiti among HCL patients and caregivers, but it will be challenging.** Most respondents are on their first line of treatment, which is an indicator of a lower motivation to seek out alternative treatment. A campaign will need a compelling value proposition to encourage leads to take action. We recommend a 6-month national social media campaign combined with a call center activation program to drive candidates into trained physician treaters.



For more information email
www.83bar.com

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