

Market Report

Heart Failure

Objective

- Conduct market research to locate patients with heart failure to determine their eligibility to participate in a clinical trial
- 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

- Experience heart symptoms (fatigue, heart palpitations, shortness of breath) during regular daily activities
- Has had one of the three following events:
 - Hospitalized for heart failure within the last 12 months
 - Treated for heart failure with an IV in the last six months
 - Blood test confirmed heart failure within the last three months
- Not managing heart failure with a device such as a pacemaker or other internal cardiac monitor and not receiving temporary or permanent mechanical circulatory support
- Has not had heart transplant or on heart transplant list



Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who have been diagnosed with heart failure

Facebook Ad Targeting

- Men and Women / Age 18+

Geo-Target

- United States

Results

Run Dates

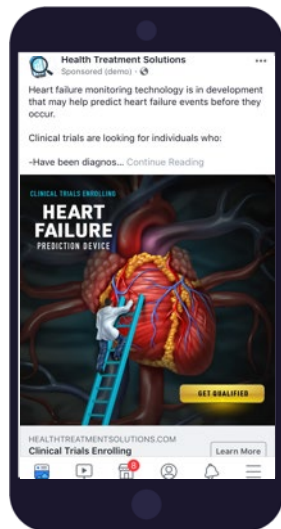
- January 23rd–27th, 2020

Acquisition Metrics

- 111 total survey submissions
- 8 qualified and interested leads

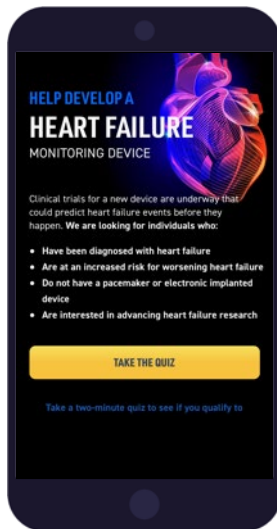
Optimized to ensure high consumer engagement

Social Media



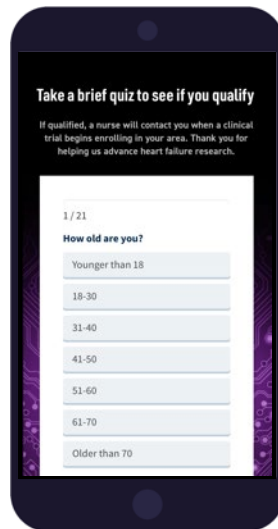
Attract

Landing Page



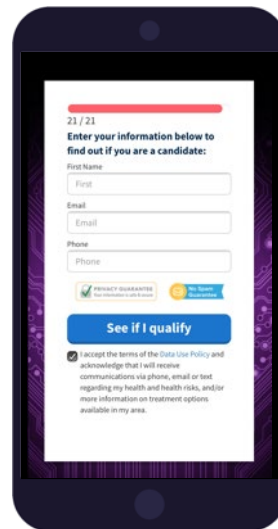
Engage

Symptoms



Qualify

Submit



Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed

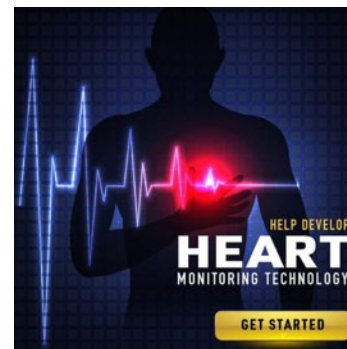


Optimize percentage of respondents who complete survey with engaging experience

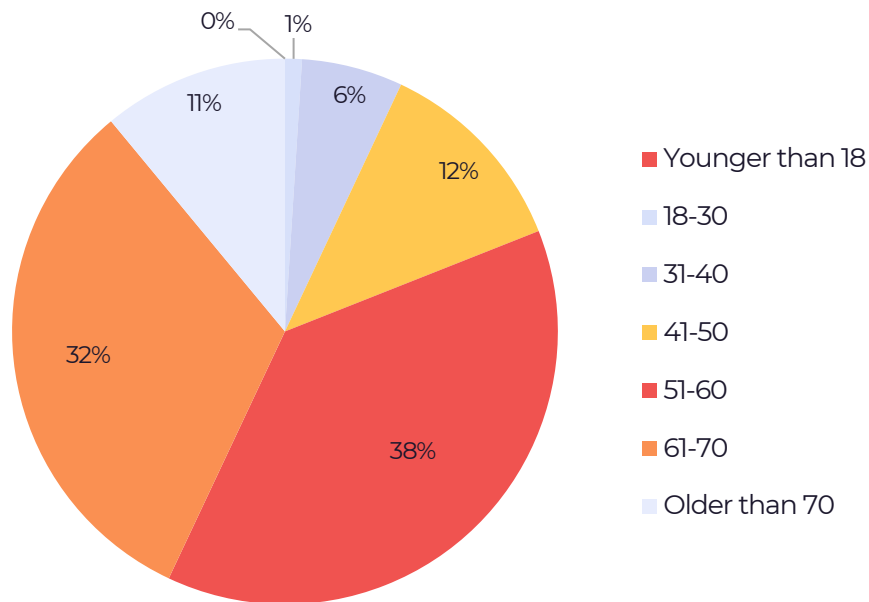
Process

- Eight Facebook ads that point to one unique landing page with an embedded survey. Four graphics were used with two copy variants
- One market research survey designed to connect with patients who have heart failure and could be candidates to participate in the clinical study
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page
- Using heart-related imagery resonates with the patient population and highlighting “heart failure” in the ad texts helps to attract patients who may be a good fit for trial

Image Assets Tested



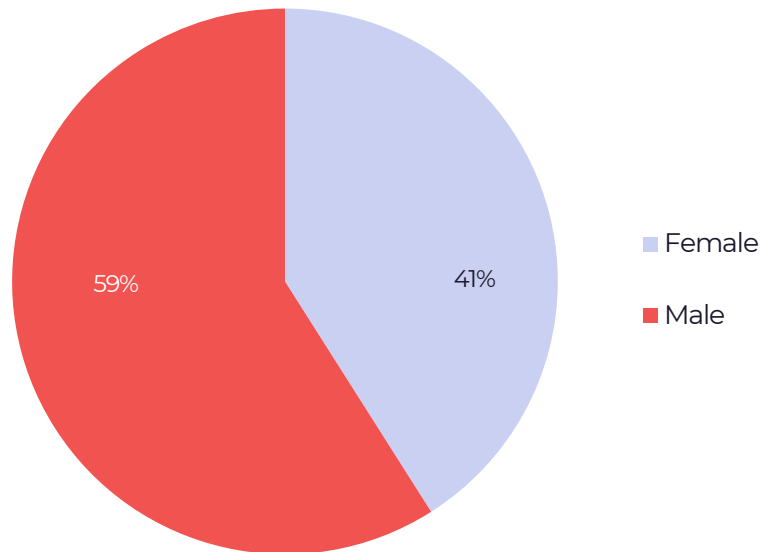
How old are you?



Key Findings

- Captures responses from all leads
- The most common age range is 51-61 (38%)
- Heart failure is more common in older adults and the leading cause of hospitalization for people over age 65*
- Those under 18 disqualified (0)

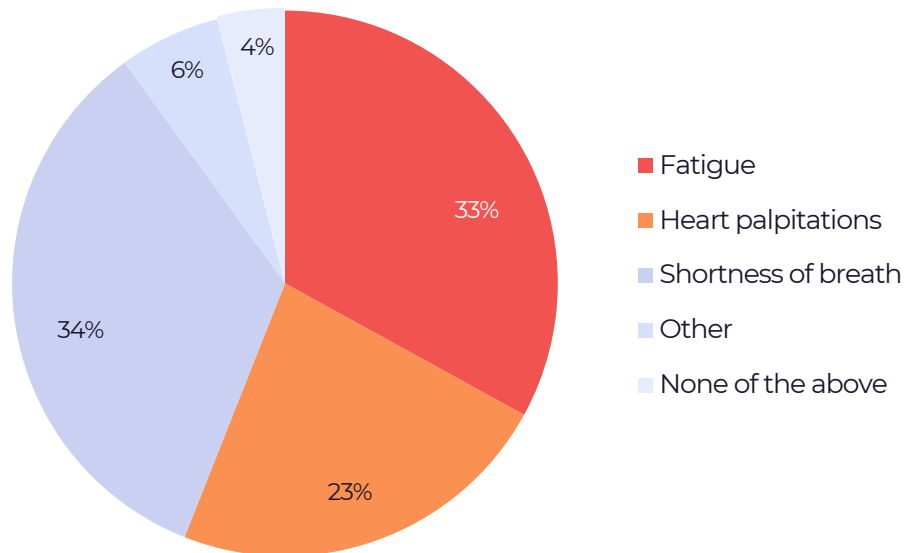
What is your gender?



Key Findings

- Captures responses from all leads
- 59% of respondents were male
- Heart failure is slightly more common amongst males than females; ability to reach intended audience

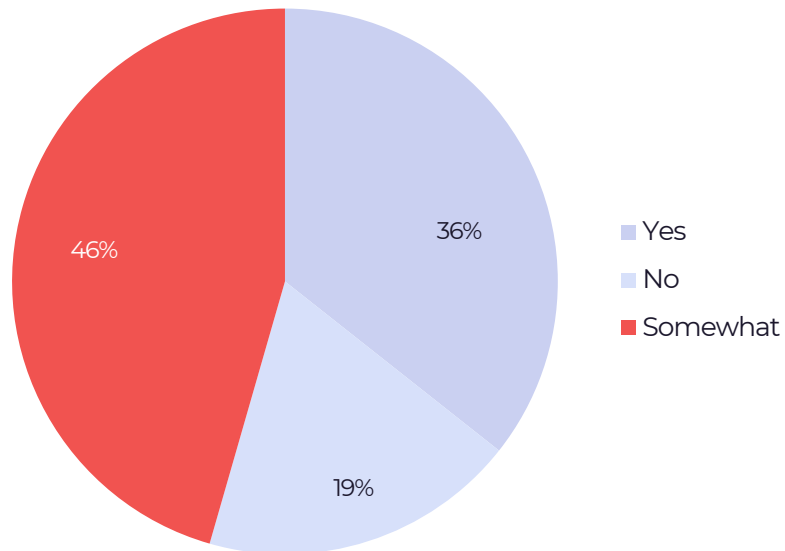
Do you experience any of the following heart symptoms during regular daily activities?



Key Findings

- Captures responses from all leads
- Respondents could select all that apply
- The most common heart symptoms experienced are fatigue and shortness of breath
- Almost all respondents experienced at least one of the following symptoms
- May help determine heart failure classification
- Those that said none of the above disqualified

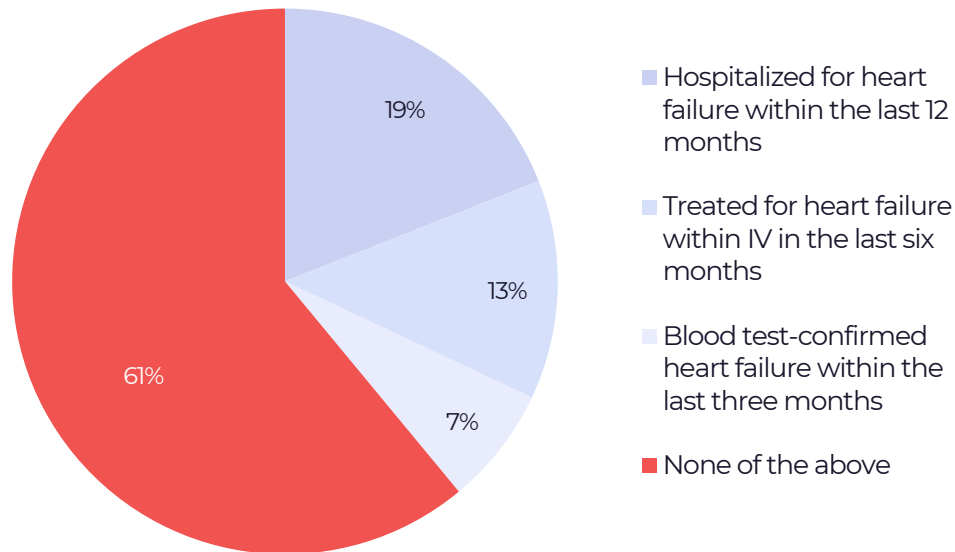
Do you have to severely restrict your activities due to your symptoms?



Key Findings

- Captures responses from all leads who experience symptoms from question 4
- 81% said they have to somewhat or severely restrict activities due to symptoms; affects quality of life and motivates patients to seek solutions
- May help determine heart failure classification

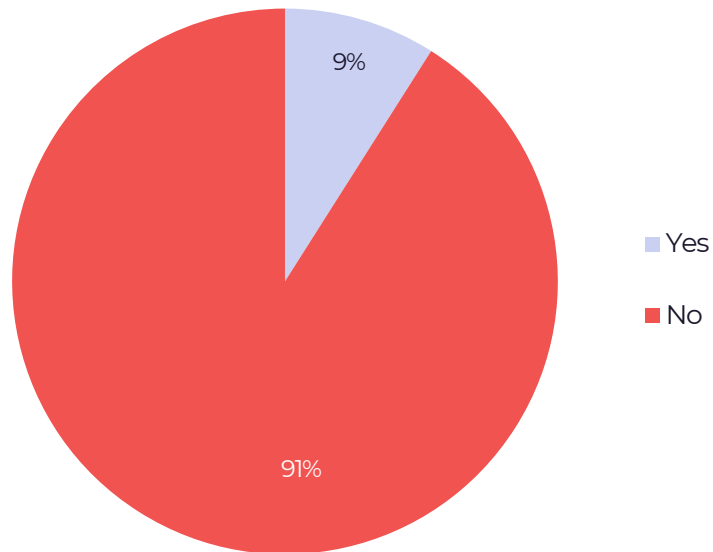
Have you had any of the following heart failure events, characterized by the following?



Key Findings

- Captures responses from all leads
- Leads can select all that apply
- 39% have had one of the following HF events; ability to capture intended audience
- The most common event was hospitalization for heart failure in the last 12 months
- Those that said none of the above disqualified

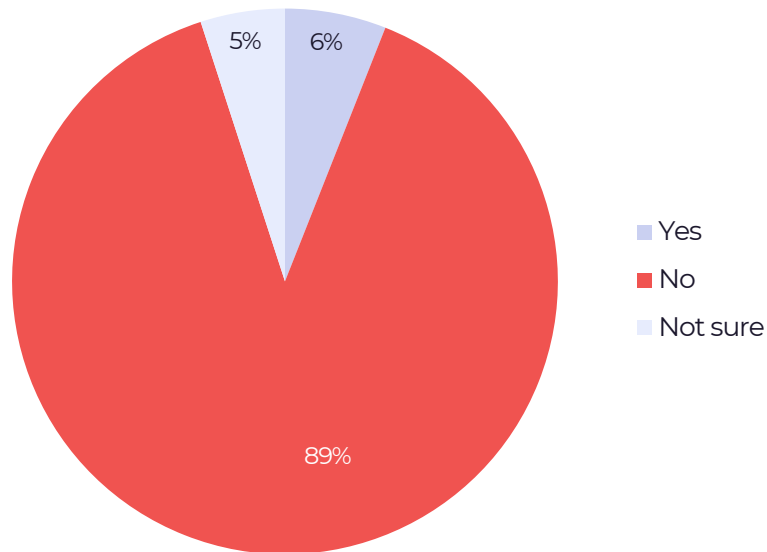
Are you currently managing your heart failure with a device such as a pacemaker or other internal cardiac monitor?



Key Findings

- Captures responses from all leads
- Almost all respondents are not using a device such as a pacemaker or other internal cardiac monitor
- Those that yes disqualified

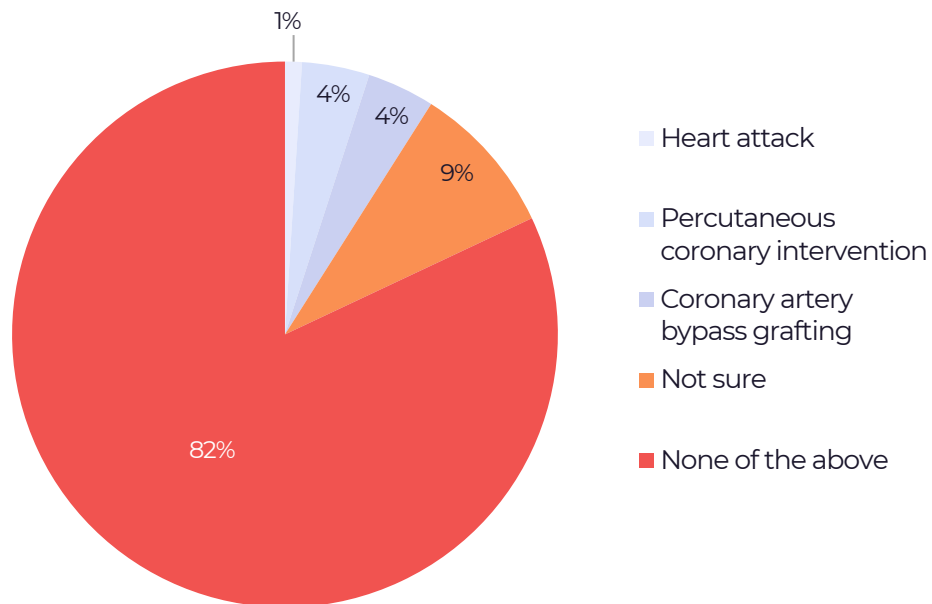
Are you receiving temporary or permanent mechanical circulatory support?



Key Findings

- Captures responses from all leads
- Almost all respondents are not receiving temporary or permanent mechanical circulatory support
- Those that yes disqualified

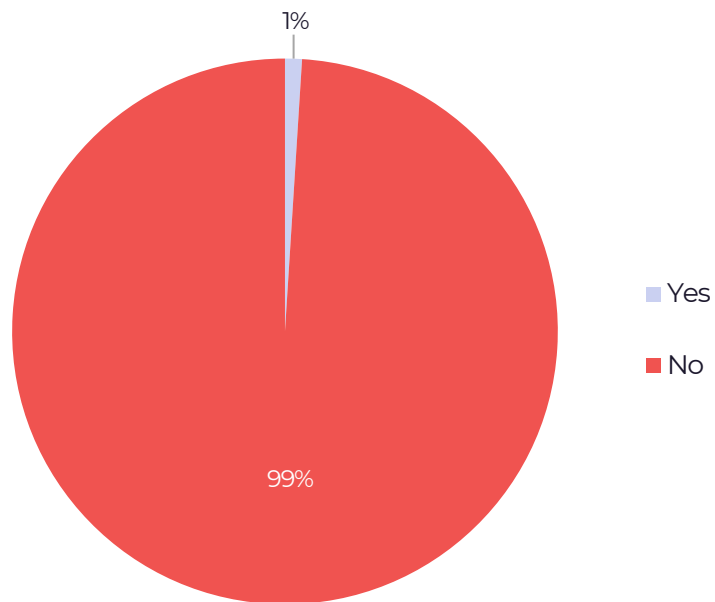
Have you had any of the following within the last 90 days?



Key Findings

- Captures responses from all leads
- Leads could select all that apply
- 82% have not had any of the following within the past 90 days
- Those that selected any of the following disqualified
- Given the time frame it takes to enroll, those that selected one of the events may still qualify

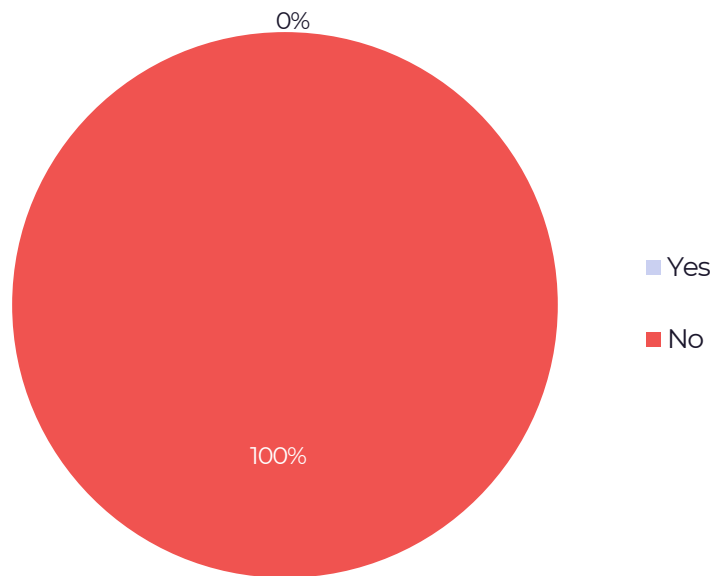
Have you had a heart transplant or are you currently on the heart transplant list?



Key Findings

- Captures responses from all leads
- Almost all leads have never had a heart transplant or are on the heart transplant list
- Those that said yes disqualified

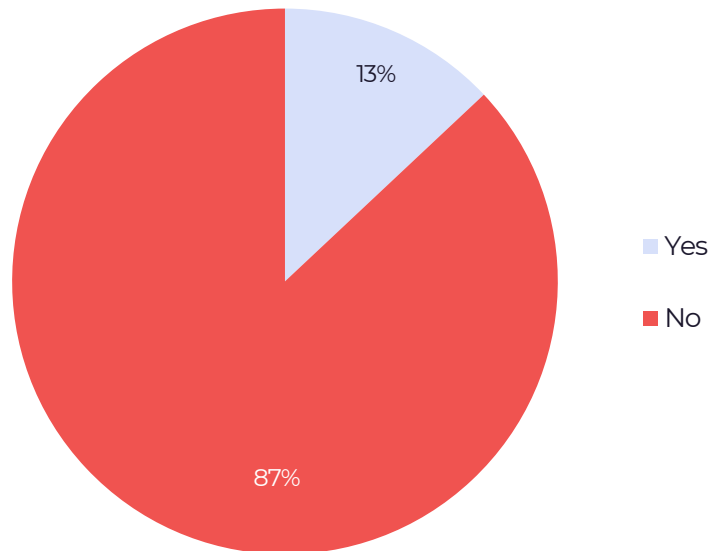
Are you currently receiving regular IV treatments to help with your hearts contractions, such as dobutamine and milrinone?



Key Findings

- Captures responses from all leads
- All leads are not receiving IV treatments to help with heart contractions
- Those that said yes (0) disqualified

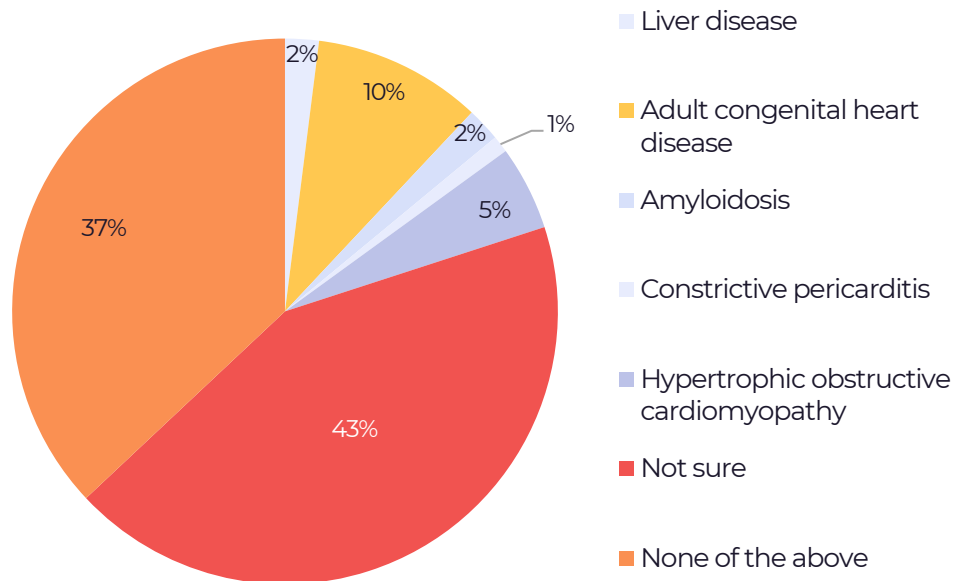
Do you have moderate to severe kidney impairment (failure)?



Key Findings

- Captures responses from all leads
- 87% do not have kidney failure
- Those that said yes disqualified

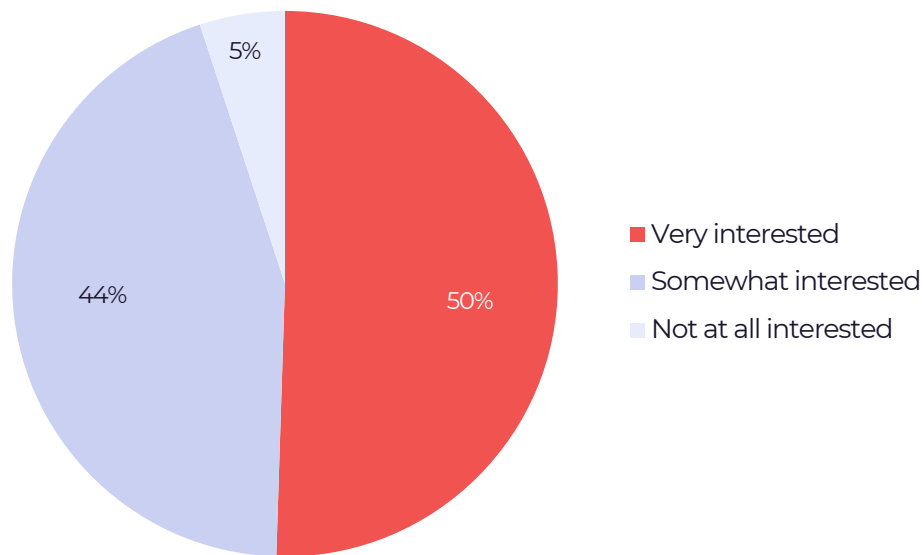
Do you have any of the following?



Key Findings

- Captures responses from all leads
- Leads could select all that apply
- 43% are not sure if they have these conditions; call center can further discuss these with lead to better inform them
- Those that selected any of the conditions disqualified

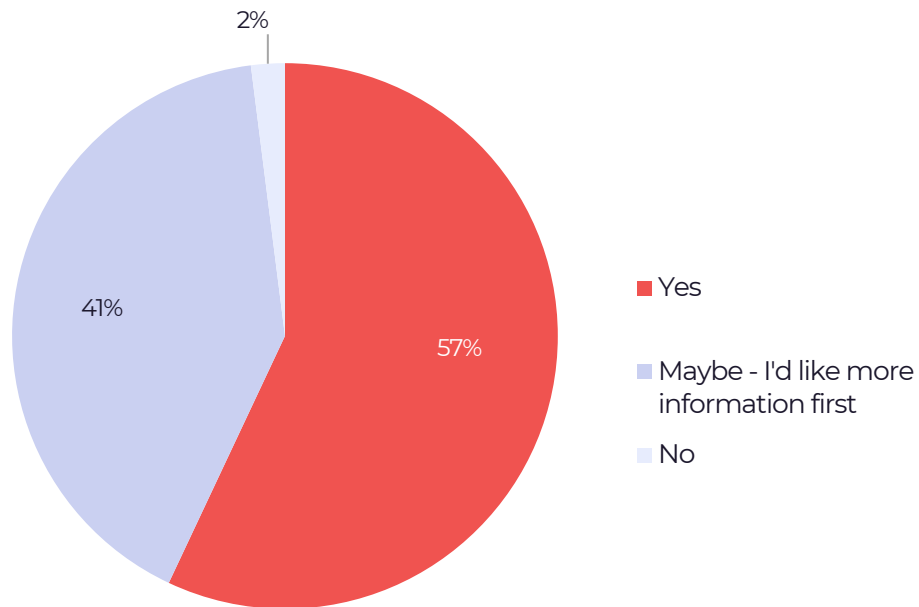
How interested are you in participating in a trial to test the safety and efficacy of a cardiac monitoring device that is inserted under the skin and over the heart?



Key Findings

- Captures responses from all leads
- 95% are very or somewhat interested in participating in a trial testing a device inserted under the skin and over the heart; ability to find highly motivated patients
- Those that said not at all disqualified

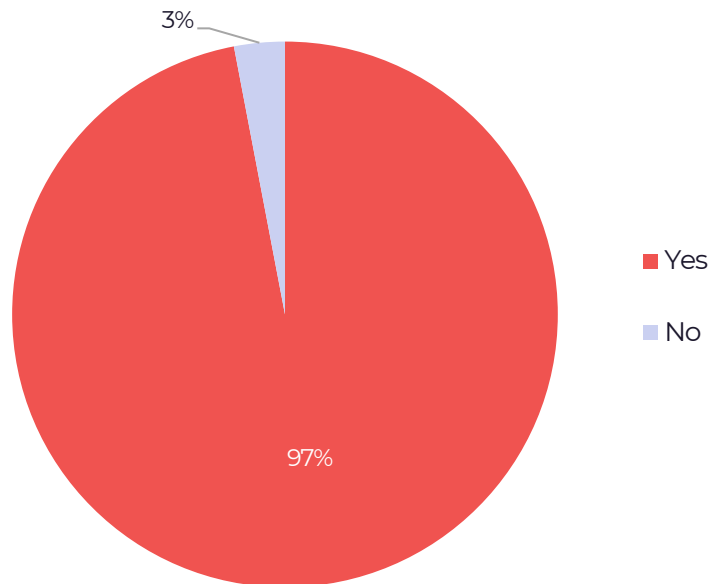
Are you able to follow study instructions, including but not limited to monthly visits and remote care directions for up to 18 months?



Key Findings

- Captures responses from all leads
- 98% indicated they are able to follow study instructions including study visits for up to 18 months; ability to find interested and motivated patients
- Those that said no disqualified

Would you be willing to be contacted by a nurse once the trial is enrolling in your area?



Key Findings

- Captures responses from all leads
- 97% indicated they are willing to talk to a nurse about trial; interested leads willing to learn more
- Those that said no disqualified

Conclusions

- 83bar can find and qualify individuals that are:
 - Experienced at least 1 of 3 heart failure events within the past year
 - Willing to take extensive online screening questionnaire to find out if they qualify
 - Interested in a clinical study and willing to be contacted if/when the study is enrolling in their area
- 8 qualified leads were found across the United States, with leads in every participating study site location
- Messaging prompted leads to take a survey (health risk assessment or HRA) specifically to learn about trial and see if they qualify
- Qualified leads were interested in speaking to someone about the study and had high intent to follow study requirements
- 83bar's call center can be utilized to further qualify and clarify the questions candidates may be unsure about
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with patient population



For more information visit
www.83bar.com

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