



Market Report

Hereditary Cancer

Objective

- Utilize Facebook and Instagram ads to attract prospective patients and direct them to a dedicated landing page where they can learn more about genetic cancer testing
- Determine if a patient has a personal or familial history of cancers that put them at an increased risk for genetically inherited cancer
- Capture contact information and permission to communicate via text, email & phone

Campaign Dates

- Ads ran May 28 – 30, 2020
- Targeted men and women ages 18-64 nationwide

Acquisition Metrics

- 284 leads generated
- 81 leads at risk for HBOC
- 16 leads at risk for Lynch Syndrome
- 18 leads at risk for both HBOC & Lynch Syndrome



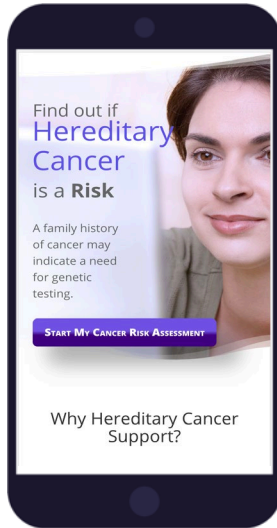
Attract patients who need treatment

Optimized to ensure high consumer engagement

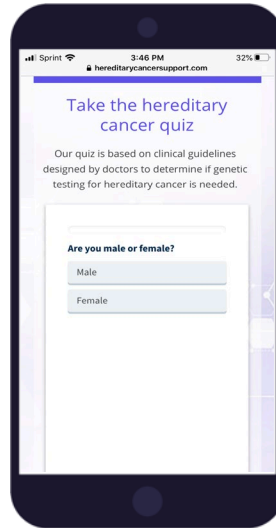
Social Media



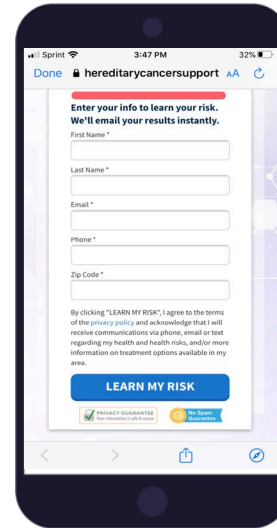
Landing Page



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

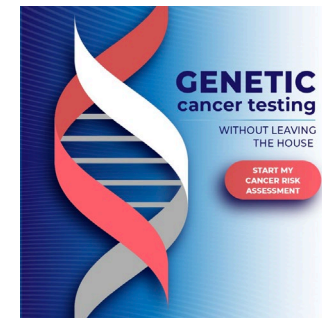
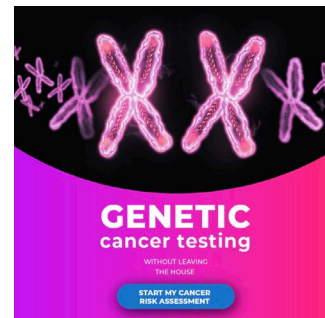
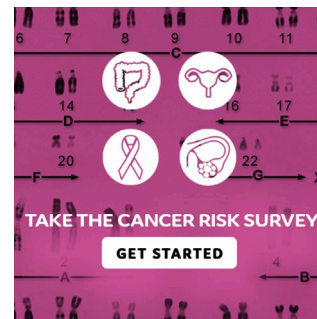
Attract

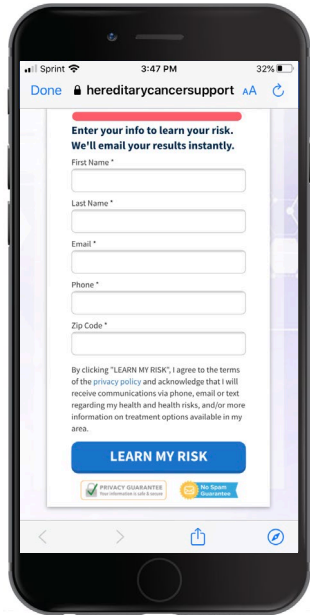
Engage

Qualify

Collect

Image Assets Tested





Done hereditarycancersupport AA

Enter your info to learn your risk.
We'll email your results instantly.

First Name *

Last Name *

Email *

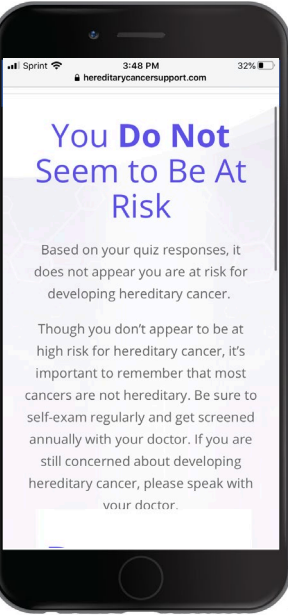
Phone *

Zip Code *

By clicking "LEARN MY RISK", I agree to the terms of the privacy policy and acknowledge that I will receive communications via phone, email or text regarding my health and health risks, and/or more information on treatment options available in my area.

LEARN MY RISK

PRIVACY GUARANTEE No Spam Guarantee

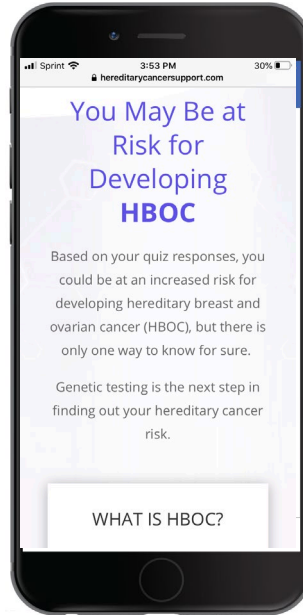


You Do Not Seem to Be At Risk

Based on your quiz responses, it does not appear you are at risk for developing hereditary cancer.

Though you don't appear to be at high risk for hereditary cancer, it's important to remember that most cancers are not hereditary. Be sure to self-exam regularly and get screened annually with your doctor. If you are still concerned about developing hereditary cancer, please speak with your doctor.

Disqualified Page



You May Be at Risk for Developing HBOC

Based on your quiz responses, you could be at an increased risk for developing hereditary breast and ovarian cancer (HBOC), but there is only one way to know for sure.

Genetic testing is the next step in finding out your hereditary cancer risk.

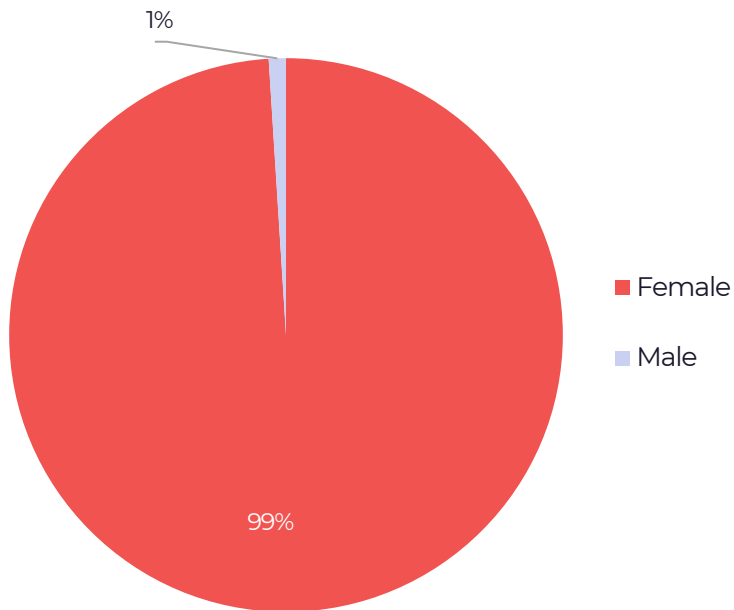
WHAT IS HBOC?

Qualified Page

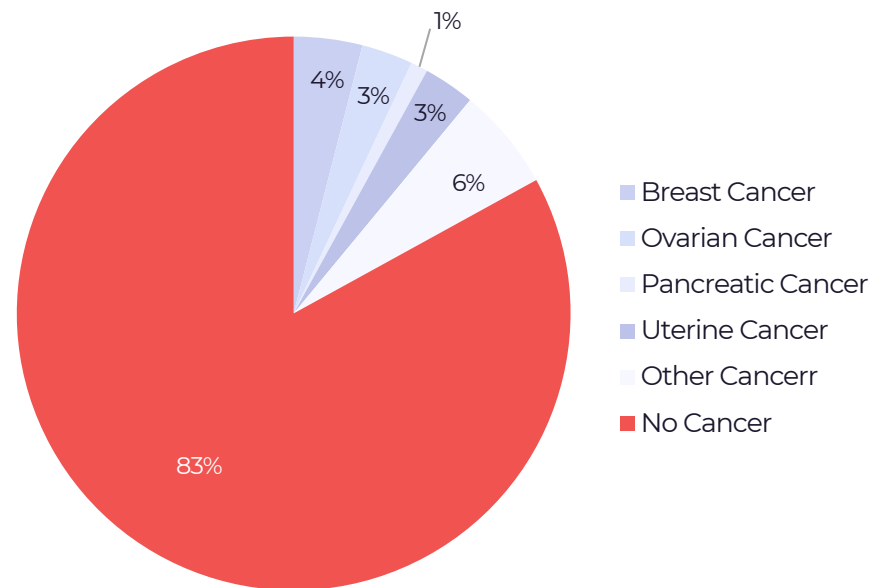
Consent & Contact Info

- Contact information collected for 284 total leads
- Leads have opted into a privacy policy that allows 83bar to contact them via phone, text and email
- Upon completion of online survey, users are directed to a personalized landing page with information about their risk and suggested next steps

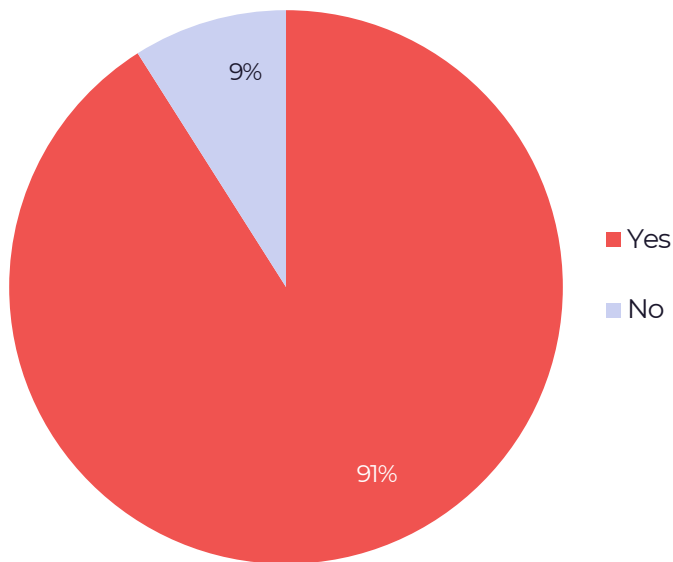
What is your gender?



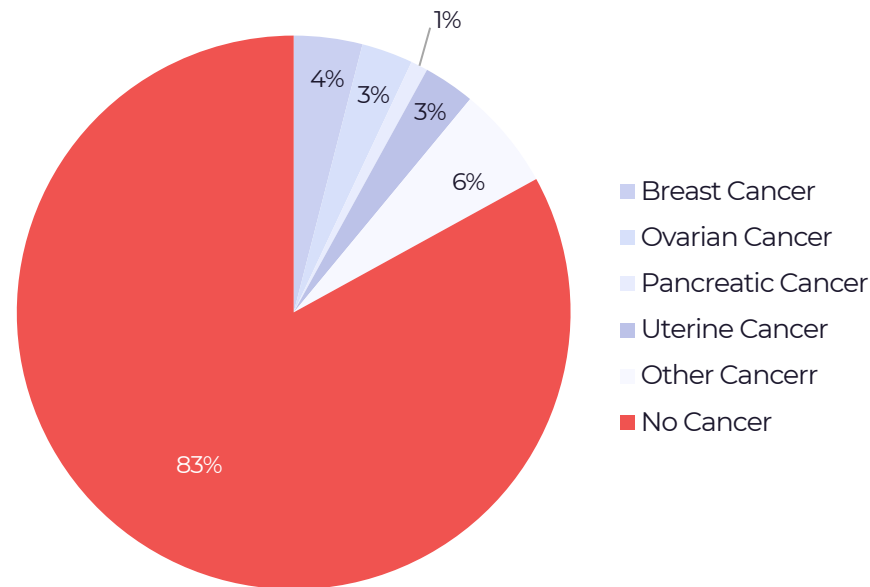
Have you ever had any of the following cancer types?



Do you have any relatives that have had cancer?



Have you ever had any of the following cancer types?



Summary

- **41% of leads were at risk for HBOC, Lynch Syndrome or both.** Images and copy with breast cancer messaging outperformed colon cancer messaging, potentially skewing results towards HBOC.
- **33% of leads had an increased risk for genetically inherited cancer AND had health insurance.** 83bar has a demonstrated ability to find leads who can afford to pay for testing and genetic counseling services.
- **36% of leads were at risk due to their family history.** Only 5% of leads qualified due to a personal history of cancer. If desired, 83bar can produce creative content to specifically appeal to one group or another to boost representation.
- **100% of leads opted into being contacted regarding their risk.** 83bar has a demonstrated ability to find leads willing to engage with providers for solutions that meet their personal need.

Key Results

- 284 leads
- 115 leads at increased risk for hereditary cancer

Recommendations

- Develop campaign-specific offering to find patients interested in genetic testing

Conclusion

- Depressions sufferers are likely to experience diminished quality of life. Mental health issues frequently interfere with their career, education, and family events, and more than half of survey respondents have tried 4+ medications and are still looking for another option because they have had little or no success in the past.
- Using straightforward messaging and eye-catching creative attracts patient prospects to click on ads. Informative and easy-to-understand landing page (patient centric) encourages patients to fill out our survey - 37% landing page conversion rate – industry average is 2.5%.
- Capturing patient's symptoms, medical history, and appointment interest level in an online survey (HRA) filters the most qualified patients to the call center to make the campaign process more efficient
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Competitive CPL
 - Ad concept emotionally connects with depression patients through creative messaging and imagery
- Going forward, use 83bar's full patient activation process to generate the most qualified patients through online ads and HRA quiz that flow directly to the 83bar RN clinical contact center for education, qualification and navigation to your partner TMS specialist sites.



For more information email
www.83bar.com

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