

Market Report

# Inherited Retinal Disease



## Objective

- Conduct market research to locate patients with inherited retinal disease or symptoms of inherited retinal disease, gauge their interest in taking a free genetic test, and determine their eligibility to participate
- Utilize Facebook ads to attract patients and direct them to a dedicated landing page and 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

- A qualified lead is experiencing symptoms of inherited retinal disease and is also a US resident
- Qualified leads that opted into testing: 26. These leads were transmitted to client's patient services team for rapid follow-up



## Process

### Facebook Ad Targeting

- Men and Women / Age 18 to 65+

### Geo-Target

- United States (Nationwide)

## Results

### Run Dates

- August 4-6, 2020

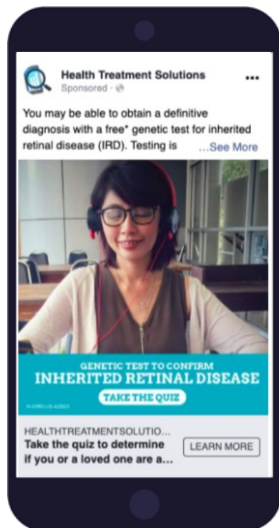
### Acquisition Metrics

- 38 total survey submissions

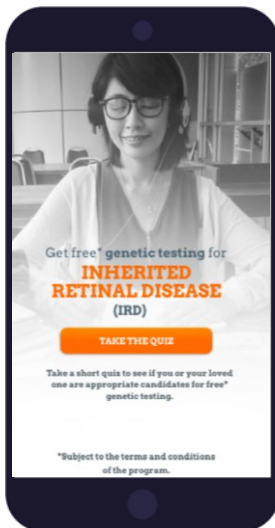
# Attract patients who need treatment

Optimized to ensure high consumer engagement

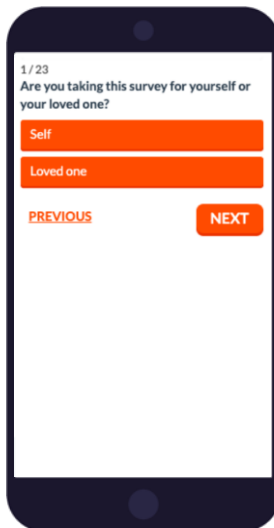
## Social Media



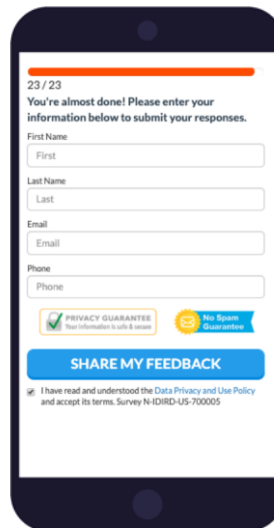
## Landing Page



## 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

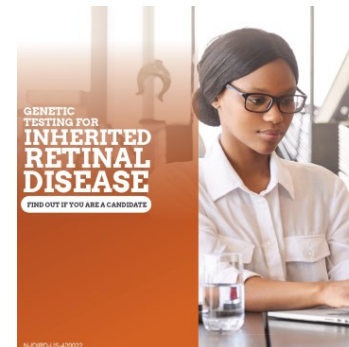
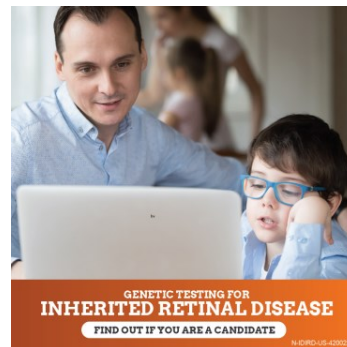
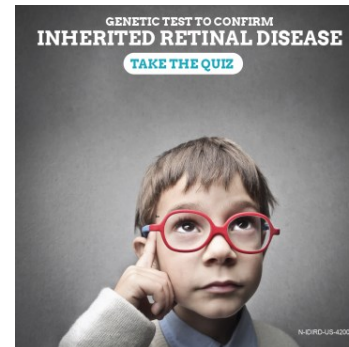
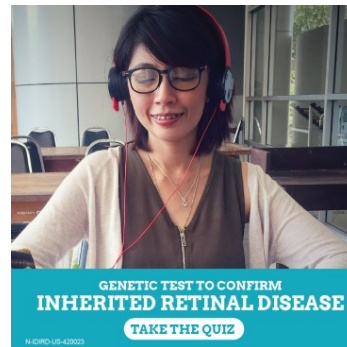
Qualify

Collect

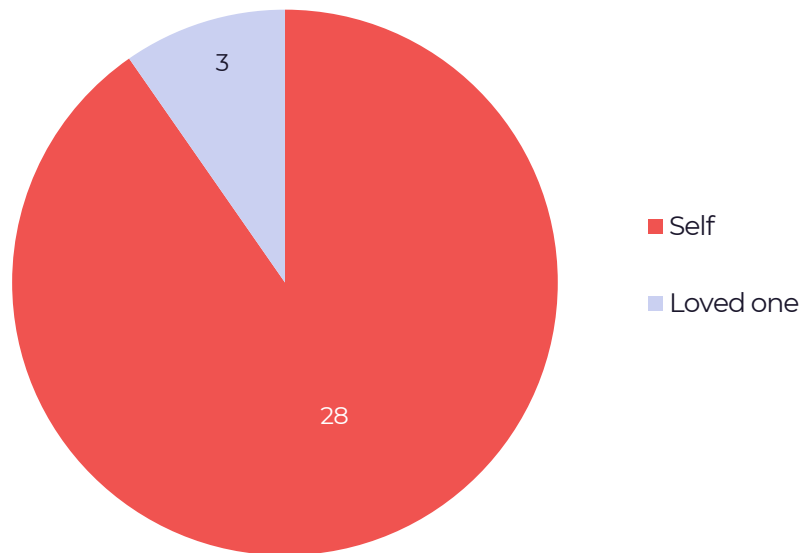
## Process

- Eight Facebook ads that point to one unique landing page with an embedded survey
- One market research survey designed to connect with patients who have inherited retinal disease or symptoms of inherited retinal disease and gauge their interest in taking a free genetic test to confirm their diagnosis
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page with links to educational websites

## Image Assets Tested



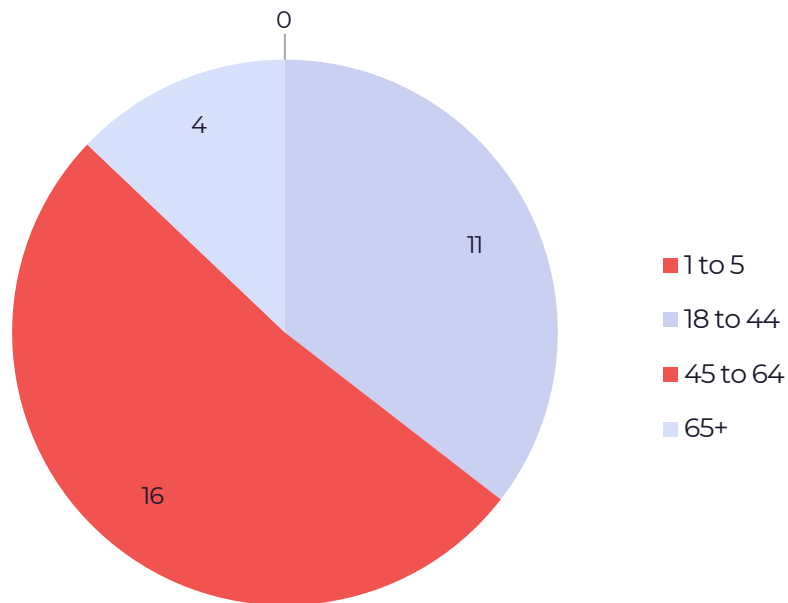
## Are you taking this survey for yourself or a loved one?



## Key Findings

- The graph represents data from 31 qualified leads;
- 90% of all qualified respondents took the survey for their own self

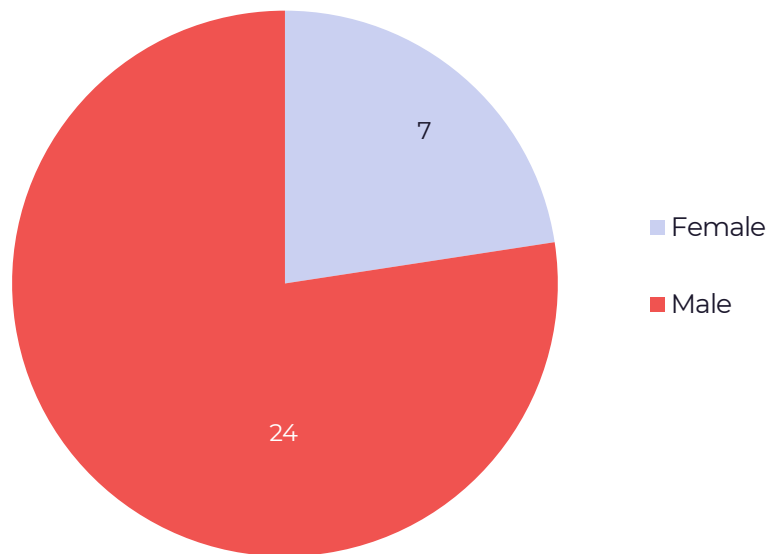
## How old are you?



## Key Findings

- The graph represents data from **31 qualified leads**;
- Respondents were asked to answer the question as the person they are taking the survey for;
- 52% of all qualified leads are in the 45- to 64-year-old age group

## What is your gender?

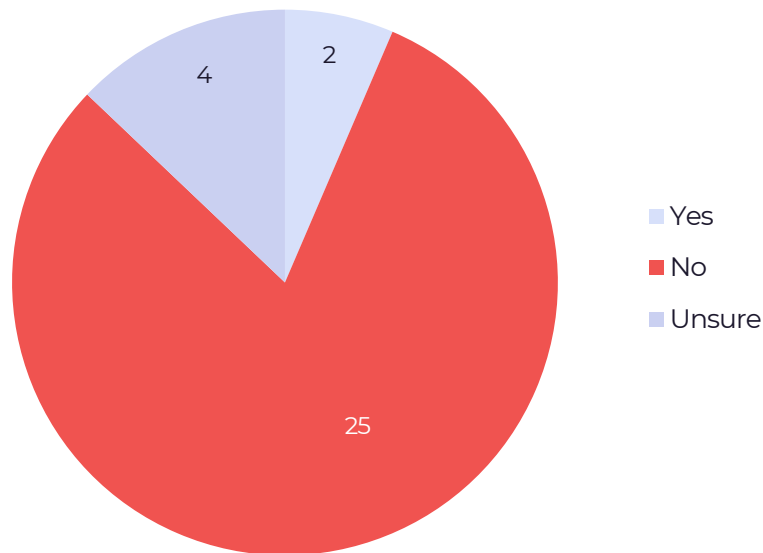


## Key Findings

- The graph represents data from 31 qualified leads;
- Respondents were asked to answer the question as the person they are taking the survey for;
- 77% of all qualified leads are female



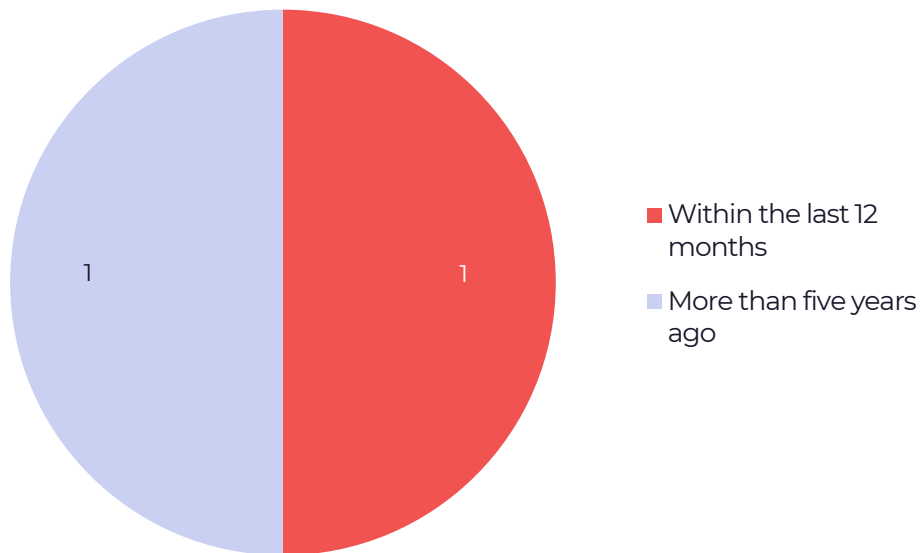
## Have you received a diagnosis for an inherited retinal disease (IRD)?



### Key Findings

- The graph represents data from 31 qualified leads;
- Per the inclusion/exclusion criteria, qualified respondents were not required to have a formal diagnosis;
- 81% of qualified leads do not have a formal diagnosis
- 13% of qualified leads are unsure of their diagnosis
- 6% have a formal diagnosis

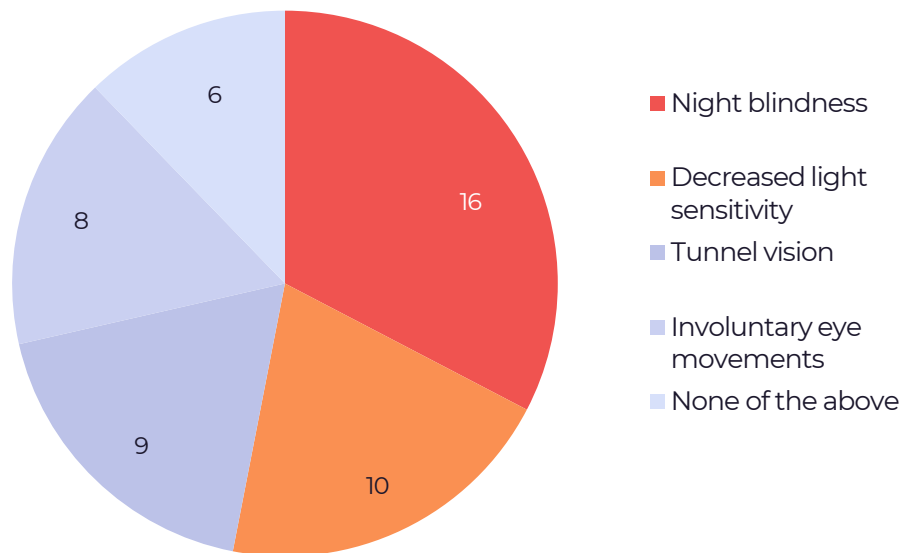
## How long ago was the diagnosis made?



## Key Findings

- The slide represents data from 2 qualified leads
- One lead is a male age 18 to 44 who was diagnosed within the last 12 months. This lead experiences tunnel vision, is seeing a specialist, and is not interested in taking a genetic test due to privacy concerns
- One is a male age 45 to 64 who was diagnosed more than five years ago – a loved one took the survey on behalf of this lead
- Neither lead has a family member with an IRD and both consented to future contact

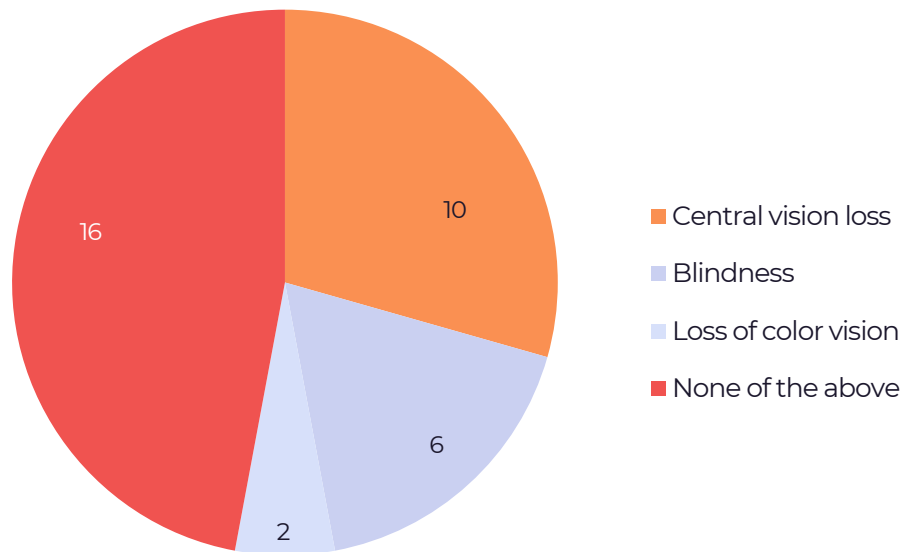
## Are you experiencing any of the following symptoms?



## Key Findings

- The graph represents data from 31 qualified leads
- 33% of all qualified leads experience night blindness; 20% experience decrease light sensitivity; 18% experience tunnel vision; 16% experience involuntary eye movements; 12% report none of the above
- Out of the 31 qualified leads, only five selected none of the above on both question 10 and 11, and only two of the qualified leads that consented to future contact selected none of the above to on both questions

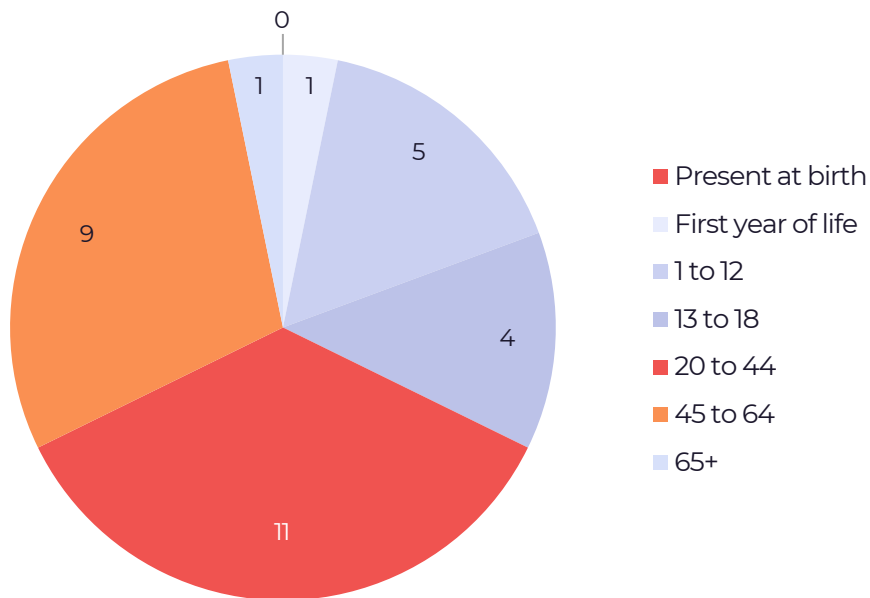
## Are you experiencing any of the following symptoms?



## Key Findings

- The graph represents data from 31 qualified leads
- 29% of all qualified leads report central vision loss
- 18% report blindness (complete or legal)
- 6% report loss of color vision
- 47% report none of the above
- Out of the 31 qualified leads, only five selected none of the above on both question 10 and 11, and only two of the qualified leads that consented to future contact selected none of the above to on both questions.

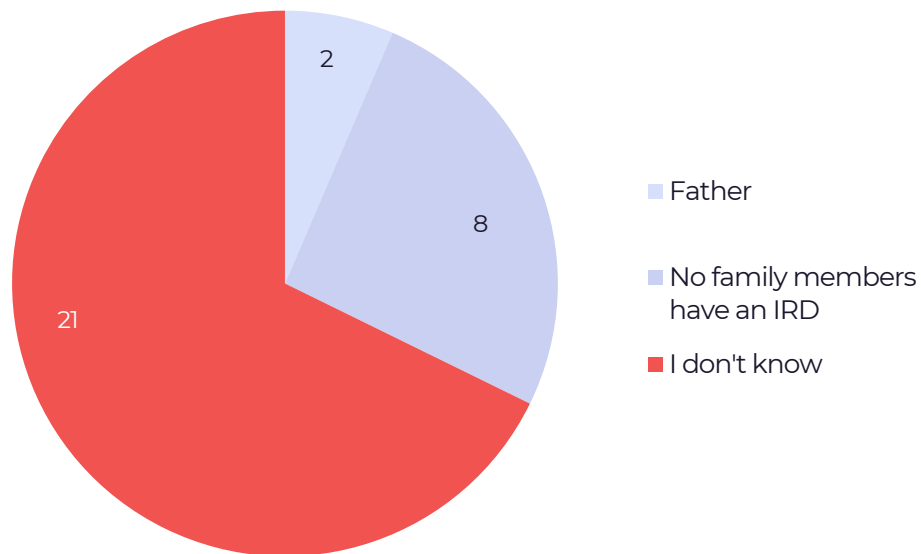
## When did symptoms first surface?



## Key Findings

- The graph represents data from 31 qualified leads
- 35% of qualified leads say their symptoms first surfaced when they were 20 to 44 years old

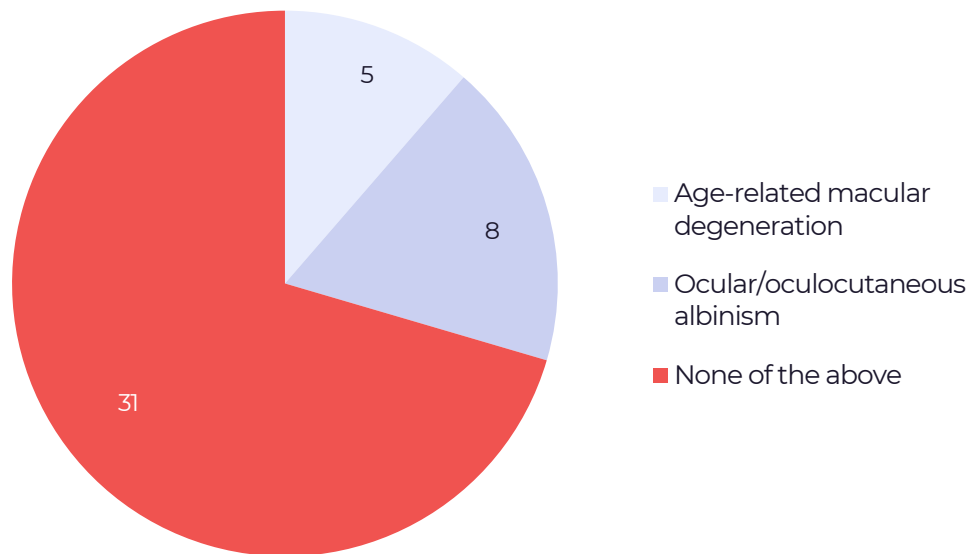
## Do any of your family members suffer from inherited retinal disease?



### Key Findings

- The graph represents data from 31 qualified leads
- Per the inclusion/exclusion criteria, qualified respondents were not required to know whether a family member suffers from inherited retinal disease

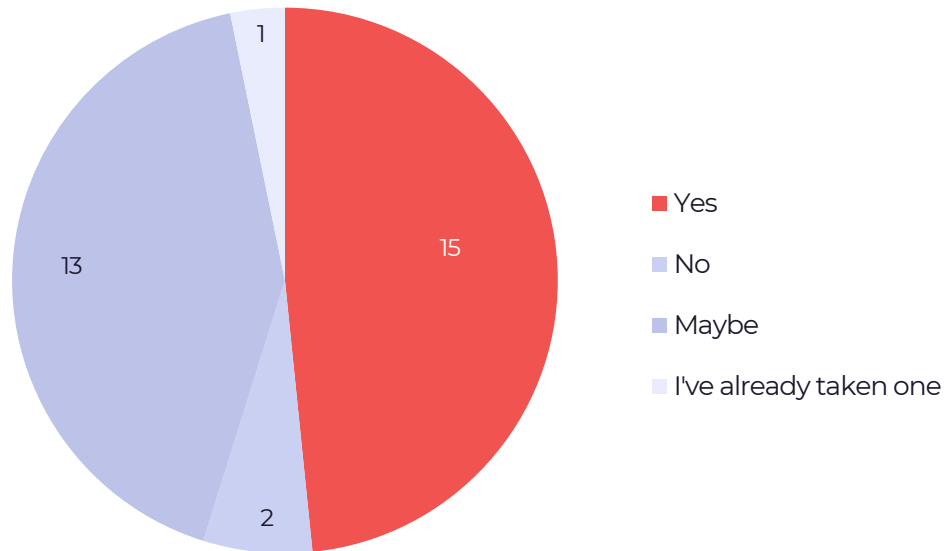
## Have you been diagnosed with either of the following?



## Key Findings

- The graph represents data from 38 survey submissions
- Per the inclusion/exclusion criteria, respondents with age-related macular degeneration or ocular/oculocutaneous albinism are not qualified to take the genetic test for IRD
- Respondents were asked to check all that apply
- 79% of respondents do not have one of these two conditions
- One respondent reports having both

## Are you interested in genetic testing to confirm the IRD diagnosis?

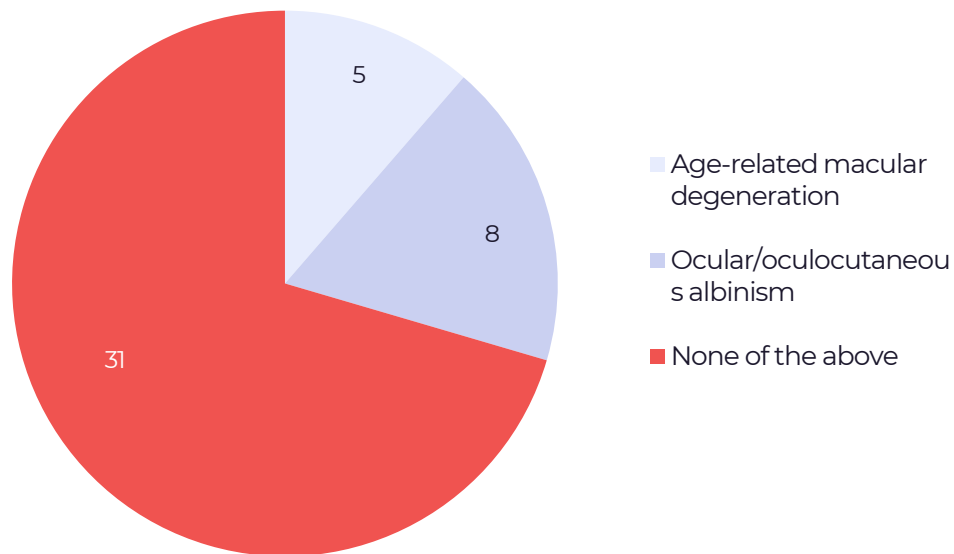


## Key Findings

- The graph represents data from 31 qualified leads
- 48% of qualified leads are interested in genetic testing for IRD
- 42% said maybe; 6% said no
- Respondents that selected "I've already taken a genetic test" were led to question 19 to follow-up on how long ago the test was taken
- Respondents that selected "no" or "maybe" were led to question 21 to follow-up on their concerns
- Respondents that selected "yes" were led to question 22 to request their consent for follow-up communication



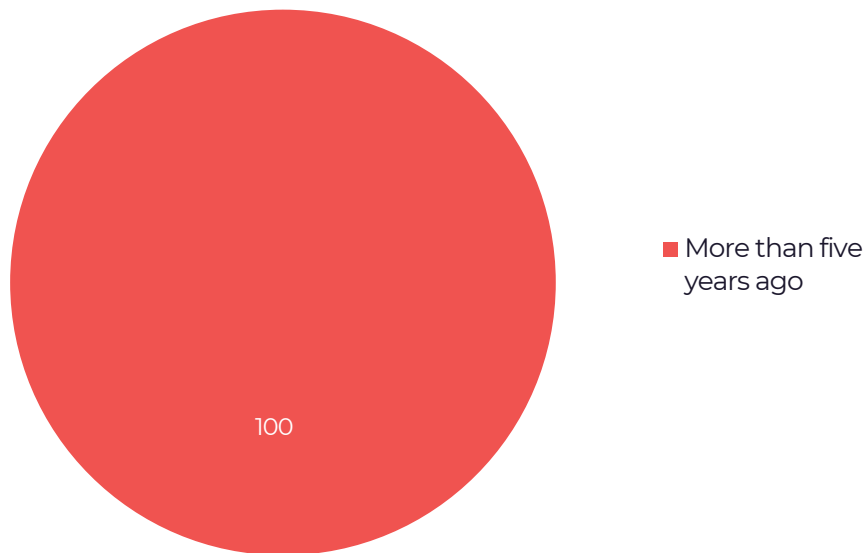
## Have you been diagnosed with either of the following?



## Key Findings

- The graph represents data from 38 survey submissions
- Per the inclusion/exclusion criteria, respondents with age-related macular degeneration or ocular/oculocutaneous albinism are not qualified to take the genetic test for IRD
- Respondents were asked to check all that apply
- 79% of respondents do not have one of these two conditions
- One respondent reports having both

## How long ago was the genetic test taken?



## Key Findings

- Question 19 is a conditional question that is only shown to leads who say they have already taken a genetic test
- The graph represents data from 1 qualified lead
- One qualified lead has already taken a genetic test more than five years ago
- This lead was led to question 20 to gauge their interest in taking another genetic test

## Conclusions

- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
  - A competitive cost per lead
  - Ad concepts that strongly connect with a highly targeted audience
  - Utilize both Facebook and Google platforms for digital advertising
  - Utilize the 83bar Call Center to further screen respondents, address their concerns about genetic testing, and help refer them to an IRD provider that can prescribe a genetic test



For more information visit  
**[www.83bar.com](http://www.83bar.com)**

© 2020 83bar LLC