

Market Report

Lyme Disease

Objective

- Conduct market research to locate patients with Lyme Disease, gauge their interest in participating in a clinical study, 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

- Men and women, ages 18+
- Living in states considered to be Lyme-endemic
- Experiencing Lyme symptoms or have a Lyme disease diagnosis



Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who are experiencing Lyme symptoms or have a Lyme disease diagnosis

Facebook Ad Targeting

- Men and Women / Age 18+

Geo-Target

- Lyme-endemic states (Northeast United States)

Results

Run Dates

- August 21 - 22, 2019

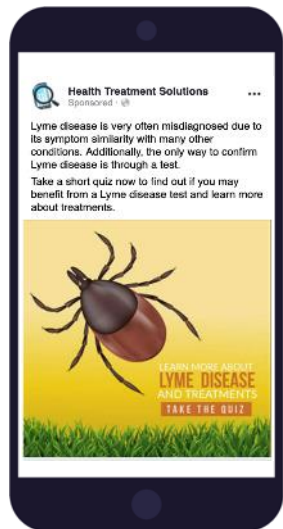
Acquisition Metrics

- 111 total survey submissions
- 91% qualified leads based on 5+ symptoms
- \$1.44 CPL (avg. cost per lead)

Attract patients who need treatment

Optimized to ensure high consumer engagement

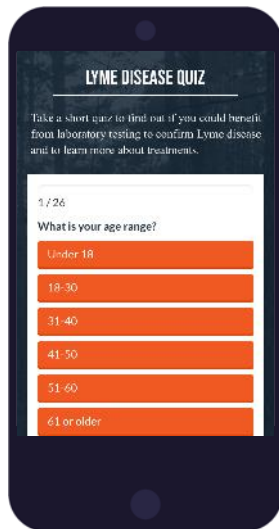
Social Media



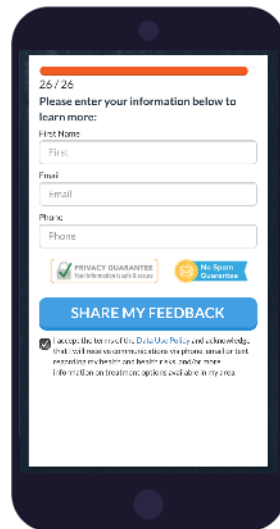
Landing Page



Symptoms



Submit



Attract

Engage

Qualify

Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed

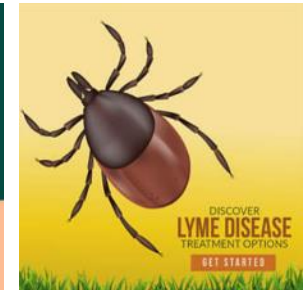
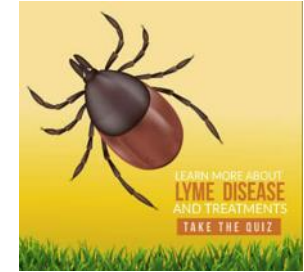


Optimize percentage of respondents who complete survey with engaging experience

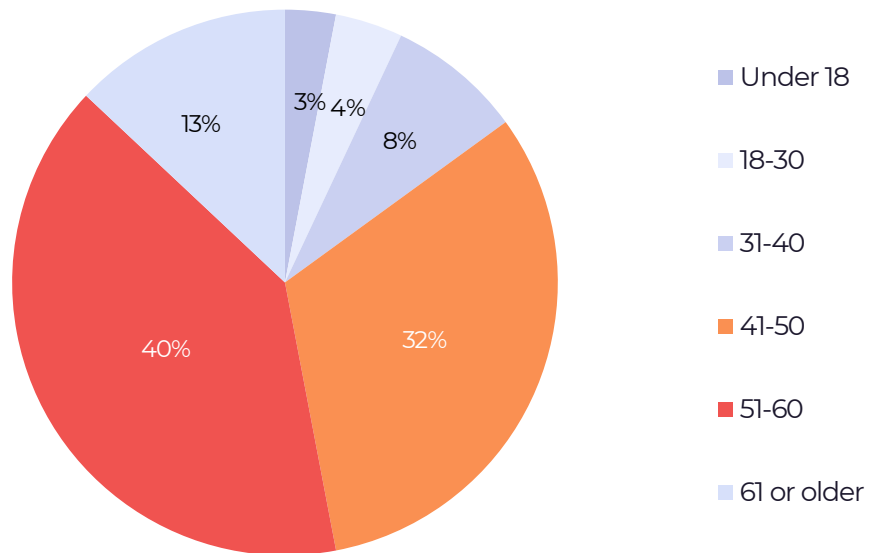
Process

- Two Facebook ad concepts (6 total ad variants) that point to one unique landing page with an embedded survey
- One market research survey designed to connect with people who have been diagnosed with Lyme disease or who are experiencing symptoms of Lyme disease, but may not have an official diagnosis
- One qualified thank you page with links to educational information on Lyme disease
- One disqualified thank you page with links to the same educational websites
- The ad images featured Lyme disease imagery designed to resonate with the patient population
- Ad copy tested different keyword concepts and text to find the most appropriate and engaged potential participants

Image Assets Tested



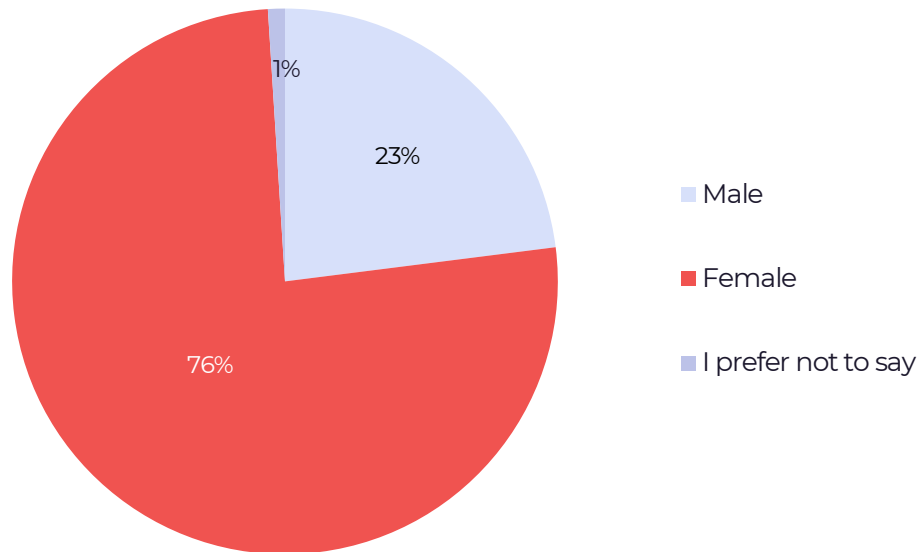
What is your age range?



Key Findings

- Captures responses from all leads
- 72% of leads are in the demographic group of 41-60
- Peak incidence occurs in those 1-15 years old and 40-55 years old

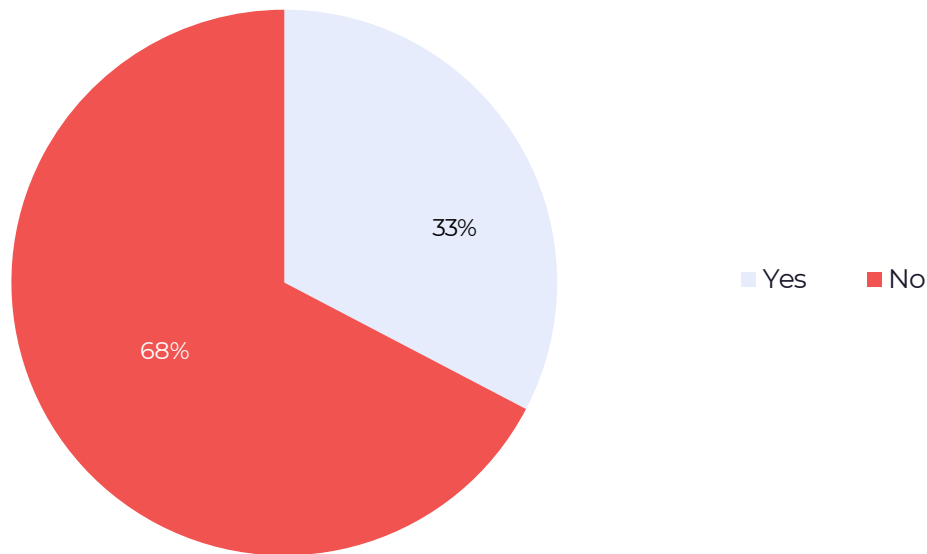
What is your gender?



Key Findings

- Captures responses from all leads
- 76% of respondents are female
- While Lyme disease is slightly more common in men than women, women tend to display more clinical symptoms, which is why they are drawn to the ads/survey

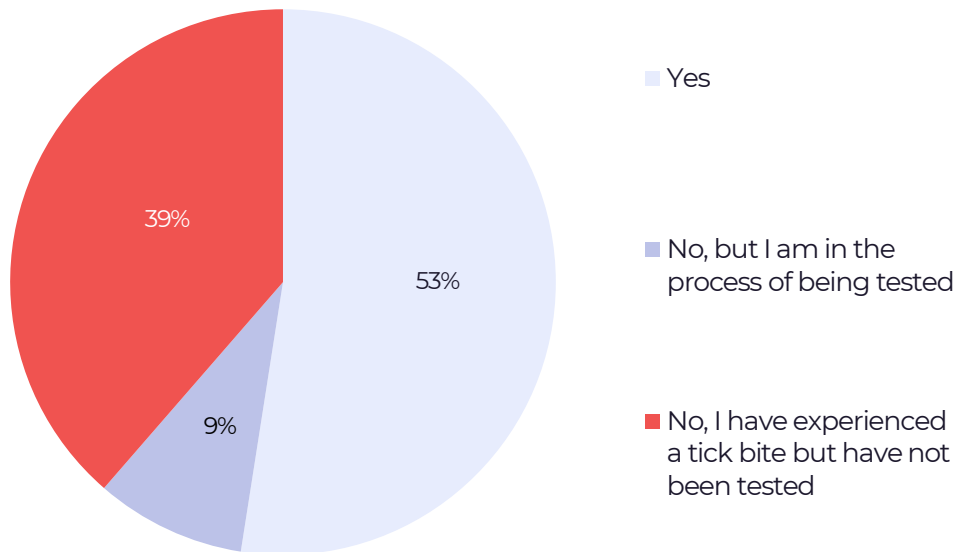
Has a doctor told you that you have Lyme disease?



Key Findings

- Captures responses from all leads
- The majority (68%) of respondents have not been diagnosed with Lyme disease yet
- Both groups could benefit from testing to confirm diagnosis of disease

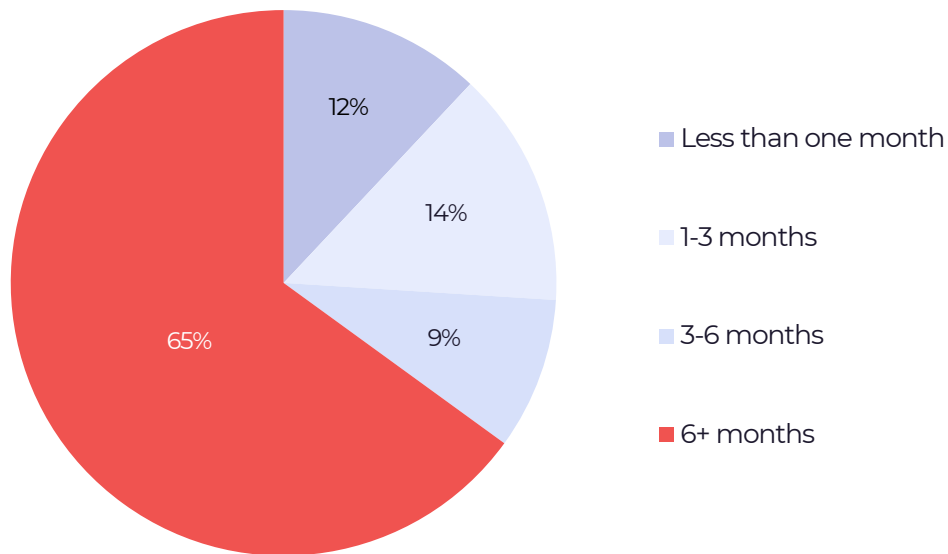
Have you been tested for Lyme disease?



Key Findings

- Captures responses from all leads
- 39% have not yet been tested and could benefit from Lyme testing
- Based on responses to this question, 83bar is able to find patients who have experienced a tick bite and need to be tested to confirm

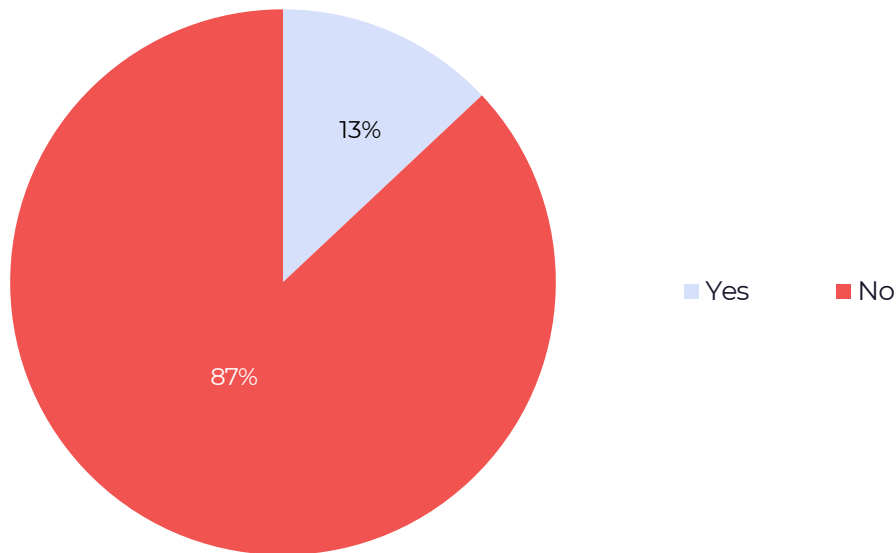
How long have you been experiencing symptoms?



Key Findings

- Captures responses from all leads
- 65% of all respondents have experienced symptoms of Lyme disease for 6+ months
- These patients are in need of treatment due to duration of symptoms that may progress into more serious conditions

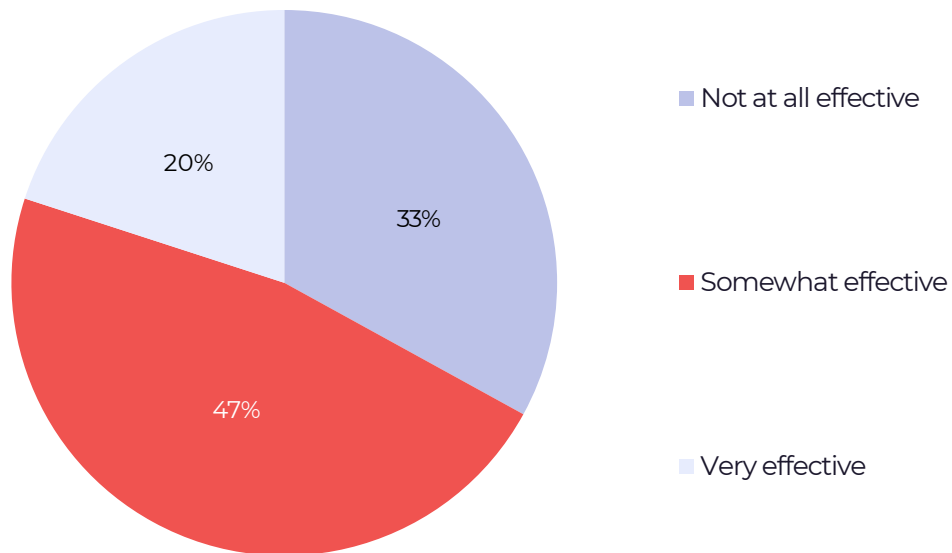
Are you currently being treated for your Lyme disease?



Key Findings

- Captures responses from all leads
- 87% of respondents are not currently being treated for their symptoms, and are in need of a diagnosis to receive medication/treatment

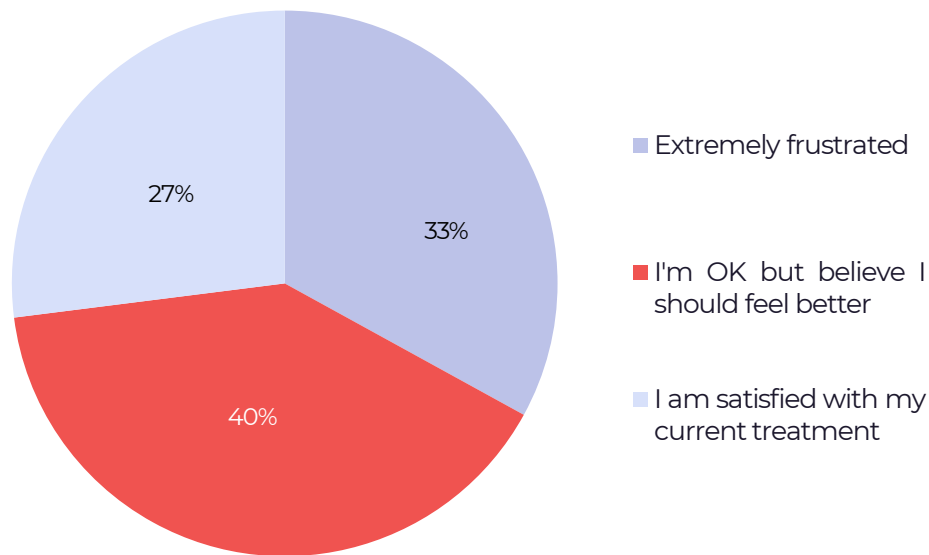
How effective has your treatment been?



Key Findings

- Captures responses from leads who have received treatment
- 47% found their treatment somewhat effective, and 33% not at all effective

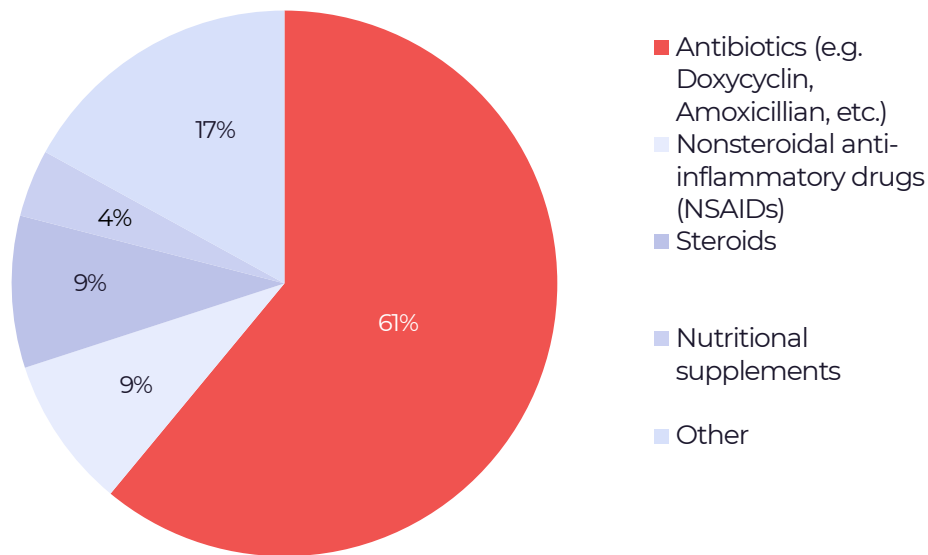
How frustrated are you with your current response to treatment?



Key Findings

- Captures responses from leads who have already tried a treatment for Lyme Disease
- 40% of respondents feel okay but should feel better
- 33% are extremely frustrated with current treatment
- These groups of respondents are willing to seek alternative options due to lack of effectiveness of previous treatments

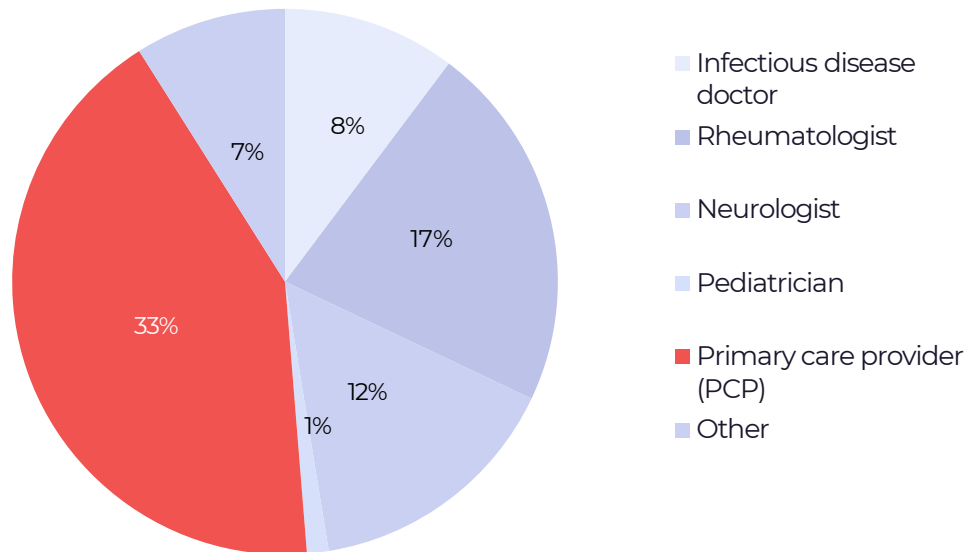
What treatments have you tried?



Key Findings

- Captures responses from leads who have already tried a treatment for Lyme Disease
- Leads were allowed to select all that apply
- The majority of respondents have tried some type of antibiotic to treat their disease

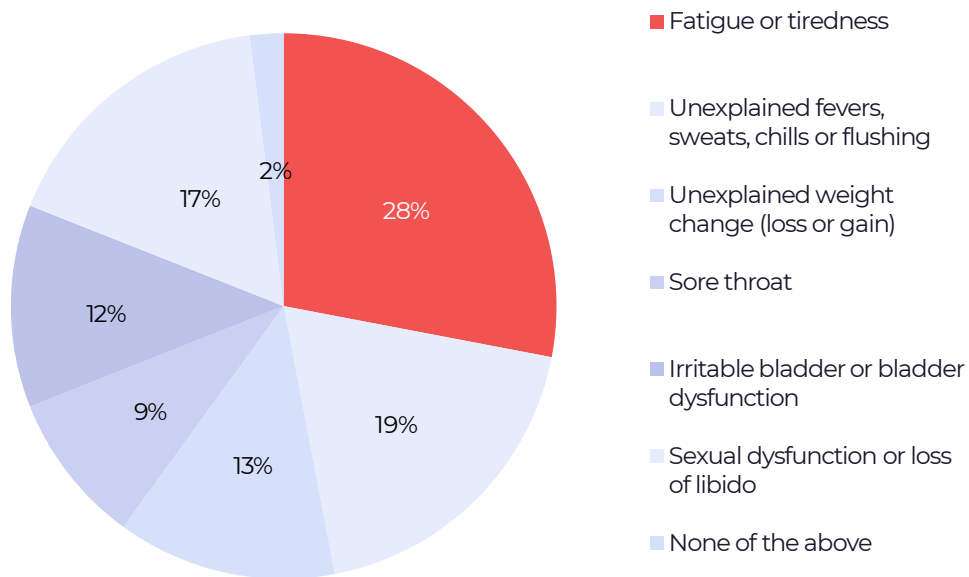
Have you been to any of the following specialists regarding your Lyme symptoms?



Key Findings

- Captures responses from all leads
- 33% have been to a PCP for their Lyme Disease, and 17% have been to a rheumatologist
- 26% of respondents have been to more than one specialist regarding Lyme symptoms

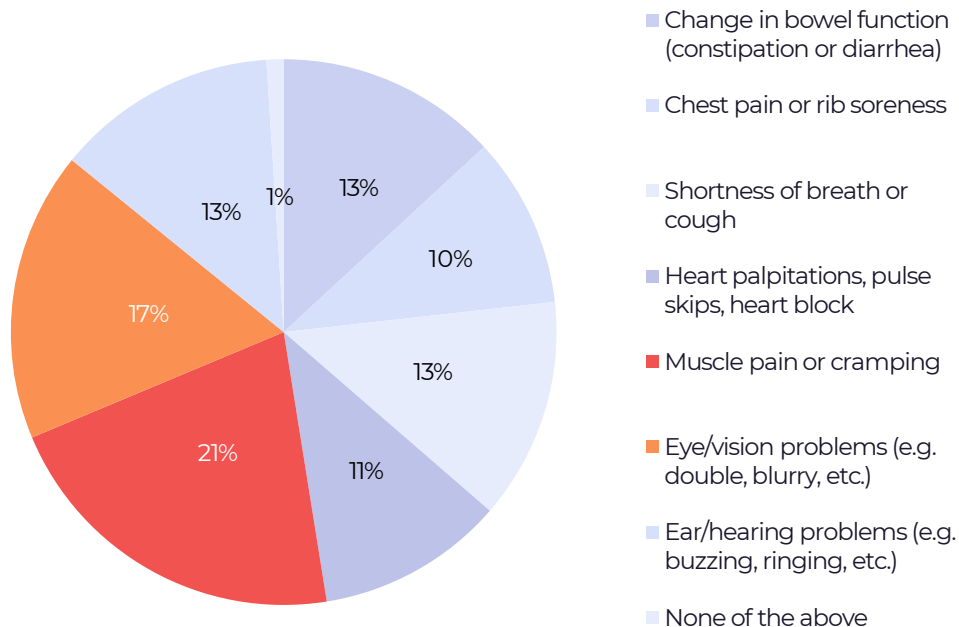
What symptoms are you currently experiencing? (1/3)



Key Findings

- Captures responses from all leads
- Leads are able to select all that apply (1/3 symptom questions)
- 28% of all leads indicated that they are experiencing fatigue or tiredness
- The most common symptom among all respondents is fatigue and tiredness

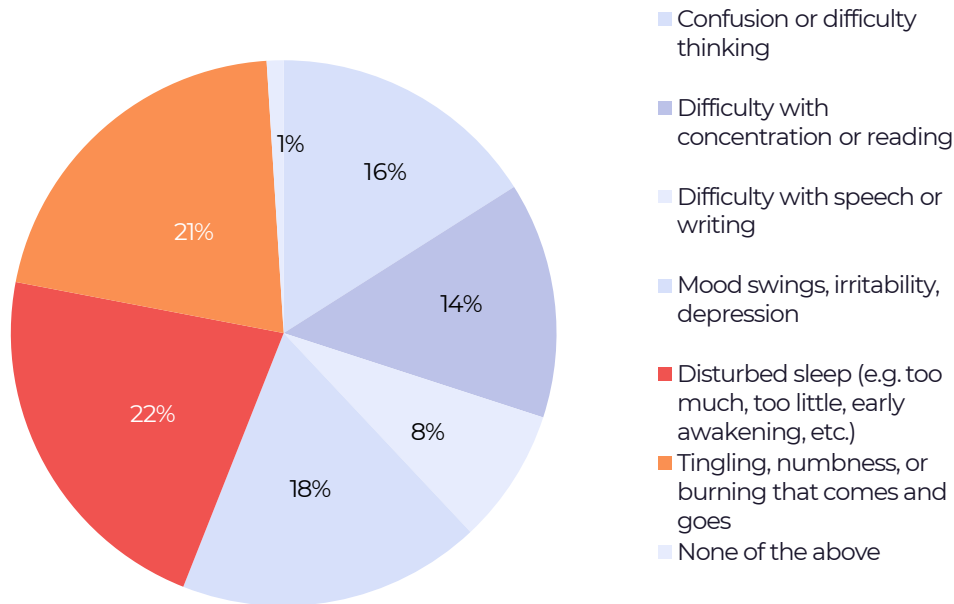
What symptoms are you currently experiencing? (2/3)



Key Findings

- Captures responses from all leads
- 21% are experiencing muscle pain or cramping
- 17% are experiencing eye/vision problems

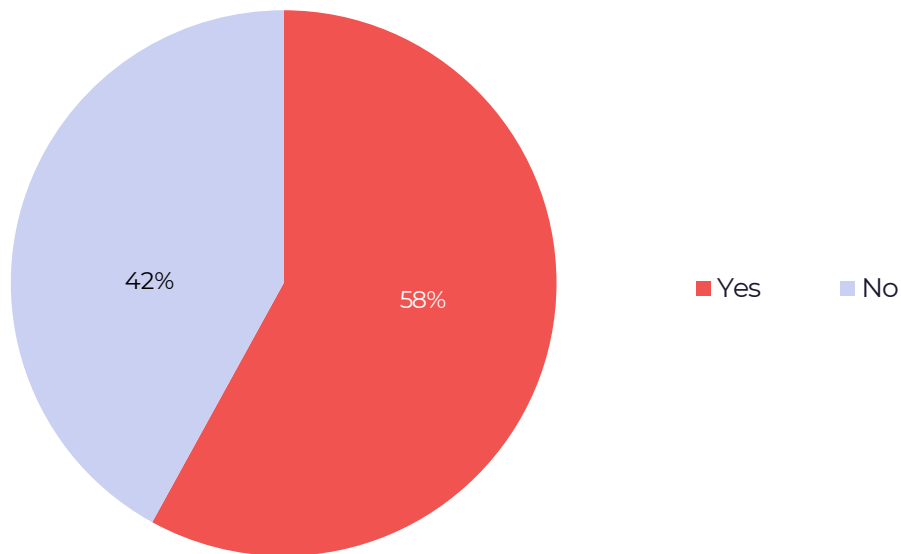
What symptoms are you currently experiencing? (3/3)



Key Findings

- Captures responses from all leads
- 22% are experiencing symptoms of disturbed sleep
- 91% of respondents experience at least 5 or more of the symptoms listed

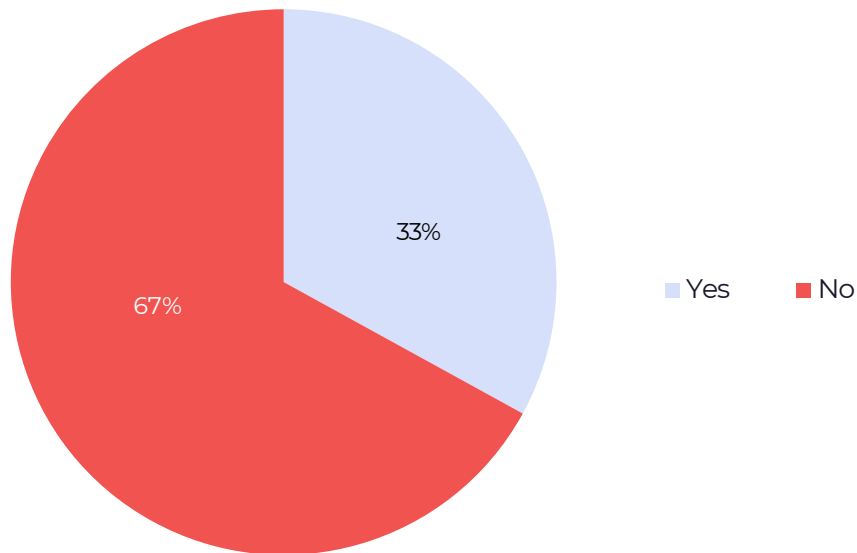
Have you had a tick bite with no rash or flu-like symptoms?



Key Findings

- Captures responses from all leads
- A little over half of leads have had a tick bite with no rash or flu-like symptoms
- Many symptoms may go unnoticed, and people may not know they need to be tested or treated

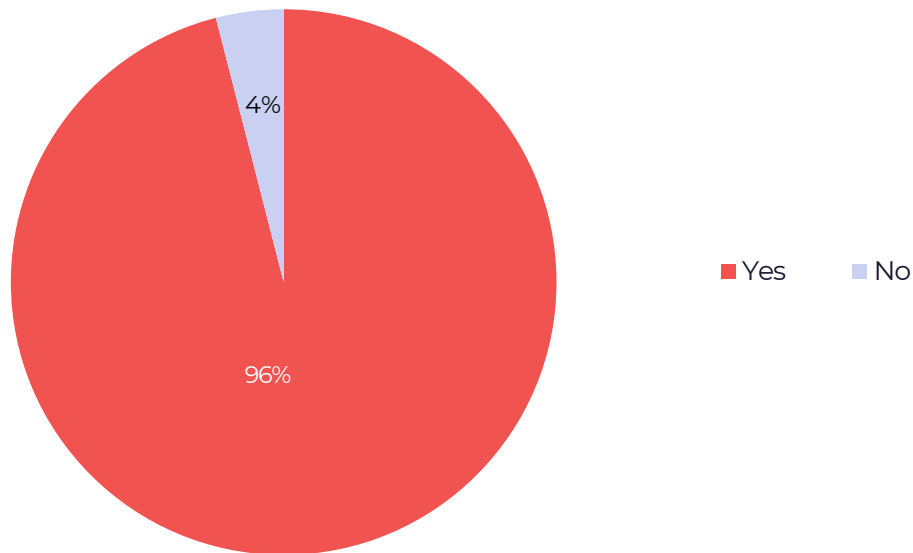
Have you had a tick bite with an erythema migrans (migrating redness) or an undefined rash, followed by flu-like symptoms?



Key Findings

- Captures responses from all leads
- 33% indicated they have a tick bite with migrating redness or undefined rash followed by flu-like symptoms

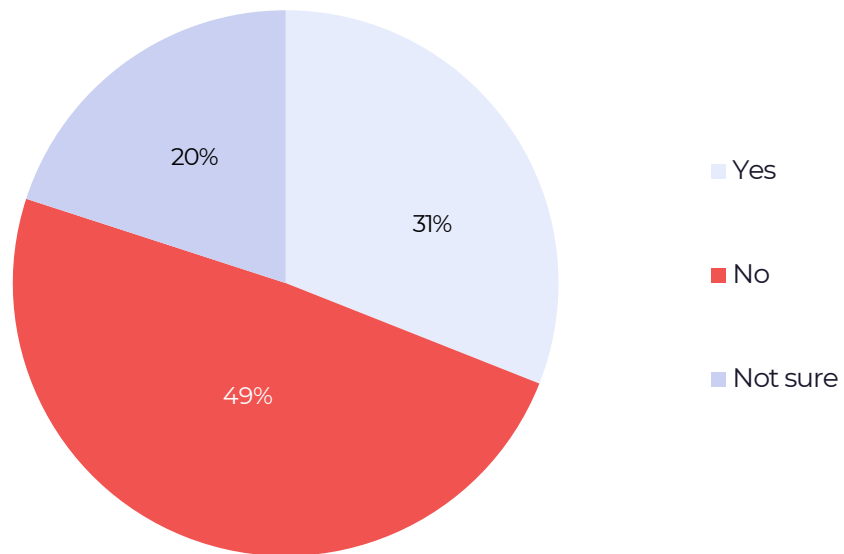
Have you lived in any of the following states considered to be Lyme-endemic in the last three months?



Key Findings

- Captures responses from all leads
- Almost all leads live in Lyme-endemic areas
- Targeted Facebook ads to Lyme-endemic locations in the United States to find eligible patients

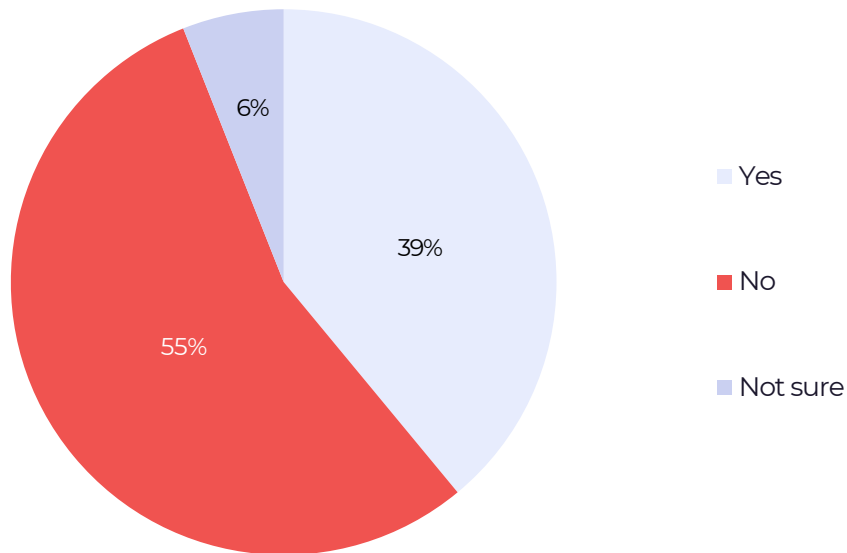
Do you have a family member who has been diagnosed with Lyme and/or other tick-borne illness?



Key Findings

- Captures responses from all leads
- Nearly half do not have any family members diagnosed with Lyme disease
- 20% were not sure on family diagnosis

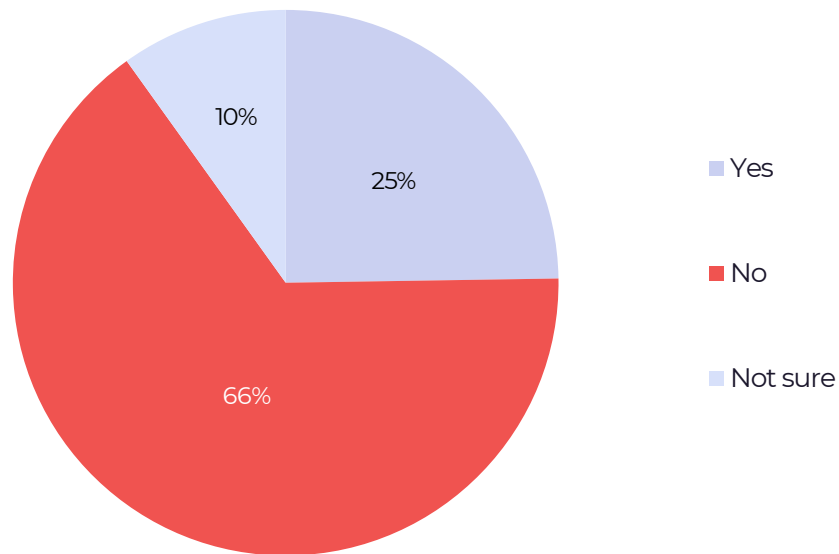
Have you received a prior diagnosis of chronic fatigue syndrome or fibromyalgia?



Key Findings

- Captures responses from all leads
- 55% have not received a diagnosis of chronic fatigue syndrome or fibromyalgia

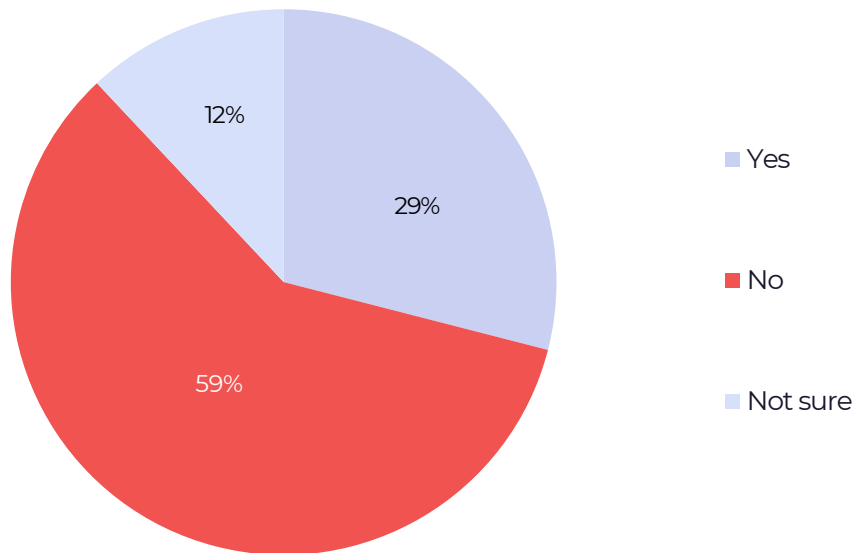
Have you ever received a prior diagnosis of a specific autoimmune disorder (lupus, MS, or rheumatoid arthritis) or of a nonspecific autoimmune disorder?



Key Findings

- Captures responses from all leads
- 66% of respondents have not received a diagnosis of a specific or nonspecific autoimmune disorder
- Fatigue symptoms more than likely can be attributed to Lyme disease

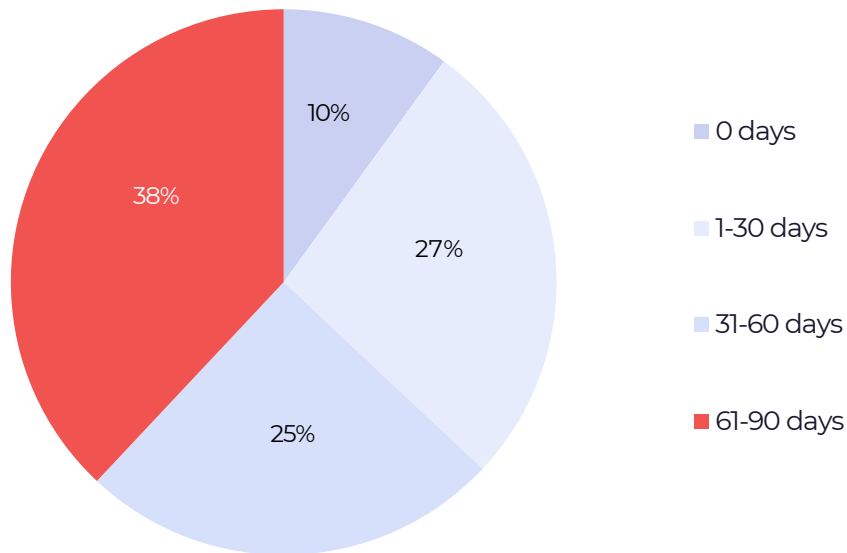
Have you had a positive Lyme test (IFA, ELISA, Western blot, PCR, and/or borrelia culture)?



Key Findings

- Captures responses from all leads
- The majority of respondents have not tested positive to a Lyme test before (59%)

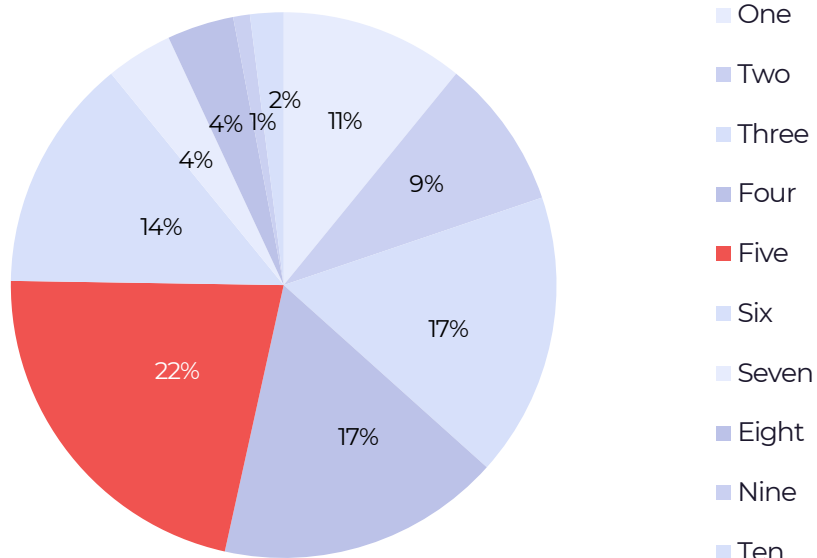
Thinking about your overall physical health, for how many of the past 90 days was your physical health not good?



Key Findings

- Captures responses from all leads
- 63% have had poor physical health for at least 1 out of the last 3 months

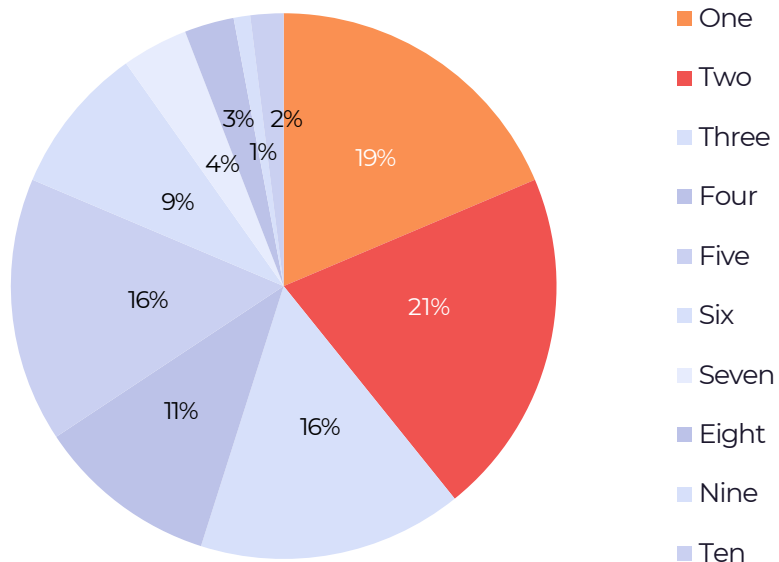
Rate your overall sense of well-being over the past 30 days (1=poor) (10=excellent)



Key Findings

- Captures responses from all leads
- 22% of respondents rated themselves a score of 5 for overall well-being the past 30 days (average)
- 76% rated themselves 1-5 (poor to average)
- These patients are struggling with symptoms and overall health

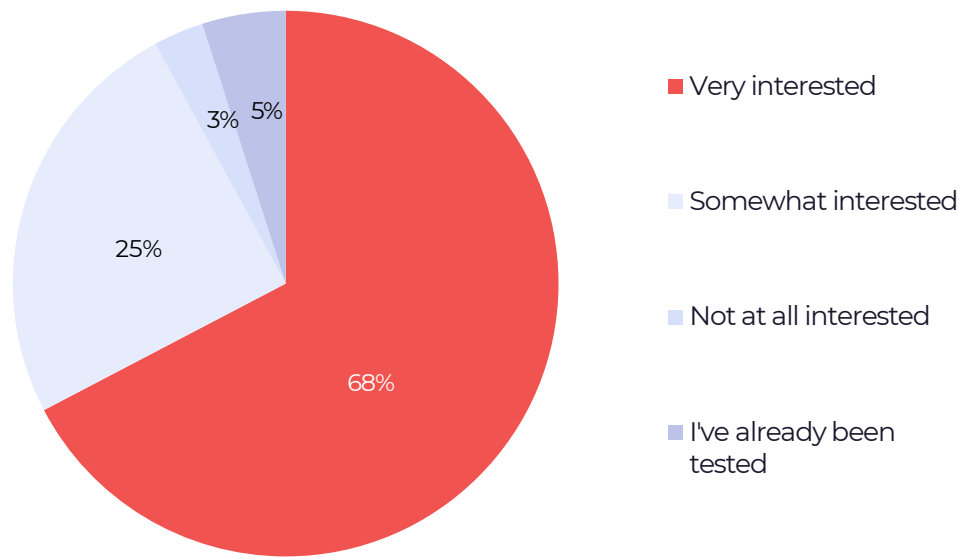
Rate your overall energy level over the past 30 days (1= none) (10=significant)



Key Findings

- Captures responses from all leads
- 21% of respondents rate their energy a 2 out of 10 over last 30 days
- 82% rate their energy a 5 or lower

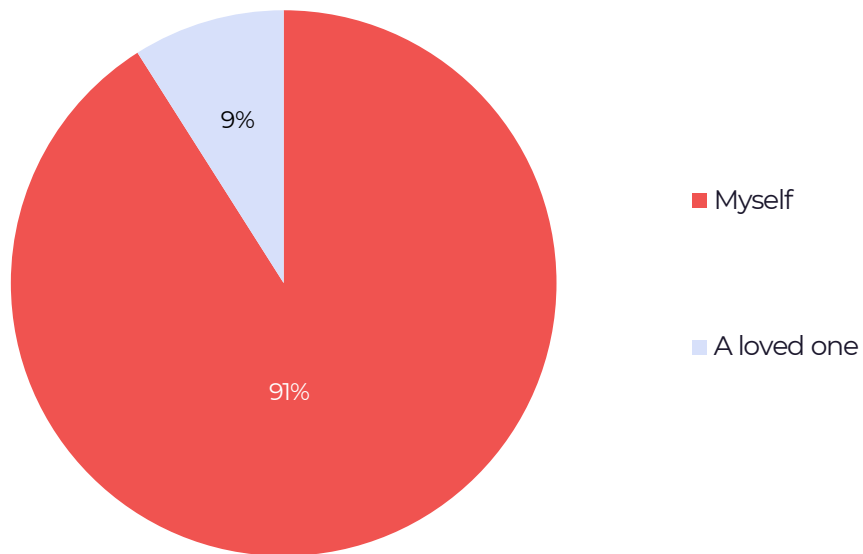
How interested would you be in taking a test to assess your exposure to *Borrelia burgdorferi*, the bacteria that causes Lyme disease?



Key Findings

- Captures responses from all leads
- 68% are very interested in receiving testing for Lyme disease
- 25% are somewhat interested
- 95% of qualified patients (5+ symptoms) are very or somewhat interested in a test
- Ability to find patients motivated and interested in testing

Are you taking this quiz for yourself or a loved one?



Key Findings

- Captures responses from all leads
- Nearly all respondents took the quiz for themselves instead of for a loved one
- Given the high incidence among children, new creative concepts could target parents to fill out on child's behalf



Profile

- Female / Age 45-54
- Undiagnosed and not under the care of a physician for the Lyme disease symptoms that she is experiencing

Common Symptoms

- **Muscle Cramping**
- **Sleep Disruption**
- **Unexplained fever and chills**

Sometime in the last six months, she began experiencing symptoms of Lyme Disease, but was not formally diagnosed. She has very low energy and fatigue, along with several other symptoms.

She received a tick bite in the past, living in a Lyme-endemic area of the northeast United States. She has not been treated for her Lyme disease symptoms or formally tested. Feeling under the weather for some time now, she could benefit from a Lyme test to be formally diagnosed and receive treatment to avoid disease progression.

Findings

- **83bar can find and qualify individuals that are either diagnosed with Lyme disease or who are currently experiencing at least 5 common symptoms.** 111 interested respondents experiencing Lyme disease symptoms were attracted to the mobile social ad set and were converted from ad to survey with full completion and form fills within a two-day period.
- **The market research survey confirmed the profile of patients with Lyme symptoms.** The majority of respondents fall between the ages of 41 and 60 with a majority of those respondents experiencing symptoms, but many do not have an official diagnosis or have been tested. 87% of respondents are not currently under any form of treatment for their symptoms. Of those who have tried treatment, many are frustrated and are looking for new options. 92% are somewhat or very interested in and could benefit from Lyme testing in order to receive effective treatment.
- **Call center screening will likely be required to help screen for criteria that are beyond patient knowledge.** Experienced, medically-knowledgeable 83bar patient activation agents can help clarify. It may be advisable to consider identifying low-knowledge “partially screened” prospective patients with Lyme disease symptoms for screening.
- Given the highly clinical inclusion/exclusion criteria for clinical trials, utilization of the 83bar Call Center is recommended to further qualify leads and better establish timelines.
- Targeted social media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with a highly targeted audience



For more information visit
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