

A close-up photograph of a medical professional examining a patient's back. The professional is using a dermatoscope, a handheld device with a black and white handle and a lens, to inspect a mole on the patient's skin. The patient's back is visible, showing several other moles and freckles. The professional's hands are visible, one holding the dermatoscope and the other resting on the patient's skin. The background is blurred, showing other people in a clinical setting.

Market Report

Melanoma



The information contained in this presentation will assist:

- Operators of healthcare services focused on treating Melanoma
- Melanoma researchers
- Clinical trials focused on Melanoma patient enrollment
- Marketing managers with products or services in the Melanoma market
- Brand managers in the Melanoma market
- Direct-to-patient marketers in the Melanoma market

Objective

- Conduct market research to determine if patient/consumers with interest in testing for Melanoma can be identified and motivated to ask for a non-invasive alternative to surgical biopsy
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and survey

Key Metrics

- Number of Qualified Surveys
- Cost Per Lead (CPL)
- Cost Per Qualified Lead (CPQL)
- Survey Data

Definition of a Qualified Lead

- Target men and women ages 20 to 60 who want to assess moles or dark-colored skin spots and are interested in testing for Melanoma

Campaign Assets

- 3 ad concepts to attract Melanoma patients
- 1 unique landing page with embedded survey
- 1 market research survey designed to connect with Melanoma patients
- 1 thank-you landing page



Process

Creative Development

- To attract Melanoma patients, we produced 3 visual variants following proven 83bar best practices.
- The main concept is to use graphics (instead of stock photos) that convey the messaging and force users to stop and look at the ad since it stands out from other content in their newsfeed.

Set Up Ad Targeting & Launch

- Target men and women ages 20 to 60 in Texas, United States via paid Facebook newsfeed ads

Measure Results

- Determine Cost per Lead (CPL) for qualified patients generated and analyze survey responses

Results

- Determined winning messaging concept to attract potential patients
- Captured willingness to share information
- Refined understanding of Melanoma patients

Acquisition Metrics

- 45 total leads (a.k.a. survey completions)
- 6 qualified leads (diagnosed with Melanoma)
- Sub \$10 CPL (avg. Cost Per Lead)



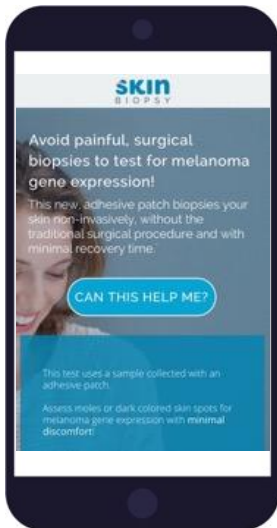
Attract patients who need treatment

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



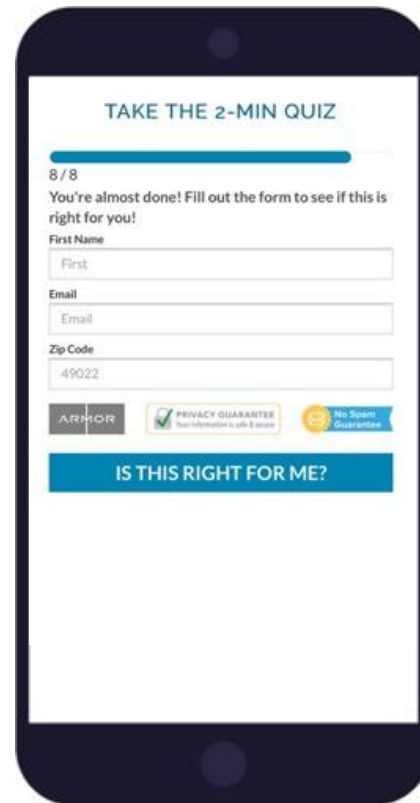
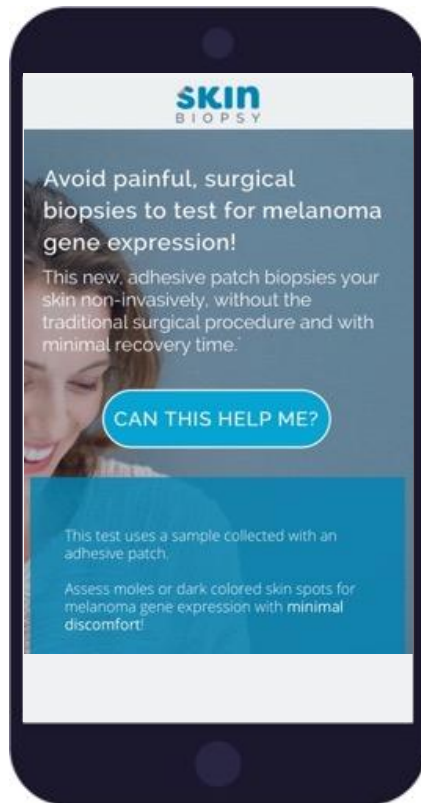
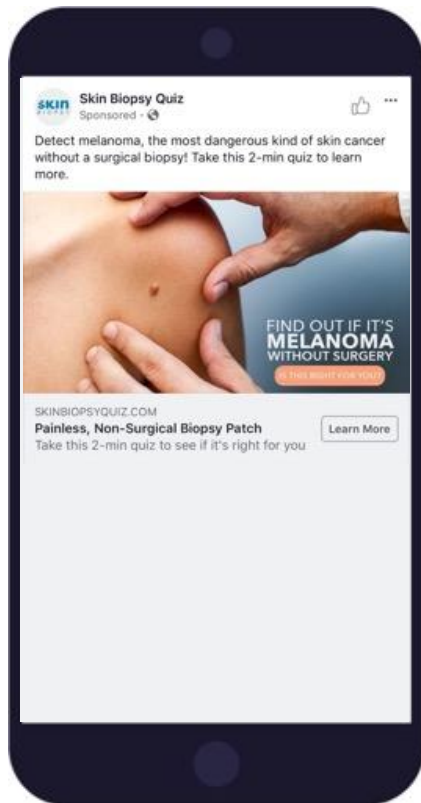
Optimize percentage of respondents who complete survey with engaging experience

Attract

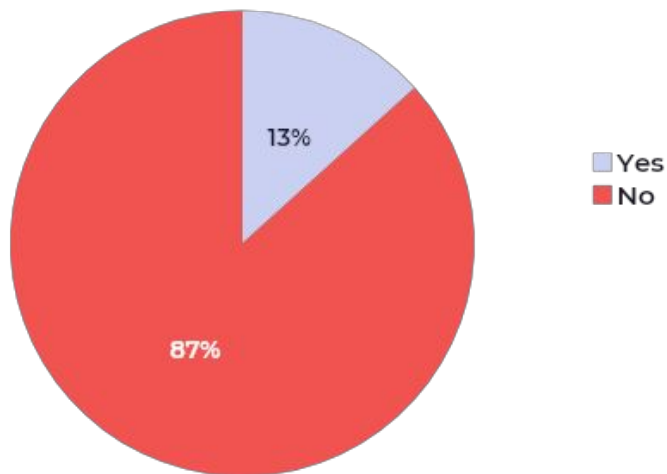
Engage

Qualify

Collect



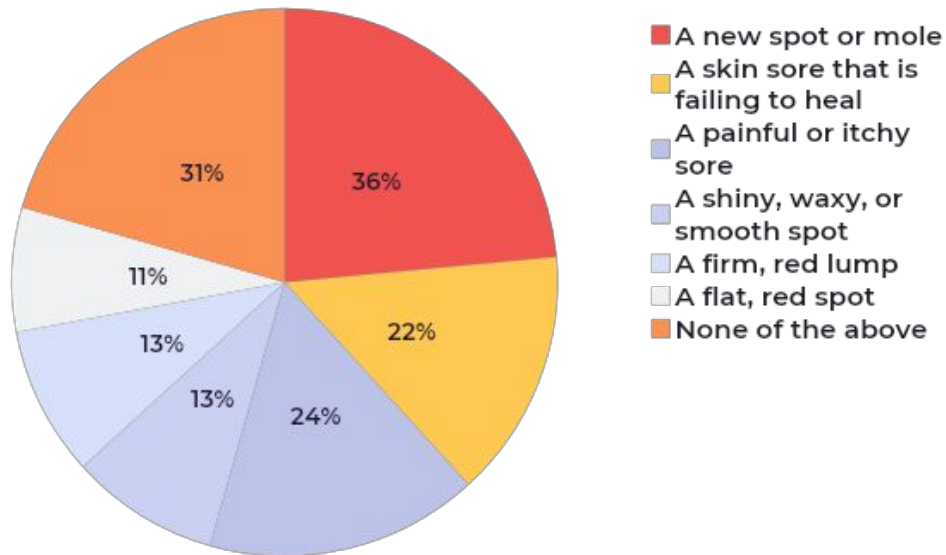
Have you ever been diagnosed with Melanoma?



Key Findings

- Captured responses from all leads
- The vast majority of respondents (roughly 87%) said they have never been diagnosed with Melanoma
- 6 respondents (13.33%) were diagnosed positive for Melanoma in the past

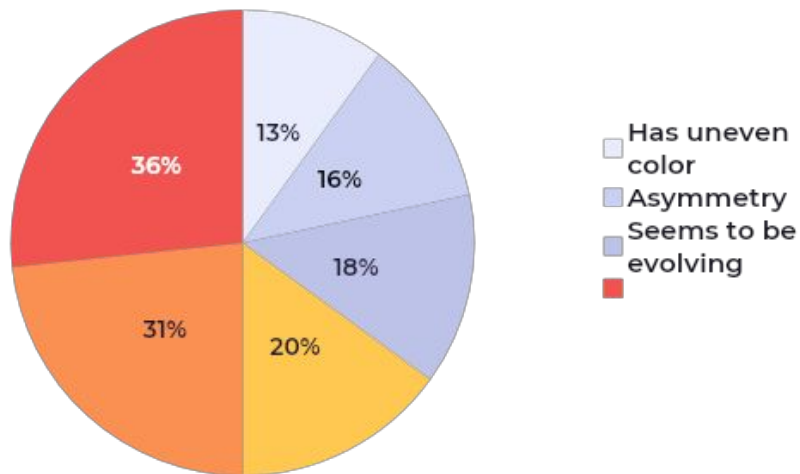
Are you experiencing any of the following symptoms?



Key Findings

- Captured responses from all leads
- Majority of respondents (36%) have noticed a new spot or mole, which made them interested to test for Melanoma
- A considerable number of respondents (31%) have also noticed other worrisome skin problems not listed in the survey

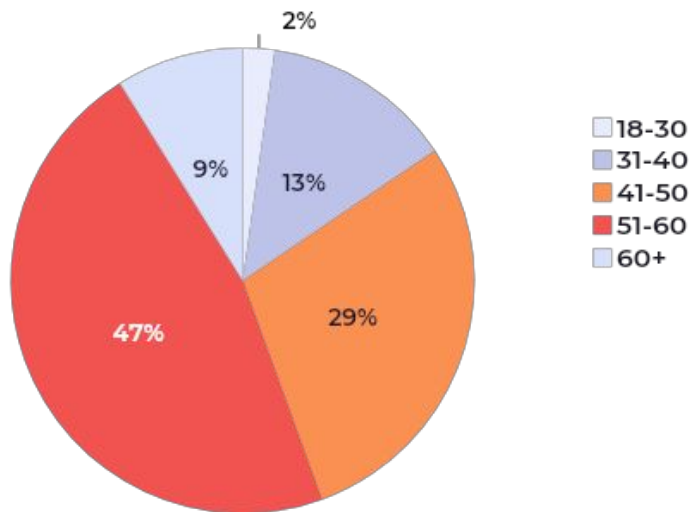
Do you have a mole that is displaying any of the following identifiers?



Key Findings

- Captured responses from all leads
- Roughly 36% of respondents have not noticed any suspicious-looking mole with the identifiers listed
- However, 31% have noticed mole growth with uneven borders

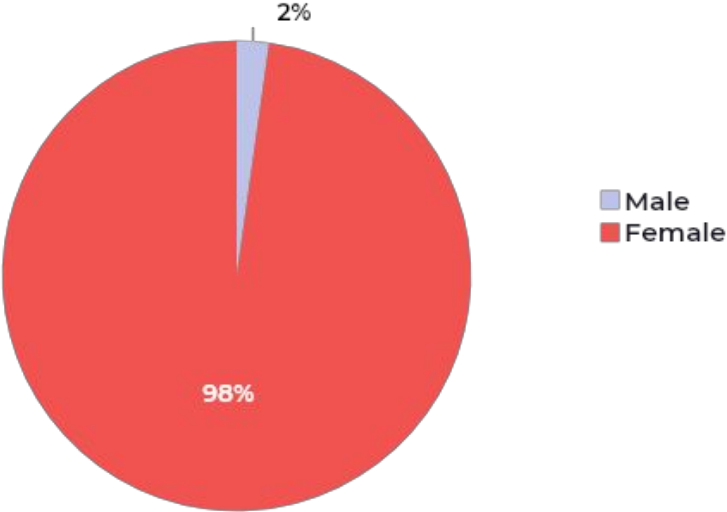
How old are you?



Key Findings

- Captured responses from all leads
- Majority of respondents belonged to the 51-60 age bracket, followed by the 41-50 age bracket

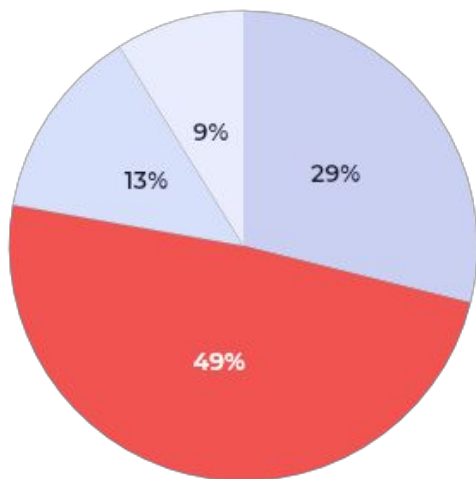
I am a:



Key Findings

- Captured responses from all leads
- Respondents are predominantly female with only 1 male respondent (2%)

What best describes you?

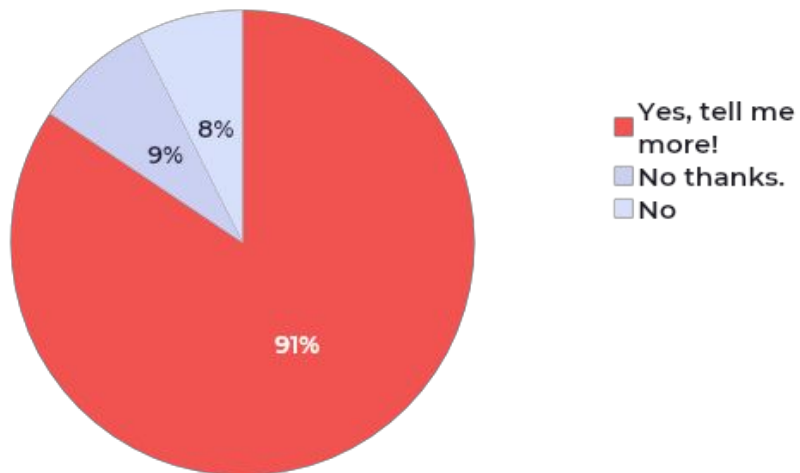


- Results oriented - Quick to answer & make fast decisions
- Analytically oriented - Always studies issues & gathers facts
- Socially oriented - I value my friend's opinions and online reviews
- Cooperation oriented - Always finds common ground with others

Key Findings

- Captured responses from all leads
- Nearly 50% of respondents identified themselves as analytically oriented
- The other half was dispersed among the three personality types

Would you be interested in learning more about a minimally invasive, adhesive skin biopsy patch?



Key Findings

- Captured responses from all leads
- An overwhelming majority of respondents expressed their interest to learn more about a minimally invasive skin biopsy procedure to test for Melanoma



Profile

- Female, Age 51 to 60
- Never been diagnosed with Melanoma
- Analytically oriented personality

The patient notices the appearance of a new mole or spot which leads her to suspect that she has Melanoma. However, as she observes the growth, she cannot distinguish anything unusual about it. Her mole doesn't seem to exhibit the typical identifiers for Melanoma, e.g. asymmetry, uneven borders, uneven color, etc.

Most Common Symptoms:

- Sores that do not heal
- Redness or swelling that spreads outside the border of a spot to the surrounding skin
- Itchiness, tenderness, or pain
- Changes in texture or scales, oozing, or bleeding from an existing mole

Being analytically oriented, she investigates the facts and issues surrounding her skin health and may be prone to overthink that she has Melanoma. Therefore, she expresses a keen interest to learn more about new biopsy options that are minimally invasive.

Key findings

87%

have never been
diagnosed positive

36%

noticed a new spot or
mole growth

49%

have an analytically
oriented personality

91%

want to learn about new
biopsy options

- 29% of leads are 41-50 years old, while 46.67% are 51-60 years old
- 98% of leads are female
- 6 out of 45 leads (13%) have been diagnosed with Melanoma in the past
- 24% have an itchy or painful sore, while 22% have a sore failing to heal
- 31% noticed a lesion with uneven borders, 16% noticed asymmetry, 18% say theirs seem to be evolving, and 20% say theirs is larger than 5mm
- 31% noticed other worrisome skin problems not listed in the survey

Objective

- Determine how to identify consumers with interest in Melanoma testing and motivate to ask for non-invasive alternative to surgical biopsy.

Conclusions

- Survey revealed profile of patients who notice changes in skin appearance yet may not connect to risk.
- Nearly 9 out of 10 not diagnosed
- One-third notice mole with uneven borders; but another one-third did not recognize signs
- Half self-described as 'analytical'; a significant number are 'results-oriented'.

Recommendations

- Design educational messages & graphics to present the facts and issues surrounding worrisome signs, along with the documented results of diagnosis.
- Consider pass-along content and/or separate contact channel for male partner or family member.
- Opportunity to offer both new Dx options, and new therapies in research.



Bob Baurys

President & CEO

bob@go83bar.com

512-592-9177

CEO, founder, advisor, investor and fundraiser with a particular focus on health care, technology and service sectors. Bias toward rapid growth and development while creating new market niches in technology-enabled health care and wellness fields. Currently operating 83bar, LLC. with directional strategic guidance to The Gents Place, Texas Metabolic Centers, Replenish Hydration, and ArthroKinex, Inc.



Kate Hermans

CBO Pharma

kate@go83bar.com

610-425-8422

More than 20 years of experience as a corporate entrepreneur for companies like Intel Corp, Wyeth, Pfizer, Bristol-Myers Squibb, as well as late-stage start-ups. Known for her effective, and incisive ability to grow emerging and mature businesses. Proven track record of success bridging health technology to patients for biopharma, from new product development to in-line commercialization.



Paul Egli

VP Business Development

paul@go83bar.com

415-203-9404

With 83bar since inception and bringing 15 years of successful medical device direct to physician sales experience. Intimate knowledge of the barriers faced by both the patient and the physician in need of each other as they both navigate through today's everchanging healthcare insurance landscape.



For more information email
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