

Market Report

# Nerve Pain

## Objective

- Conduct market research to locate patients with nerve pain, 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 to 64
- Experiencing nerve pain
- With repairable peripheral nerve damage primarily caused by:
  - Surgery
  - Traumatic injury
  - Sports injury
  - A severe cut



## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who are experiencing nerve pain due to peripheral nerve damage

### Facebook Ad Targeting

- Men and Women / Age 18-64

### Geo-Target

- United States (Nationwide)

## Process

### Campaign Assets

- Six Facebook ad concepts designed to attract patients with nerve pain and point them to a unique landing page with an embedded survey
- One market research survey designed based on protocol inclusion and exclusion criteria
- One qualified thank you page with links to educational websites
- One disqualified thank you page with links to educational websites

## Results

### Run Dates

- July 5-8, 2019

### Acquisition Metrics

- 335 total leads or survey completions
- 30% of leads were qualified
- \$1.51 CPL (average cost per lead)
- \$5.01 CPQL (average cost per qualified lead)

# Attract patients who need treatment

Optimized to ensure high consumer engagement

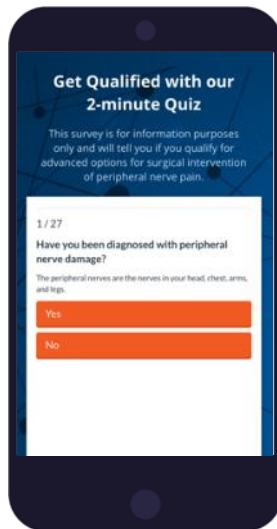
## Social Media



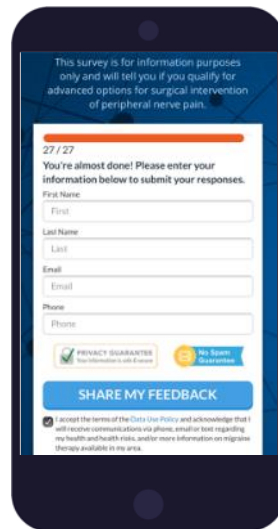
## Landing Page



## 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

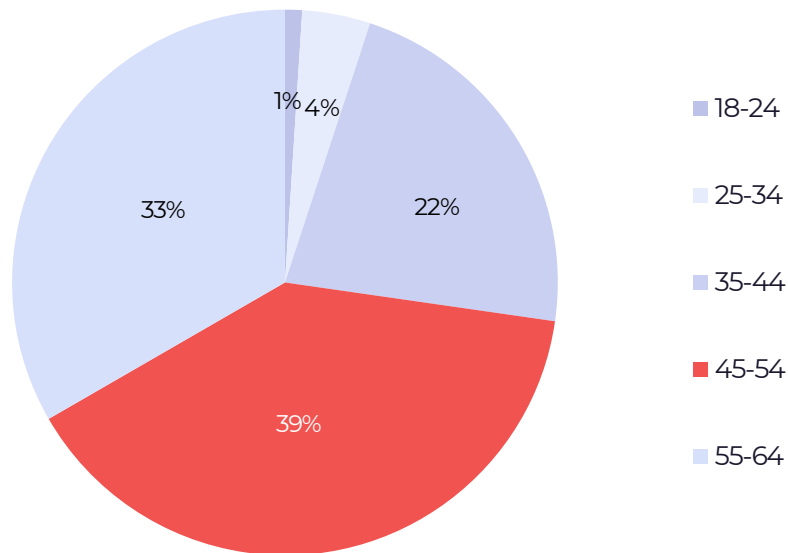
Attract

Engage

Qualify

Collect

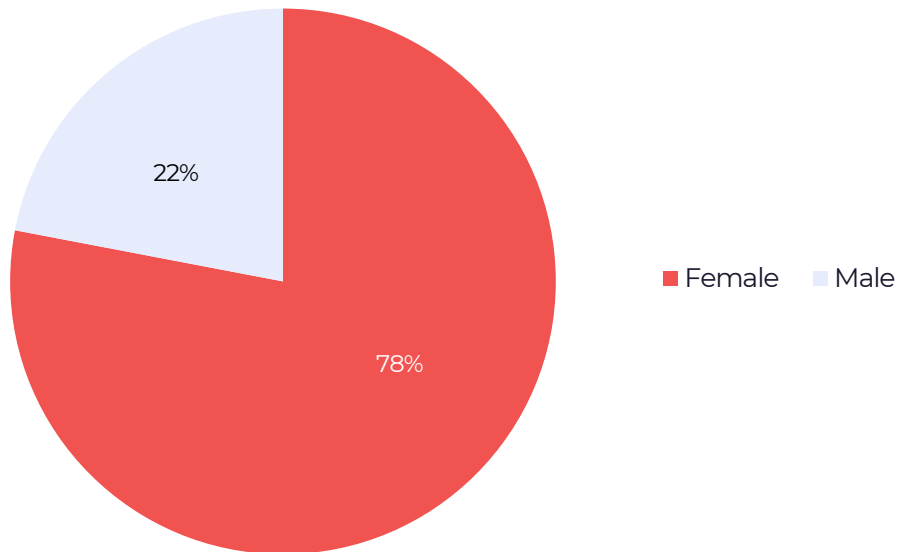
## What is your age?



## Key Findings

- The graph depicts responses from all leads
- The 45-54 age category received the most responses at 38.5%

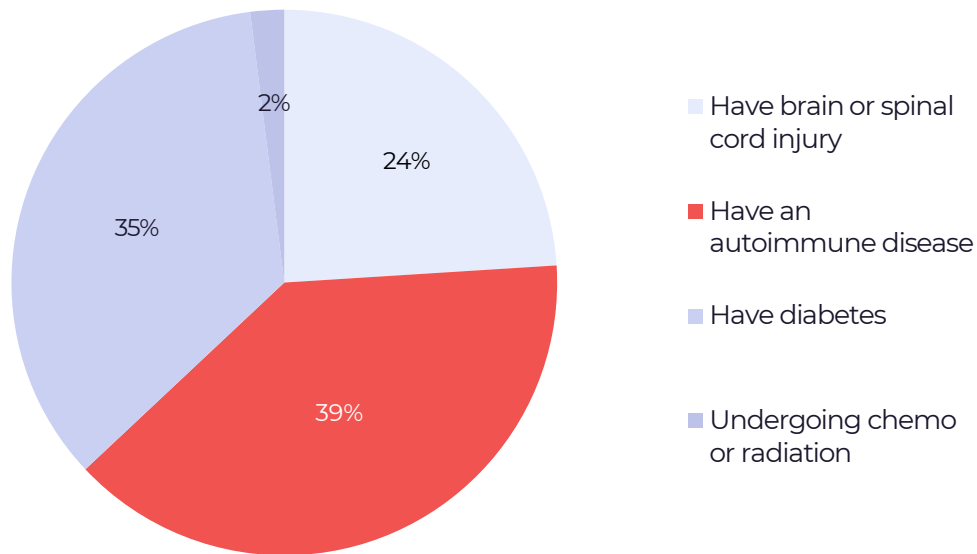
## What is your gender?



## Key Findings

- The graph depicts responses from all leads
- 78% of leads are female, while 22% of leads are male

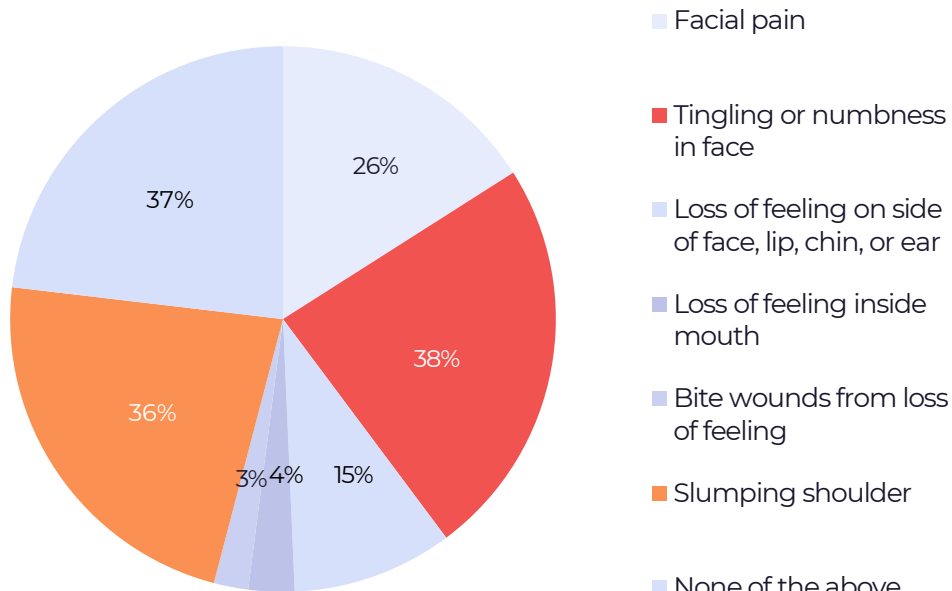
## What is your medical history?



## Key Findings

- The graph depicts responses from all leads
- Medical history was used to determine a respondent's likelihood of being qualified for a peripheral nerve damage procedure
- Respondents are considered unqualified if they:
  - Have a brain or spinal cord injury
  - Have diabetes
  - Have an autoimmune disease like Guillain-Barre's syndrome or fibromyalgia
  - Are undergoing chemo or radiation therapy

## Are you experiencing any of these symptoms in your head and neck area?

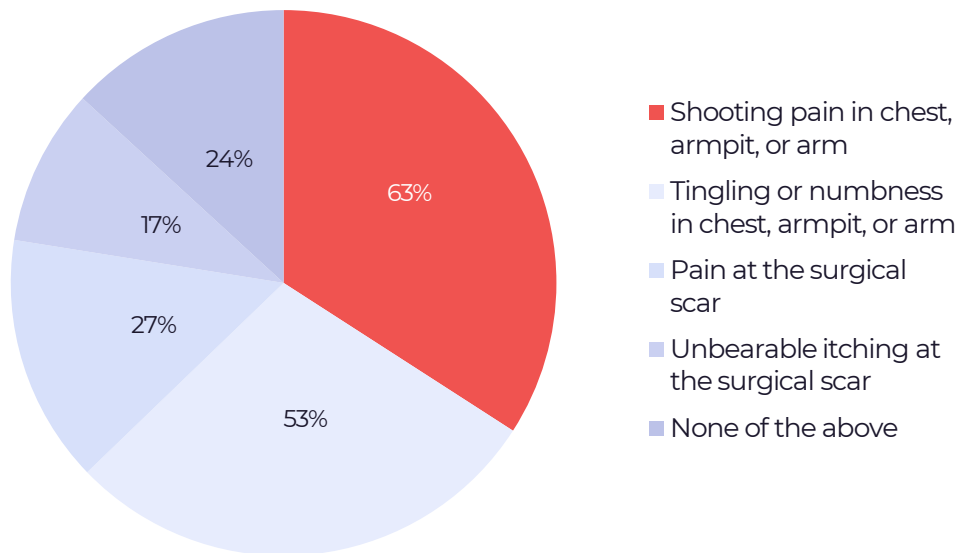


## Key Findings

- The graph depicts responses from respondents who selected the head and neck area as their primary area of concern (**56% of total respondents**)
- Respondents were asked to select all that apply
- 38% of those who reported nerve deficit in their head and neck area experience tingling or numbness in the face
- Over 36% also have a slumping shoulder



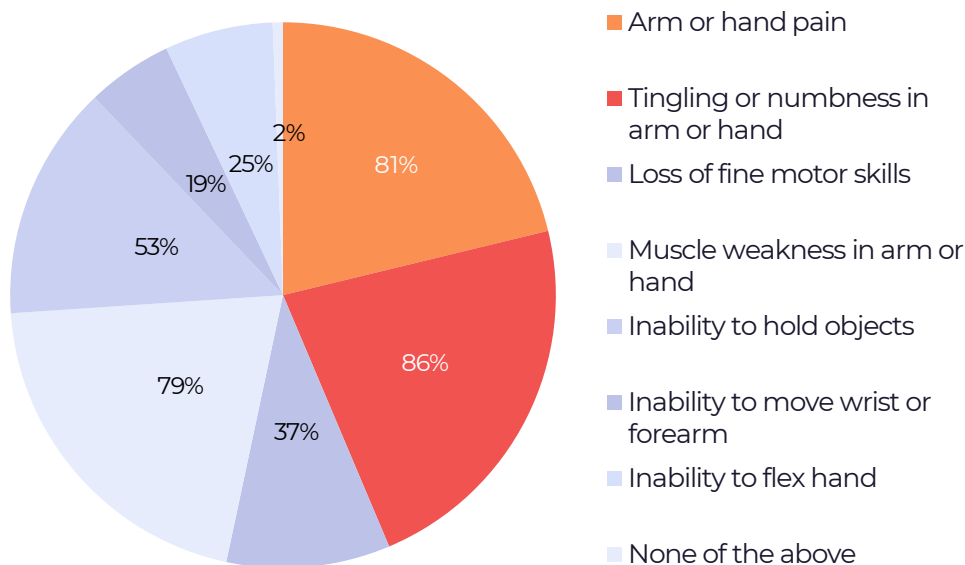
## Are you experiencing any of these symptoms in your chest area?



## Key Findings

- The graph depicts responses from respondents who selected the chest and breast area as their primary area of concern **(21% of total respondents)**
- Respondents were asked to select all that apply
- Nearly 63% of respondents who reported nerve deficit in their chest and breast area experience shooting pain in the chest, armpit, or arm
- Over 52% also experience tingling or numbness in their chest, armpit, or arm

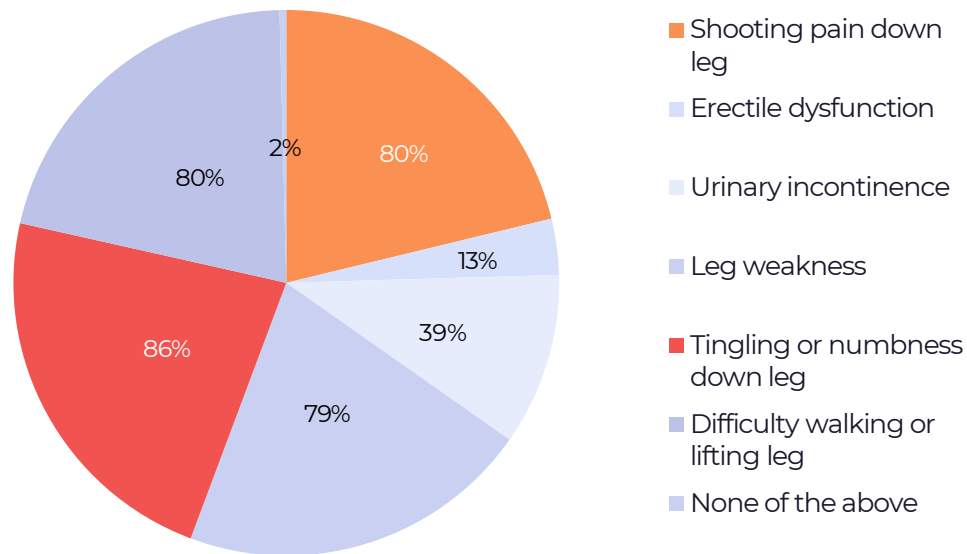
## Are you experiencing any of these symptoms in your arms or hands?



## Key Findings

- The graph depicts responses from respondents who selected the arm and hand area as their primary area of concern **(65% of total respondents)**
- Respondents were asked to select all that apply
- Nearly 86% of respondents who reported nerve deficit in their arms or hands experience tingling or numbness in an arm or hand
- Similarly, 81% experience arm or hand pain

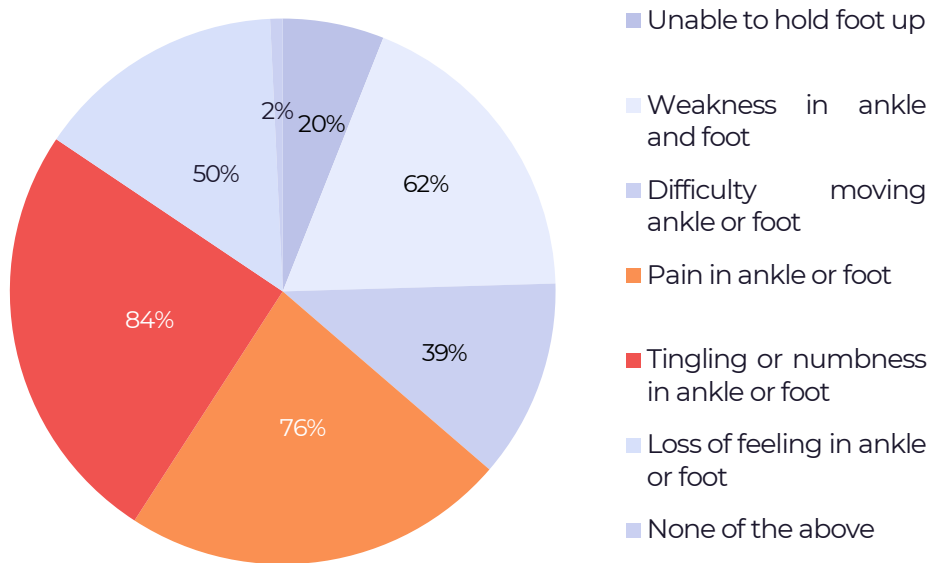
## Are you experiencing any of these symptoms in your upper leg and pelvis area?



## Key Findings

- The graph depicts responses from respondents who selected the upper leg and pelvis area as their primary area of concern (**60% of total respondents**)
- Respondents were asked to select all that apply
- 86% of respondents who reported nerve deficit in their upper leg and pelvis area experience tingling or numbness down the leg
- Likewise, 80% experience shooting pain down the leg

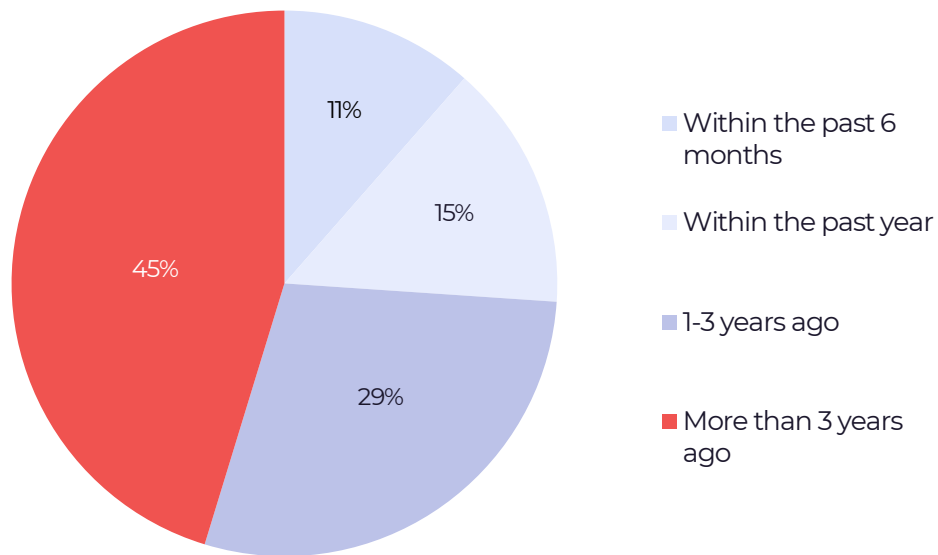
## Are you experiencing any of these symptoms in your lower leg?



## Key Findings

- The graph depicts responses from respondents who selected the lower leg area as their primary area of concern (**75% of total respondents**)
- Respondents were asked to select all that apply
- Over 84% of respondents who reported nerve deficit in their lower leg experience tingling or numbness at the ankle or foot
- Over 76% also experience pain in the ankle or foot

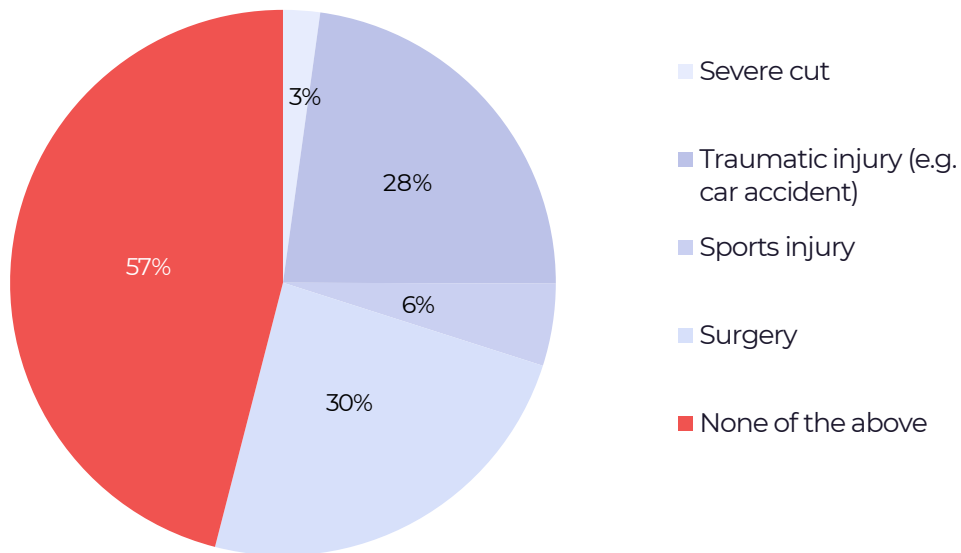
## When did you first start experiencing symptoms?



## Key Findings

- The graph depicts responses from all leads
- Majority of respondents began experiencing symptoms more than three years ago

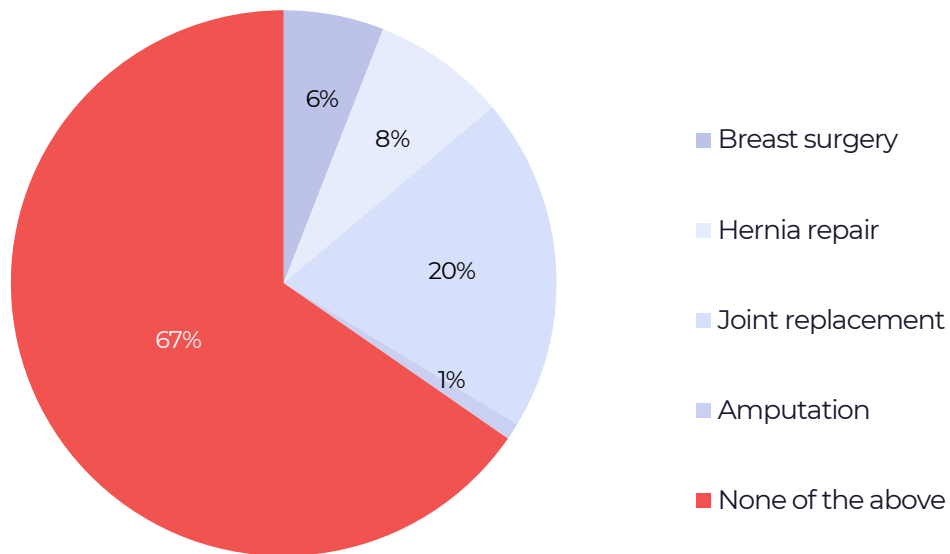
## Did you experience nerve damage after any of the following?



## Key Findings

- The graph depicts responses from all leads
- 39% of respondents who answered “none of the above” reported suffering from a nerve compression syndrome like carpal tunnel
- Overall, 44% of all respondents reported suffering from a nerve compression syndrome like carpal tunnel

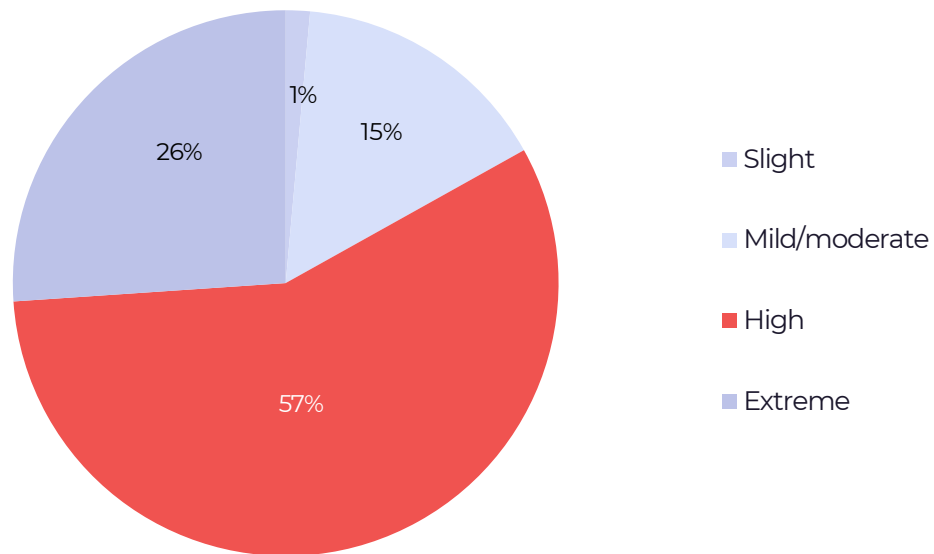
## Did you experience nerve damage following one of these surgeries?



## Key Findings

- The graph depicts responses from the nearly 30% of respondents who reported nerve damage following a surgery
- Majority of respondents who reported “none of the above” selected multiple primary areas of discomfort. These areas are: head and neck, chest and breast, arm and hand, upper leg and pelvis, and lower leg

## On average, how would you rate your nerve pain?

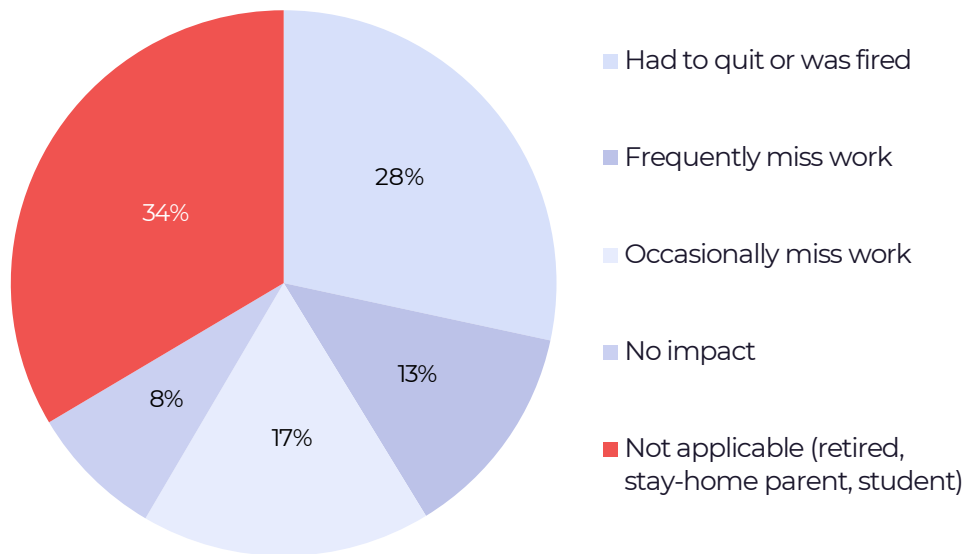


## Key Findings

- The graph depicts responses from all leads
- Majority of respondents (57%) reported nerve pain that ranks “high” on the pain scale
- 26% of respondents reported “extreme” pain



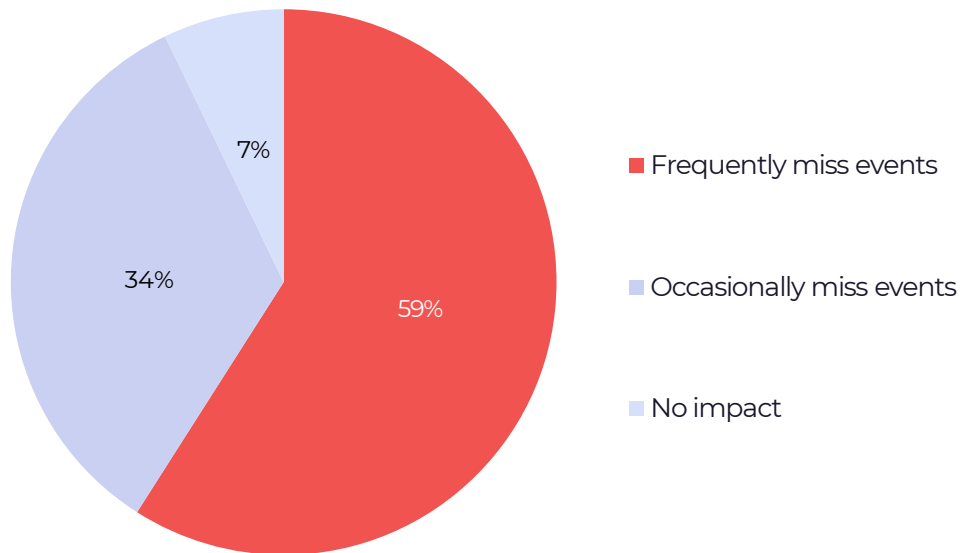
## Does your nerve pain interfere with your job?



### Key Findings

- The graph depicts responses from all leads
- Nearly 34% of respondents are not currently working. They are either retired, a stay-home parent, or student.
- Nevertheless, over 28% of respondents had to quit their jobs or were fired as a result of their nerve pain

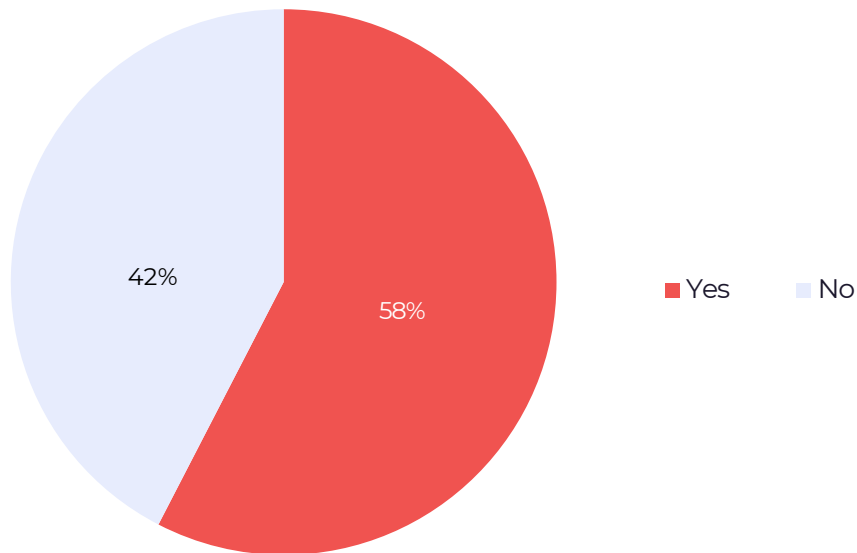
## Does your nerve pain interfere with your social or family life?



### Key Findings

- The graph depicts responses from all leads
- Over 92% of respondents reported that nerve pain impacts their social or family life
- 59% admitted that they frequently missed social or family events

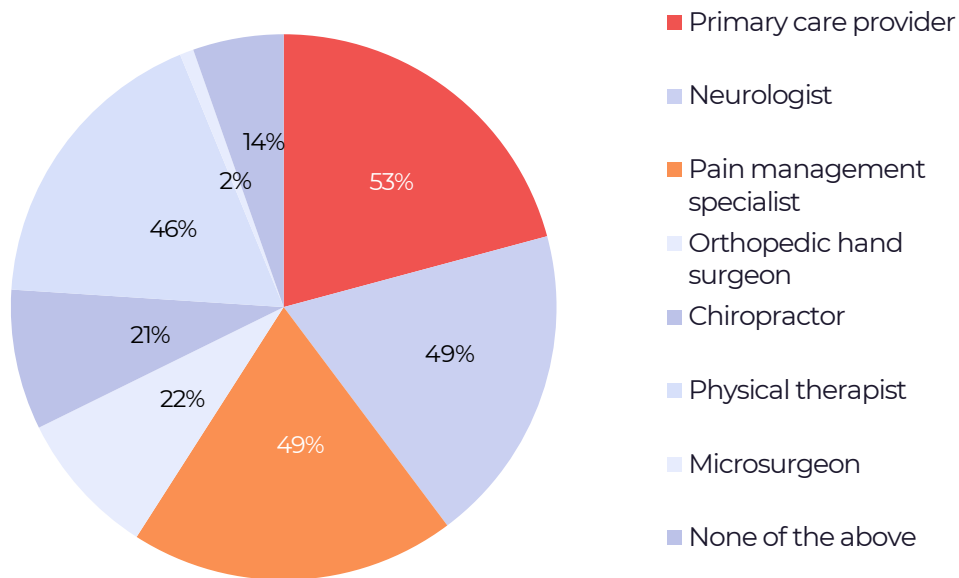
## Do you have a family history of neuropathy and conditions that are known to cause neuropathy, like diabetes?



### Key Findings

- The graph depicts responses from all leads
- Majority of nerve deficit sufferers have a family history of neuropathy and conditions known to cause neuropathy

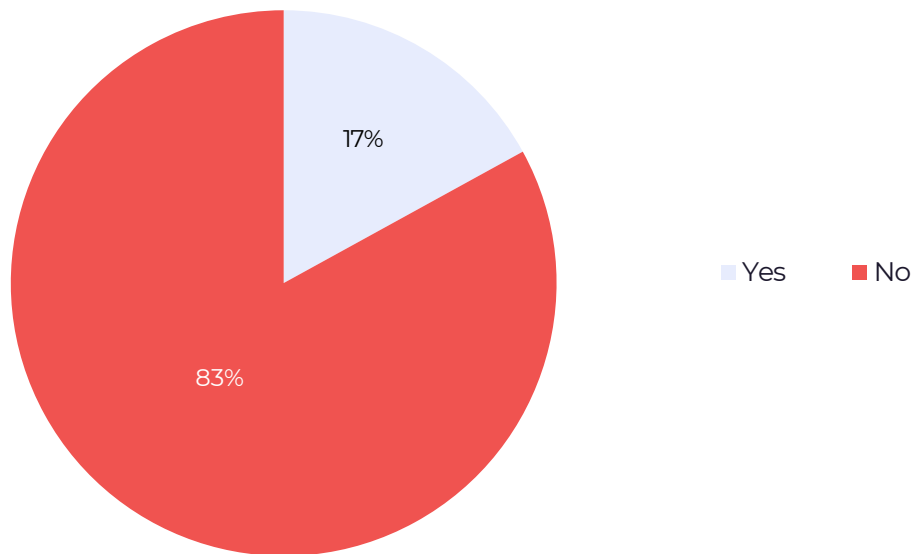
## Have you been referred to any of the following nerve specialists?



## Key Findings

- The graph depicts responses from all leads
- Over 53% of respondents have seen a primary care provider for treatment
- Over 49% have seen a pain management specialist
- Over 49% have seen a neurologist

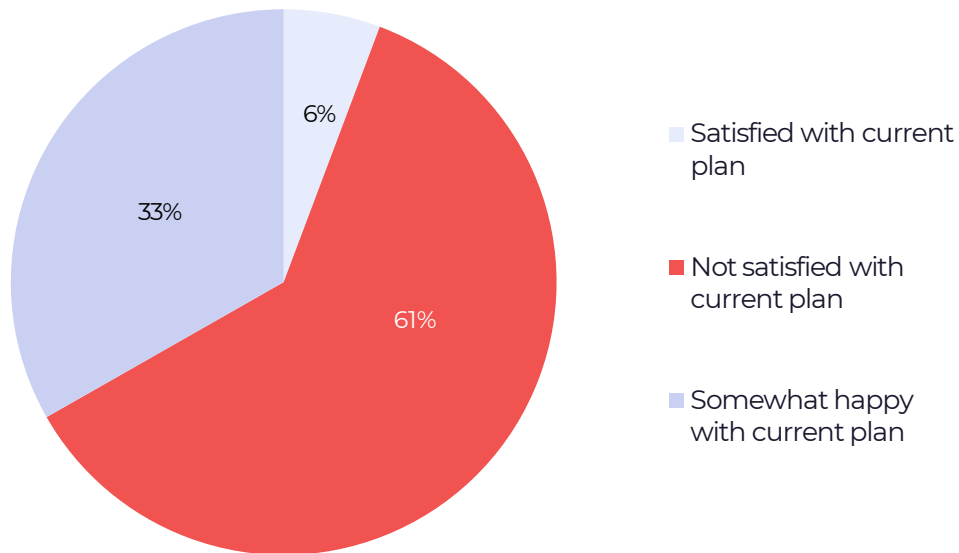
## Are you currently under the care of a nerve pain specialist?



### Key Findings

- The graph depicts responses from all leads
- Over 83% of respondents are not currently under the care of a nerve specialist

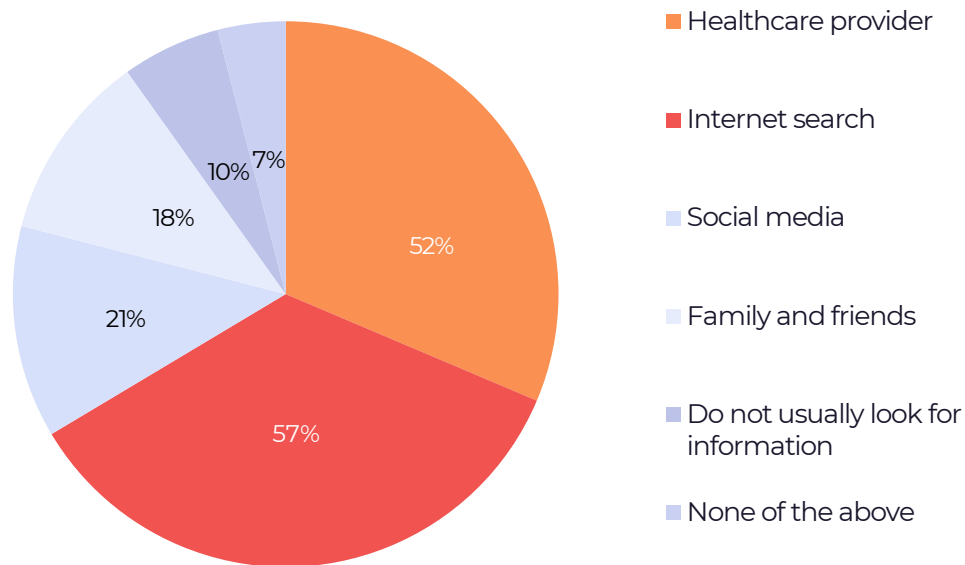
## Are you satisfied with your current treatment plan?



## Key Findings

- The graph depicts responses from respondents who indicated that they were under the care of a nerve specialist
- 61% are not satisfied with their current treatment plan

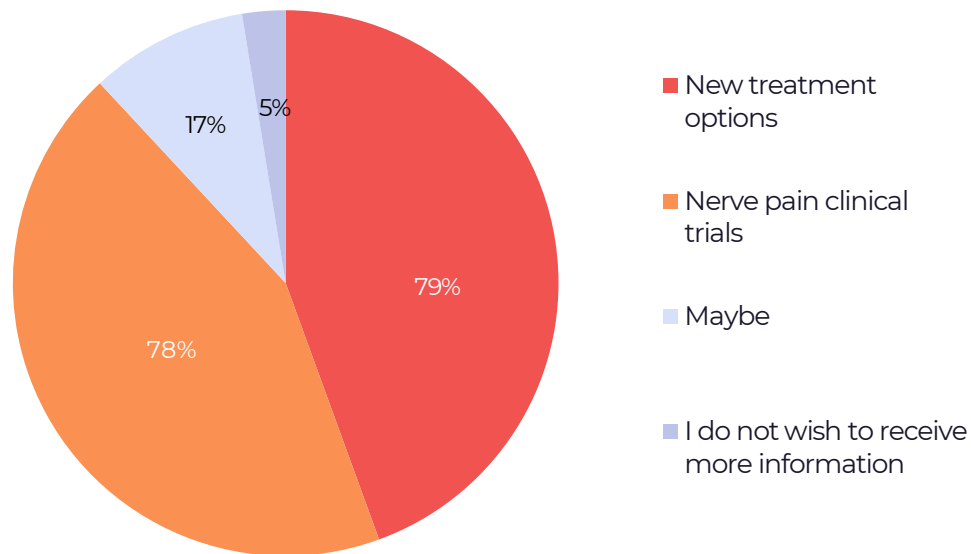
## Where do you find information about nerve pain?



## Key Findings

- The graph depicts responses from all leads
- Majority of respondents are more likely to rely on information found online through Internet searches
- However, a significant number (roughly 52%) still rely on their healthcare providers for information

## May we contact you about any of the following?



## Key Findings

- The graph depicts responses from all leads
- Respondents were asked to check all that apply
- Overwhelmingly, the majority of respondents expressed their interest to be contacted with regard to information related to new treatment options and nerve pain clinical trials in their area





## Profile

- Female / Age 45-54
- With a family history of neuropathy or conditions known to cause neuropathy, like diabetes
- Began experiencing symptoms more than three years ago

## Common Symptoms

- **Tingling or numbness in the ankle or foot**
- **Shooting pain in the ankle or foot**
- **Muscle weakness**

She experiences nerve deficit in multiple areas of her body, but usually feels the symptoms most in her lower leg. She rates her pain “high” on the pain scale as it frequently causes her to miss social gatherings or family events.

She is not currently seeing a nerve pain specialist. However, she has a primary care provider who had previously referred her to a pain management specialist. She is not satisfied with her current treatment plan and searches online for new treatment options.

## Findings

- **83bar can find and qualify individuals who suffer from nerve pain and are highly interested with participating in clinical trials.** 335 interested respondents experiencing nerve pain were attracted to the mobile social ad set and were converted from ad to survey with full completion and form fills within a four-day period.
- **The market research survey confirmed the profile of patients with nerve pain.** More than 6 out of 10 who reported a nerve deficit at their chest and breast area experience shooting pain in their chest, armpit, or arm. Nearly 4 out of 10 who reported a nerve deficit in their head and neck area experience tingling or numbness in their face. Almost half have been experiencing symptoms for more than 3 years. Most respondents admitted that their family and work have been significantly impacted by their nerve pain.
- **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 nerve pain for screening.
- Given the highly clinical inclusion/exclusion criteria for the clinical study, 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  
[www.83bar.com](http://www.83bar.com)

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