



Market Report

**Non-Alcoholic  
SteatoHepatitis  
(NASH)**

## Objective

- Conduct market research to locate patients with Non-Alcoholic SteatoHepatitis (NASH) or Non-Alcoholic Fatty Liver Disease (NAFLD), 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 21-75
- Experiencing symptoms of or are at risk for NASH/NAFLD
- Willing to take investigational medication



## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who are experiencing symptoms of NASH/NAFLD

### Facebook Ad Targeting

- Men and Women / Age 21-75

### Geo-Target

- United States (Nationwide)

## Process

### Campaign Assets

- Two Facebook ads designed to attract patients with NASH 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

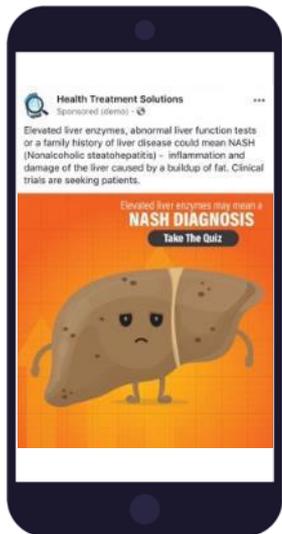
### Acquisition Metrics

- 217 total leads or survey completions
- Sub \$10 CPL (Cost Per Lead)
- 133 survey completions with diagnosis of NAFLD
- 100 survey fully qualified completions
- Sub \$10 CPA (Cost Per Acquisition)

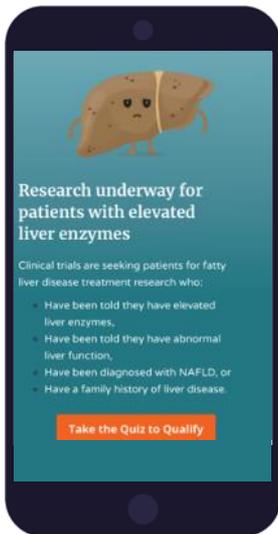
# Attract patients who need treatment

Optimized to ensure high consumer engagement

## Social Media



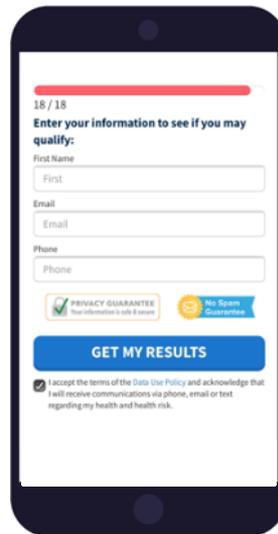
## Landing Page



## Symptoms



## Submit



Attract

Engage

Qualify

Collect

## Our Goals

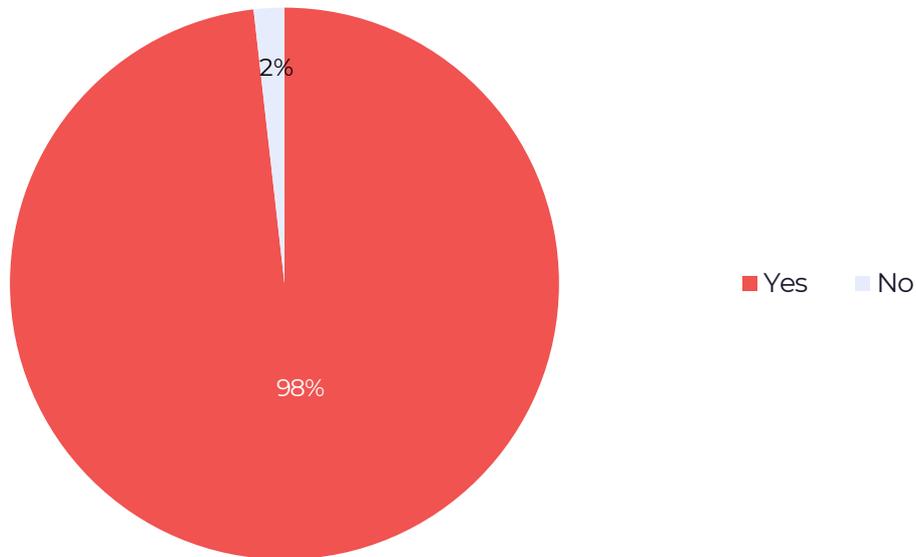


Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

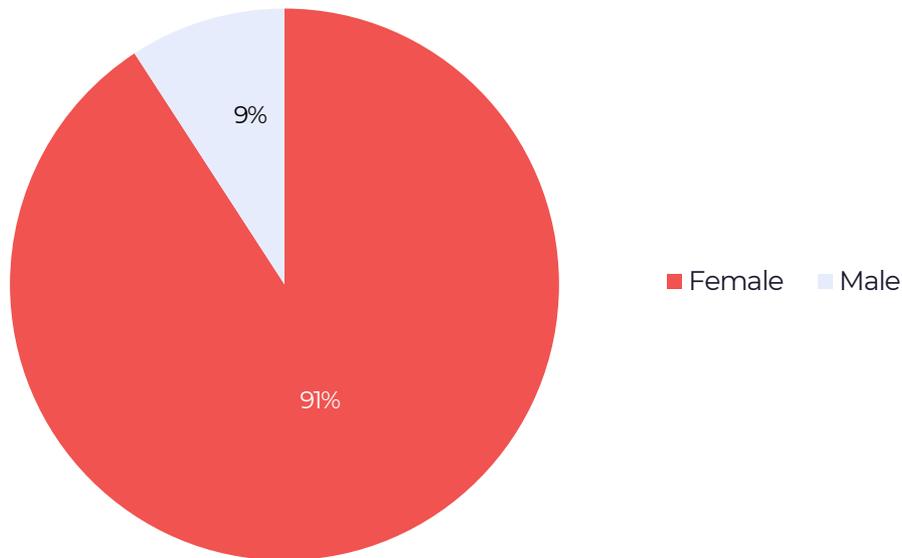
## Are you between the ages of 21-75?



### Key Findings

- The graph depicts responses from all leads
- Based on our Facebook targeting, we were able to reach intended audience of 21-75 year olds

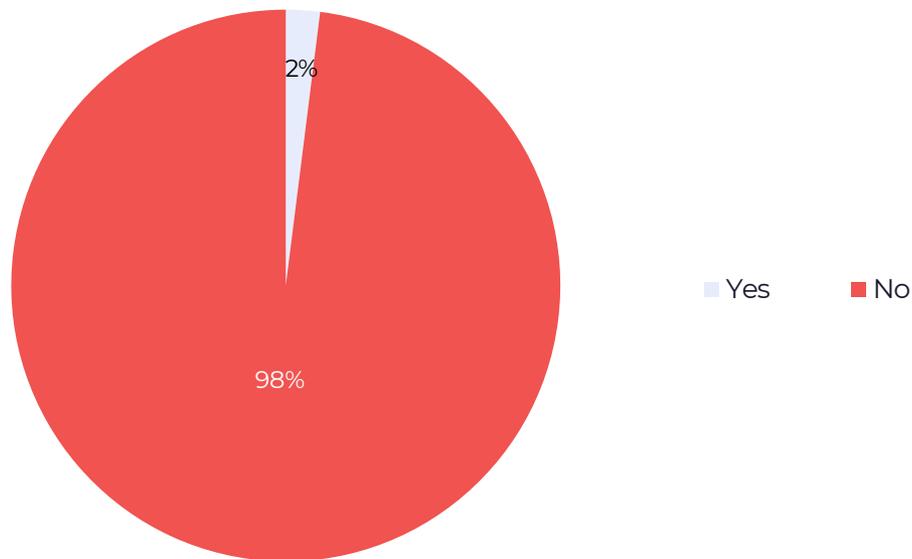
## What is your gender?



## Key Findings

- The graph depicts responses from all leads
- 90.8% of leads are female
- At older ages, especially after menopause, female prevalence increases for NAFLD

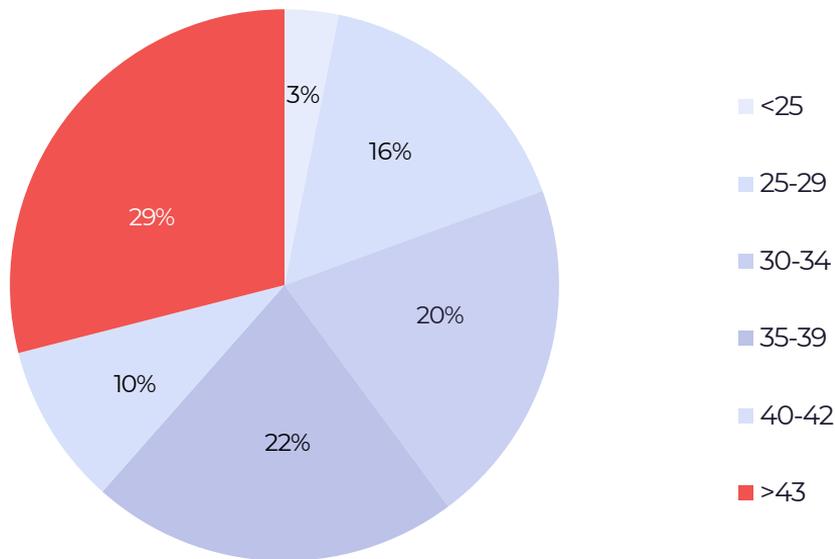
## Are you pregnant, breast-feeding, or planning to become pregnant?



### Key Findings

- The graph depicts responses from females
- Almost all respondents are not pregnant, breast-feeding, or planning to become pregnant

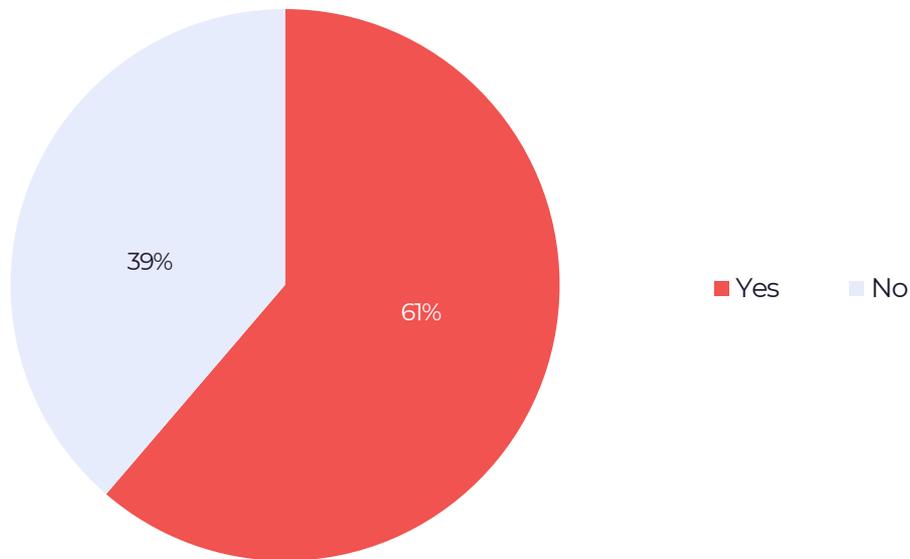
Please enter your height and weight.



## Key Findings

- The graph depicts responses from all leads
- 29% have a BMI greater than 43

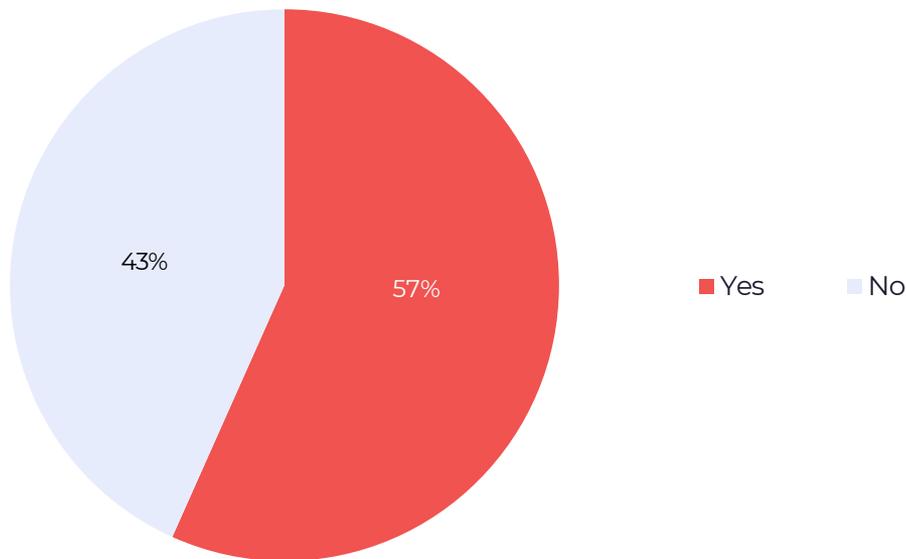
## Has a doctor diagnosed you with non-alcoholic fatty liver disease?



### Key Findings

- The graph depicts responses from all leads
- Majority of respondents have been diagnosed with NAFLD (61%)

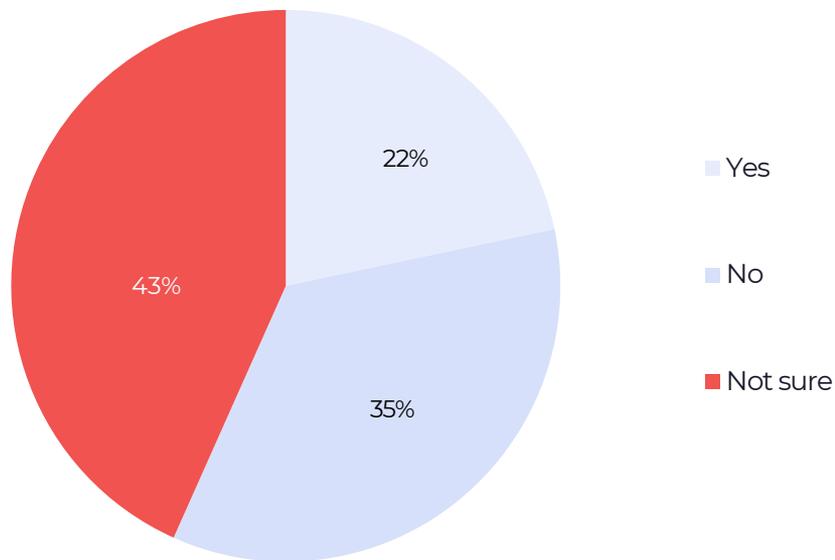
## Has doctor told you that you have elevated liver enzymes?



### Key Findings

- The graph depicts responses from all leads
- 57% have been told they have elevated liver enzymes

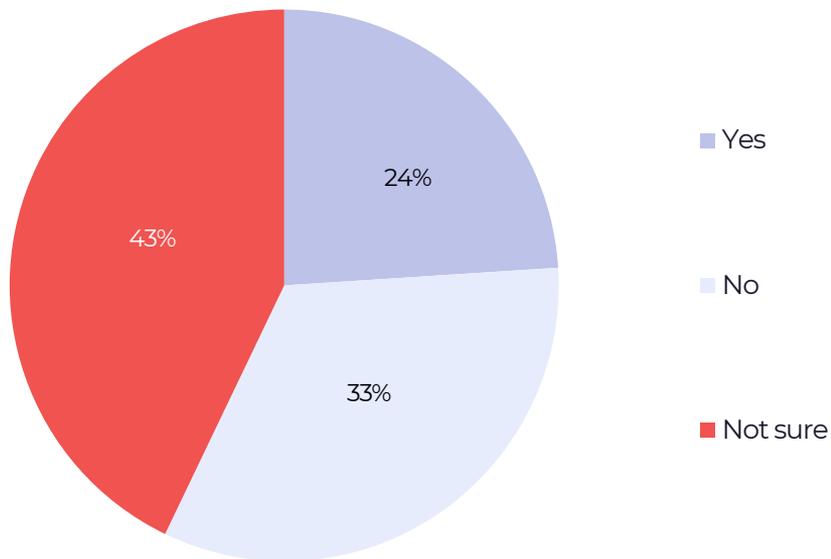
## Do you have a family history of liver disease?



### Key Findings

- The graph depicts responses from all leads
- 43% are unsure on their family history of liver disease

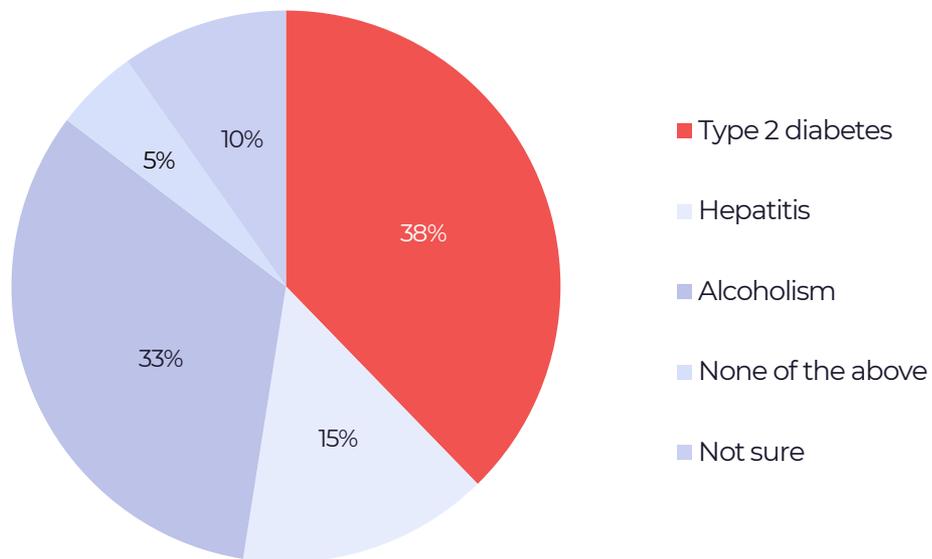
## Have any of the following members of your family had or currently have liver disease?



### Key Findings

- The graph depicts responses from all leads
- Nearly 1 out of 2 respondents are unsure of their family health history

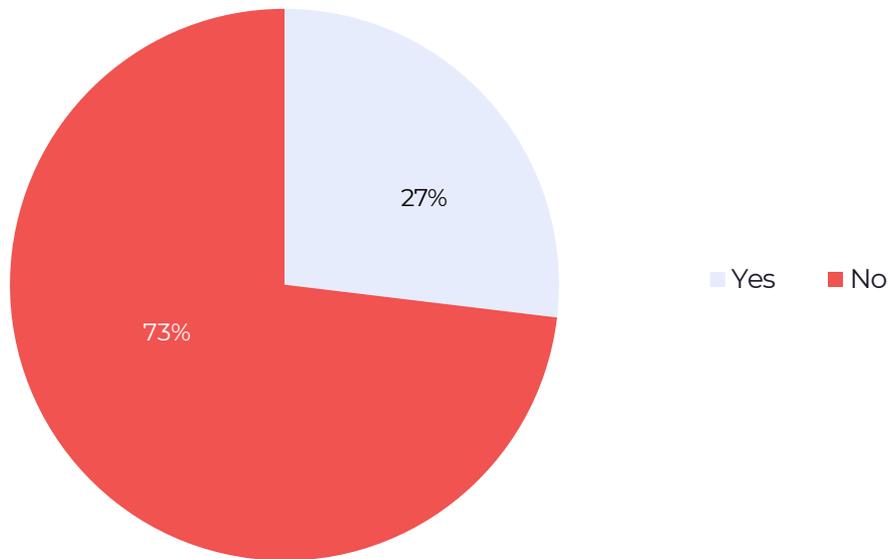
## Did this family member with liver disease also have any of the following medical issues?



## Key Findings

- The graph depicts responses from leads who have a family history of liver disease
- Leads could select all that apply
- The most common medical issues amongst family members with liver disease is type 2 diabetes and alcoholism

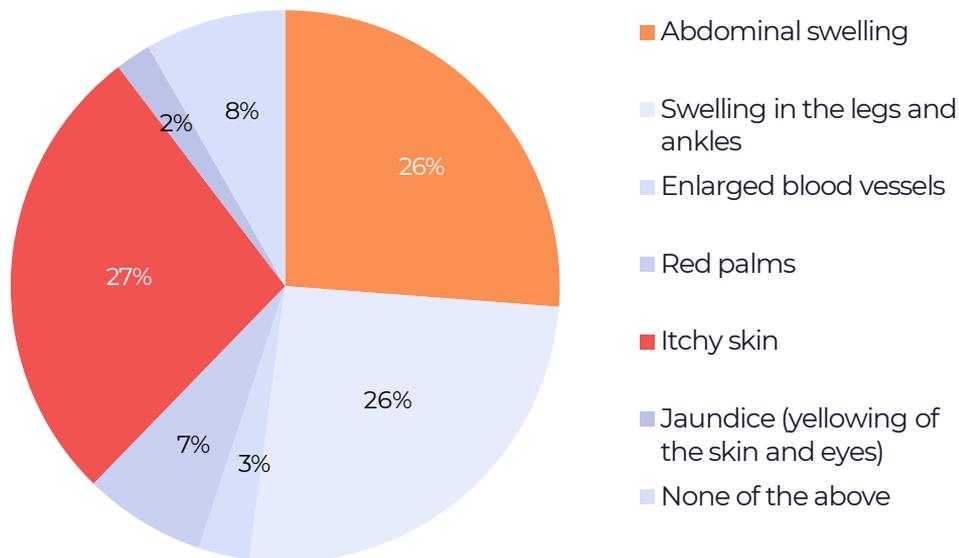
## Is this family member alive?



## Key Findings

- The graph depicts responses from leads who have a family history of liver disease
- Only 27% of leads have family members with liver disease who are still alive

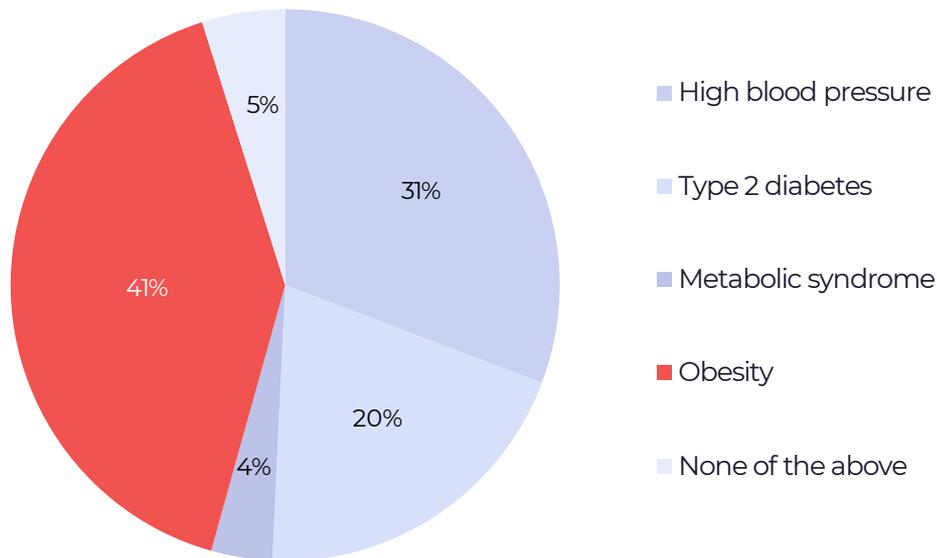
## Are you experiencing any of the following symptoms?



## Key Findings

- The graph depicts responses from all leads
- Leads could select all that apply
- The most common symptoms experienced are itchy skin, abdominal swelling, and legs/ankle swelling
- 92% are experiencing at least one symptom of NASH/NAFLD

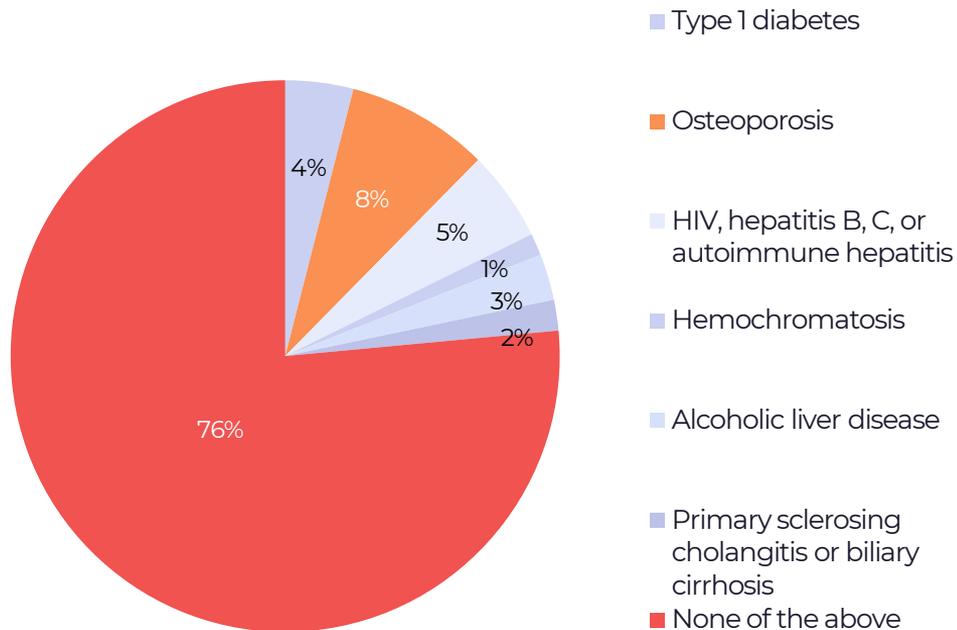
## Do you have any of the following?



## Key Findings

- The graph depicts responses from all leads
- Leads could select all that apply
- The most common condition among respondents is obesity

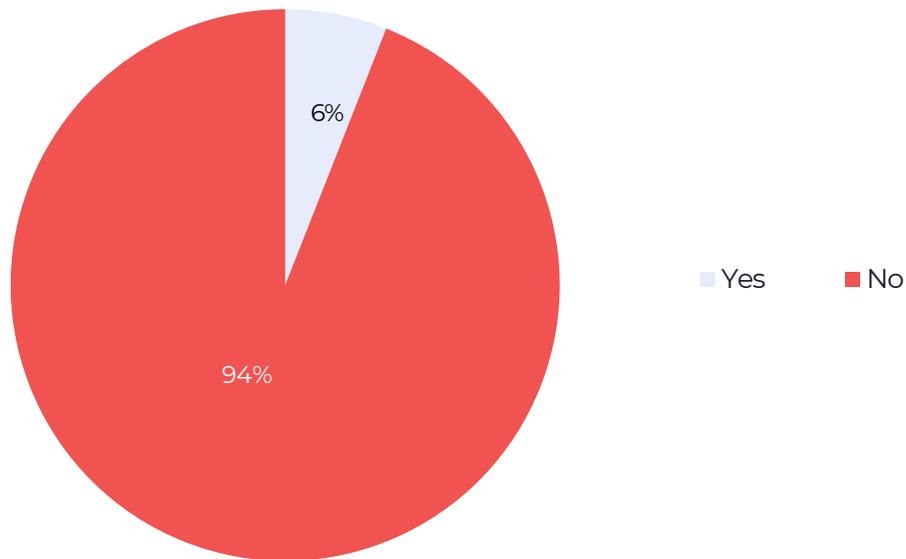
## Do you have a history of any of the following?



## Key Findings

- The graph depicts responses from all leads
- Leads could select all that apply
- Majority of respondents do not have a history of any of the following conditions

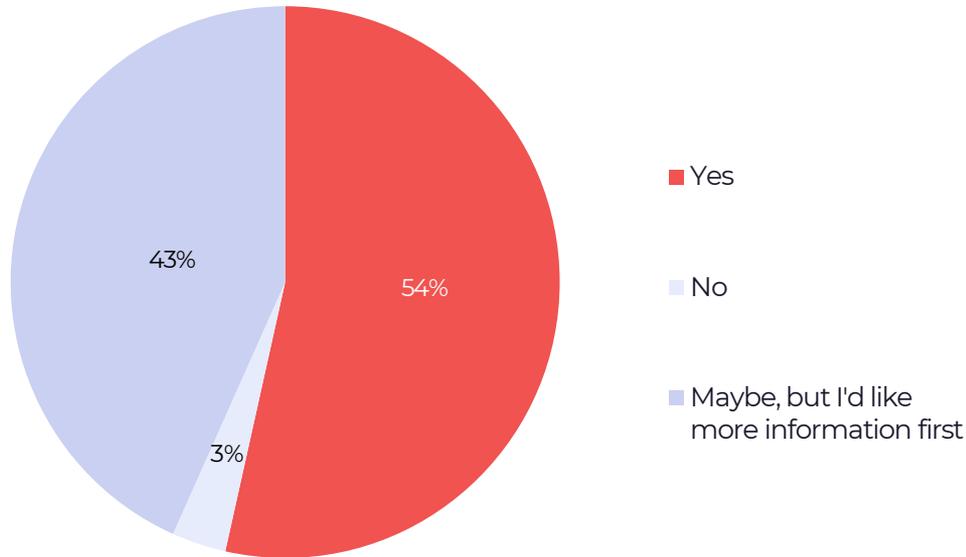
## Do you use weight loss medication or plan to use them during the conduct of a study?



### Key Findings

- The graph depicts responses from all leads
- Almost all respondents are not using weight loss medication or plan to use them

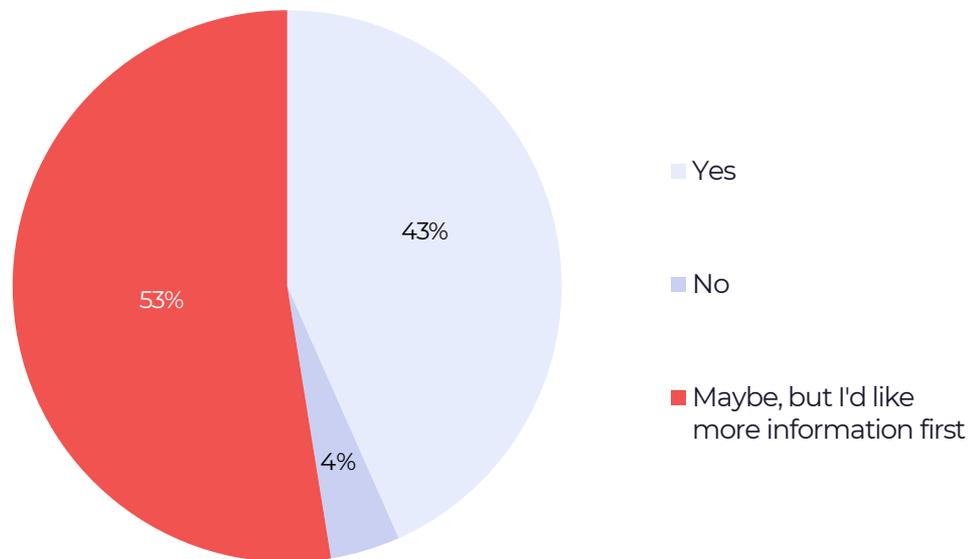
## If selected to participate in a study, would you be willing to attend multiple office visits over a 9-month period?



### Key Findings

- The graph depicts responses from all leads
- 54% are willing to attend visits, and 43% might be willing but would like more information first

## Would you be interested in participating in a NASH clinical trial and receive a placebo drug during the duration of a study?



### Key Findings

- The graph depicts responses from all leads
- 43% are willing to participate in a clinical trial, and 53% might be willing but would like more information first



## Profile

- Female / Age 40-75
- Obese with a BMI of 43 or higher
- Diagnosed with Non-alcoholic fatty liver disease (NAFLD)
- Related to someone who passed away due to liver disease complications

## Common Symptoms

- **Fatigue**
- **Pain or discomfort in the upper right abdomen**

Non-alcoholic steatohepatitis (NASH) usually causes no signs and symptoms. When it does, it may include the above symptoms. When advanced scarring (cirrhosis) occurs, possible signs and symptoms include: abdominal swelling (ascites), enlarged blood vessels just beneath the skin's surface, enlarged spleen, red palms, and yellowing of the skin and eyes (jaundice).

Experts are still studying the causes of NAFLD and NASH. Research suggests that certain health conditions make some people more likely to develop NAFLD or NASH, such as being overweight or obese, have insulin resistance, have abnormal levels of fats in the blood, and have a metabolic syndrome.

## Findings

- **83bar can find and qualify individuals who suffer from symptoms of NASH/NAFLD and are highly interested with participating in clinical trials.** 100 interested respondents at risk for NASH 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 NASH symptoms.** 29% of respondents have a BMI greater than 43, which puts them at high risk for NASH/NAFLD. 90.5% of total leads are female. 61% have previously been diagnosed with NAFLD, and 57% have been told that they have elevated liver enzymes. 84% of leads with a family history of liver disease have family members who passed away due to complications from the disease. 43% of all leads expressed their willingness to participate in a clinical trial.
- **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 NASH/NAFLD 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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