

A large, 3D-rendered brain composed of numerous white and blue pills and capsules, appearing to be made of medication. It is positioned at the top of a steep, dark, rocky incline.

Market Report

**Opioid
Addiction**

Objective

- Conduct market research to locate patients with opioid addiction and gauge their interest in treatment options
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

Campaign Dates

- Ads ran April 2 - 4, 2020
- Targeted men and women 18+ in the United States

Acquisition Metrics

- 25 total survey submissions



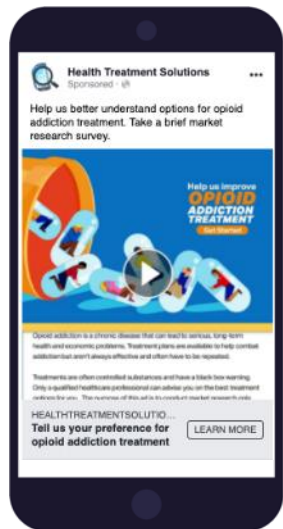


- 83bar ran the test twice and located leads throughout the U.S. This represents the second test's geo view.
- The ability to find patients nationally in a short market test is a strong indicator that we will be able to find leads for a full campaign at a comparable cost.

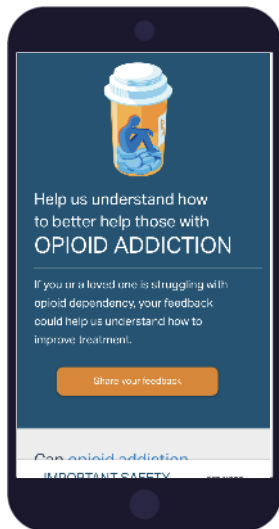
Attract patients who need treatment

Optimized to ensure high consumer engagement

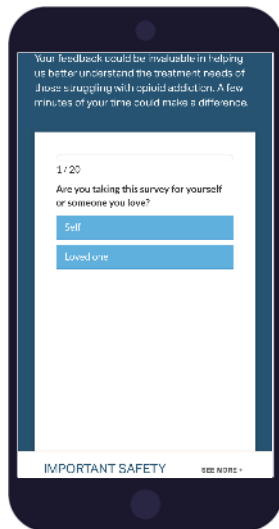
Social Media



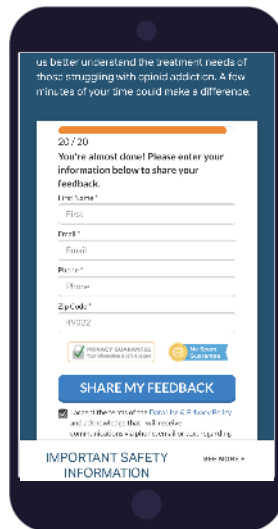
Landing Page



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

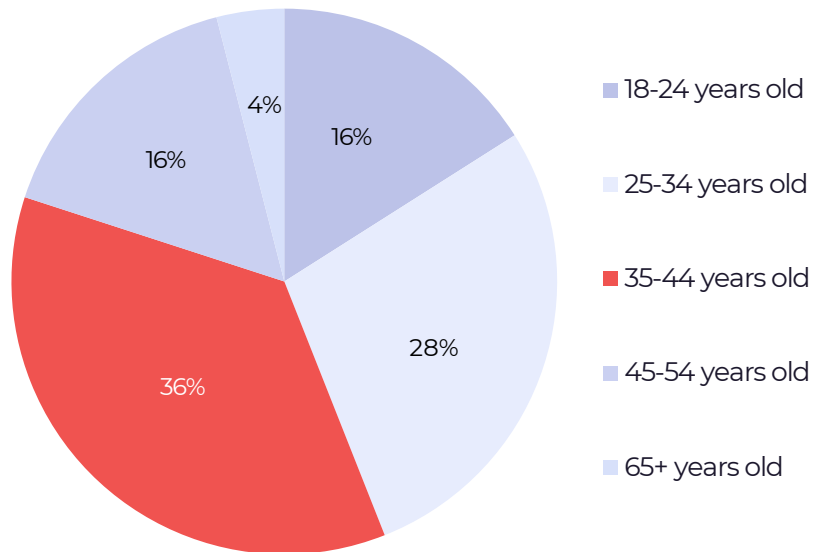
Process

- Four Facebook ads that point to one unique landing page with an embedded survey and ISI
- Four graphics were used with one ad copy variant and two in-graphic text variant
- One market research survey designed to connect with patients who struggle with opioid addiction
- One unique qualified thank you page with links to educational websites
- All ad images featured scrolling ISI

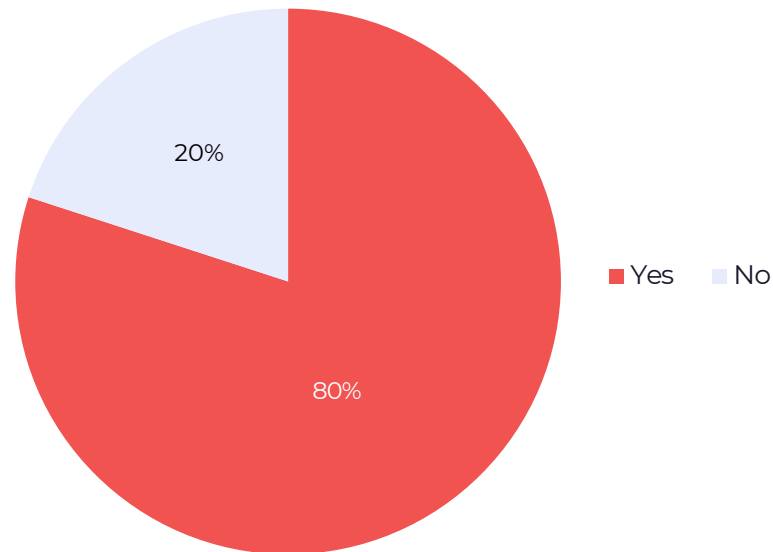
Image Assets Tested



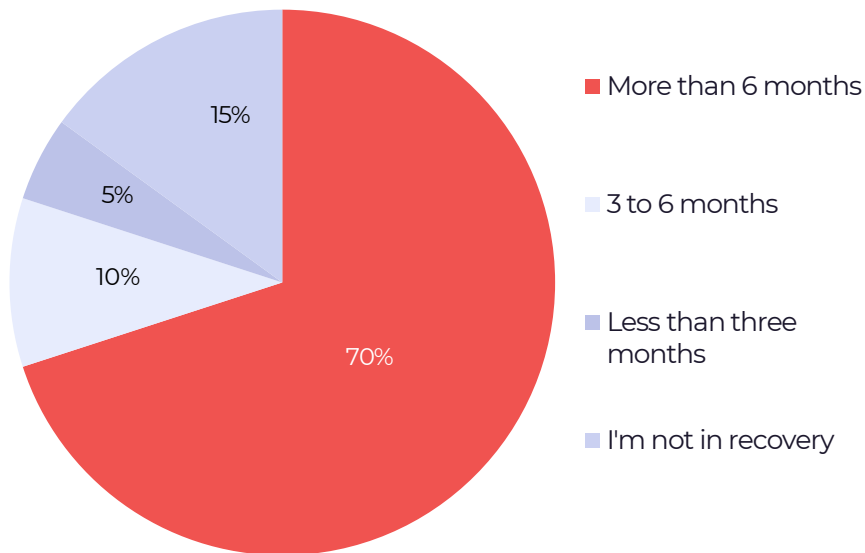
How old are you?



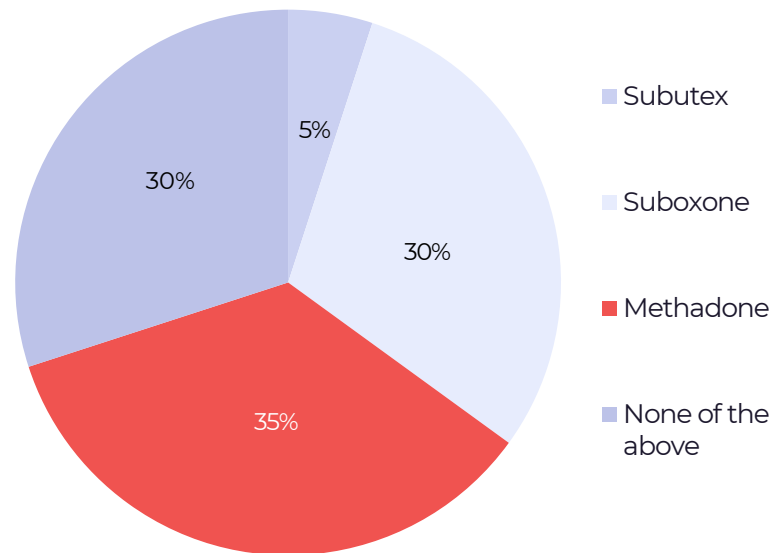
Do you struggle with opioid addiction?



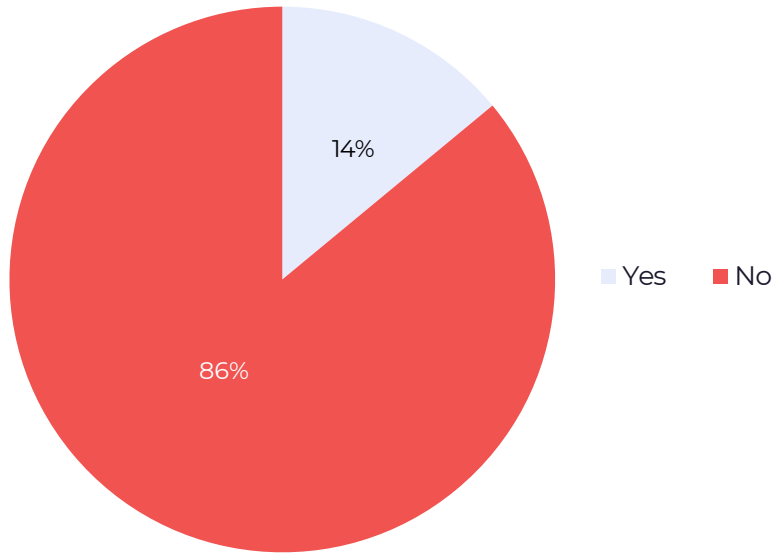
How long have you been in recovery?



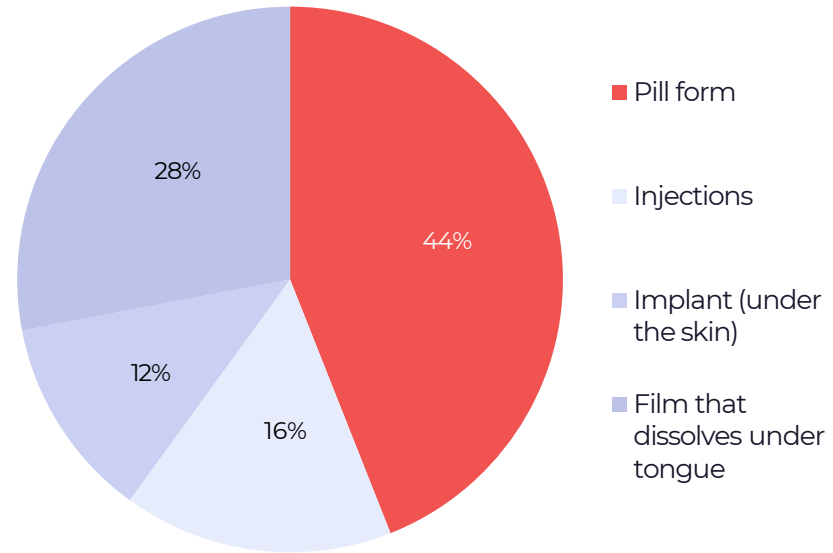
Are you taking any of the following to help control your cravings and withdrawal symptoms?



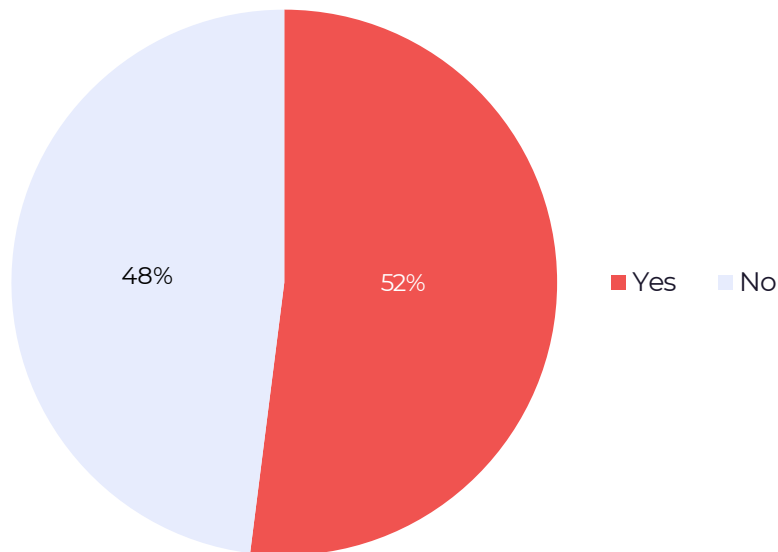
Do you continue to feel withdrawal symptoms even though you are taking medication?



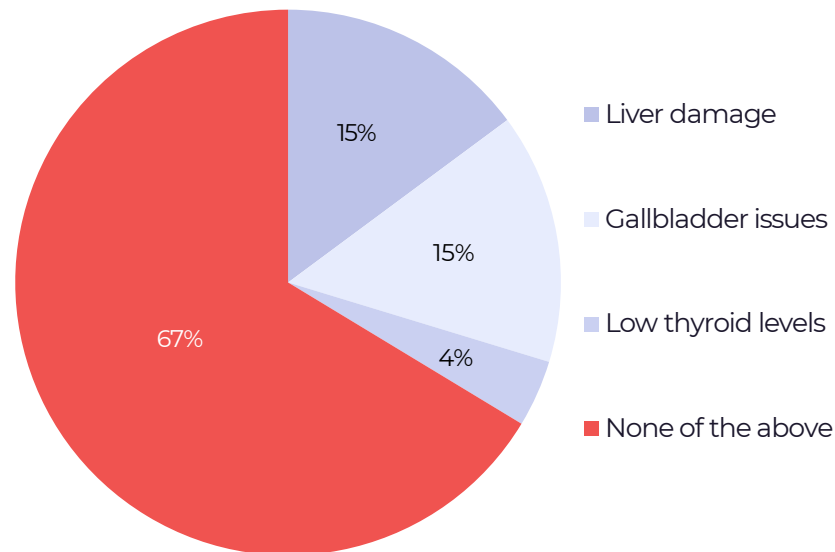
Which one is your preferred opioid addiction treatment option?



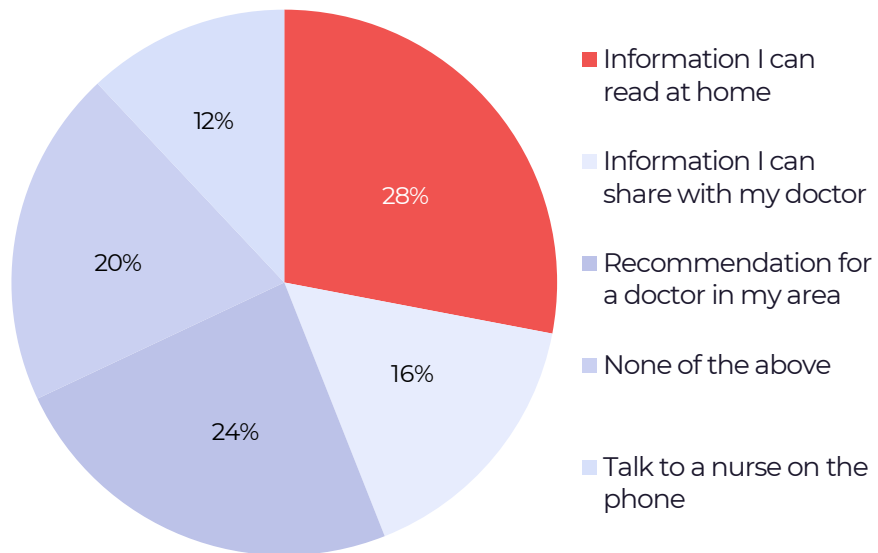
Do you currently attend behavioural therapy or a peer support group?



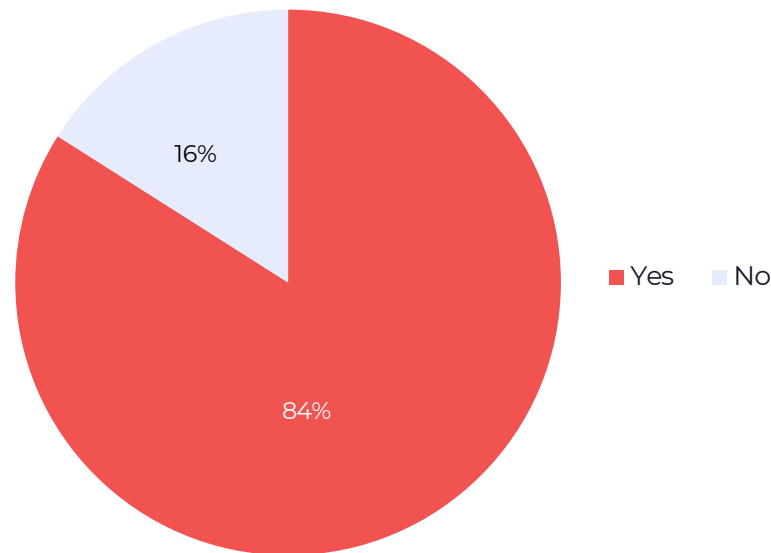
Do you suffer from any of the following?



Which sources of information do you prefer to use when looking for alternative treatment options?



Would you like to receive more information about alternative treatment options?



Findings

- **65% of all survey respondents are struggling with opioid addiction for 3+ months.** Of these leads, 35% (7 leads) have been taking Subutex or Suboxone for longer than three months to control their cravings and withdrawal symptoms. The results prove our ability to reach intended audience.
- **64% of all survey respondents are in the 25 to 44-year-old age group.** Of the seven leads that have been taking Subutex or Suboxone for longer than three months, the majority of respondents are in the 25 to 34-year old age group.
- **60% of all survey respondents are interested taking opioid addiction medication that comes in the form of an implant.** Of the seven leads that have been taking Subutex or Suboxone for longer than three months, four respondents are interested in an implant. The barriers to receiving treatment via an implant are concerns about dosage, duration, and control.
- **84% of all survey respondents would like to receive more information about alternative opioid addiction treatment options.** Of the seven leads that have been taking Subutex or Suboxone for longer than three months, six respondents would like to receive more information. These survey results show our ability to find highly motivated patients that are willing to learn more and take the next step.

Contact Details

- Contact information collected for 25 total leads
- 83bar can find leads who may be candidates for opioid addiction treatment
- These leads are willing to take an online survey and are willing to be contacted

Key Results

- 83bar can find and qualify leads who are suffering from opioid addiction, are willing to take an extensive online survey related to opioid addiction, and are willing to be contacted to receive more information about opioid addiction treatment options

Recommendations

- Due to the specificity of the prescribing criteria, 83bar's Call Center should be utilized to further qualify leads. Targeted social media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with patient population



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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 ever-changing healthcare insurance landscape.



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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 Optimal Thyroid Program, LLC.



For more information visit
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