

A detailed wireframe model of a human brain, rendered in a dark blue/purple color. The brain's surface is covered in a dense grid of points, with lines connecting them to form the gyri and sulci. A specific region on the left side of the image (corresponding to the right hemisphere of the brain) is highlighted with a bright red, glowing effect, indicating a focal area of interest.

Market Report

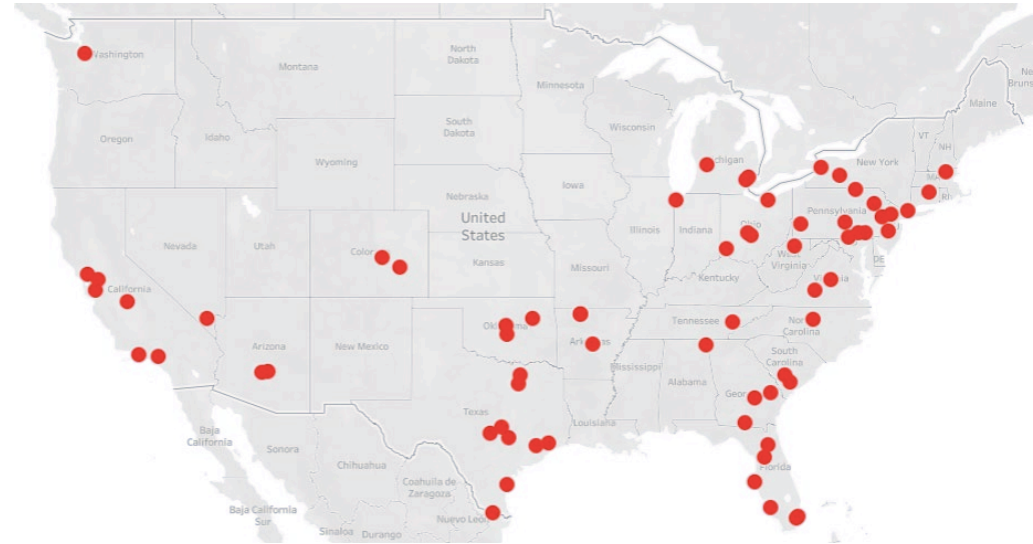
**Parkinson's
related
Constipation**

Campaign Dates

- Ads ran September 18 - 20, 2020
- Targeted men and women, 30 – 65+, living in 26 states with a study location

- 68 total survey submissions
- 10 qualified and interested leads

- 83bar was able to find leads in the following locations after targeting 26 states with a study site. The leads are spread across many metropolitan areas of U.S. states, indicating 83bar's ability to find leads in the various site locations at comparable costs.



Inclusion

- Adults, age 30 to 89 years old
- Diagnosed with Parkinson's Disease
- Constipation has been present for over 6 months and is unresponsive to OTC treatments
- Experiences straining, lumpy or hard stools, sensation of incomplete bowel movements, feeling of blockage, or requires manual maneuvers to facilitate at least 25% or more of the time
- Has three or fewer complete bowel movements per week
- Loose stools are rarely present without the use of laxatives
- Would like to be contacted about clinical trials for Parkinson's related constipation enrolling in their area

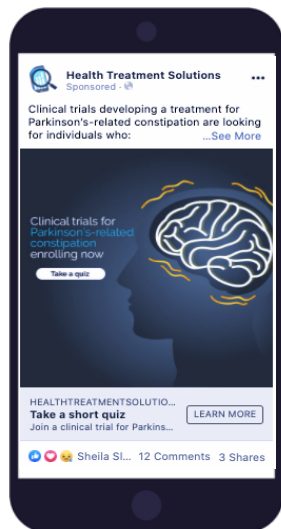
Exclusion

- Constipation is related to a secondary diagnosis beyond Parkinson's Disease
- On treatment with intra-jejunal infusion
- Is not willing to discontinue using pain relievers, laxatives, opiates, PPIs, and/or antacids – under the supervision of the study physician - for the duration of the study (12 weeks)
- Is not willing to take oral medication for the duration of the study (12 weeks)
- Is not willing to collect two at-home stool samples for the duration of the study (12 weeks)
- Is not willing to follow a consistent meal plan for the duration of the study (12 weeks)

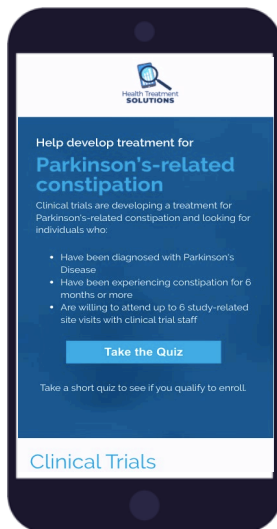
Attract patients who need treatment

Optimized to ensure high consumer engagement

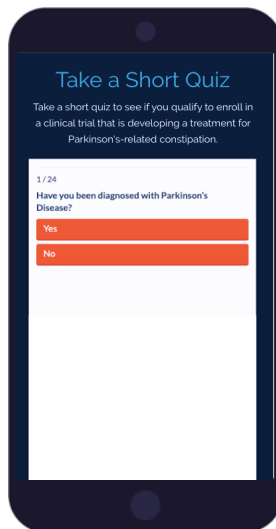
Social Media



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

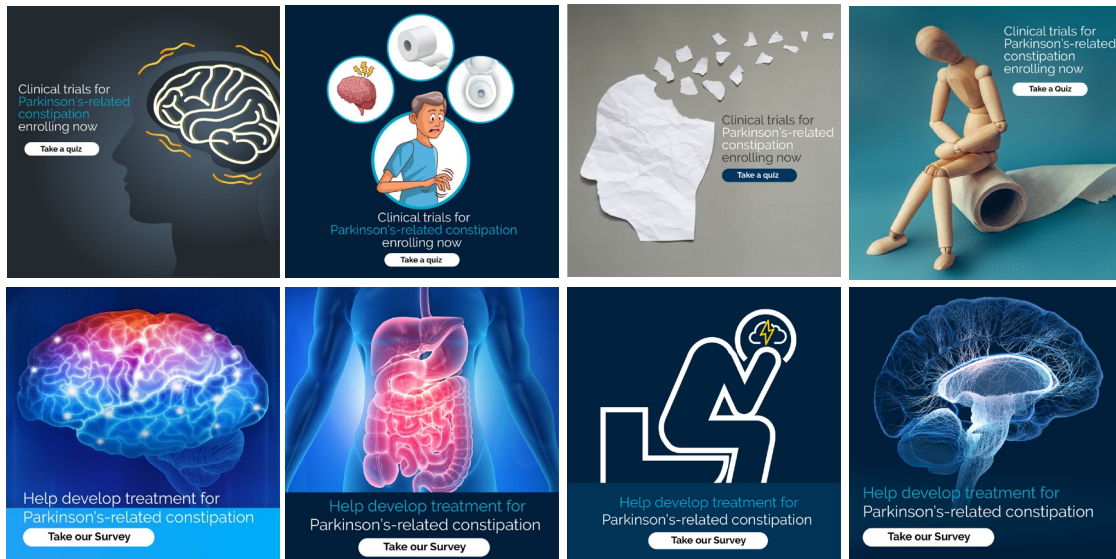
Collect

Process

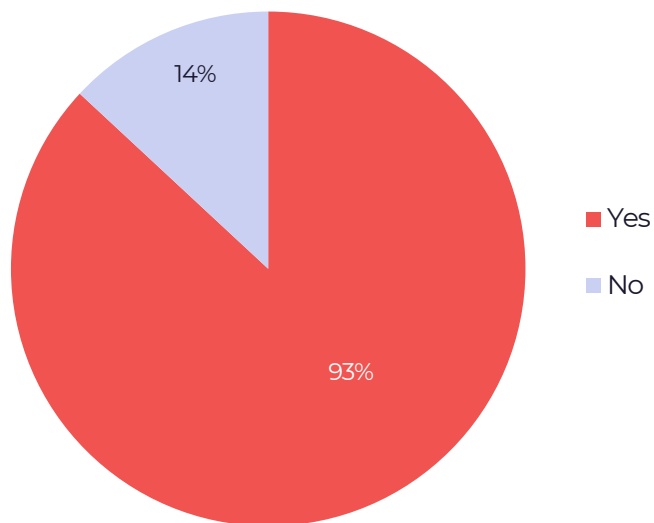
- Eight Facebook ads that point to one unique landing page with an embedded survey
- Eight graphics were used with two copy variants
- One market research survey designed to connect with patients who have heart failure
- Two unique thank you pages with links to educational websites
- The ad images featured imagery designed to quickly resonate with the patient population

Image Assets Tested

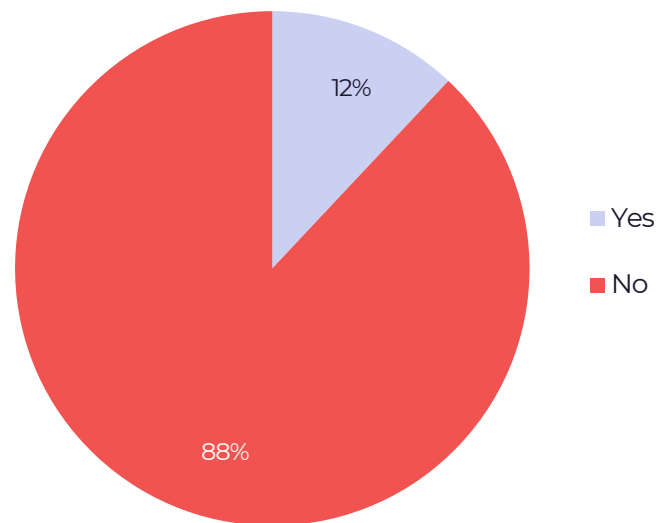
Top Performing Ad Image



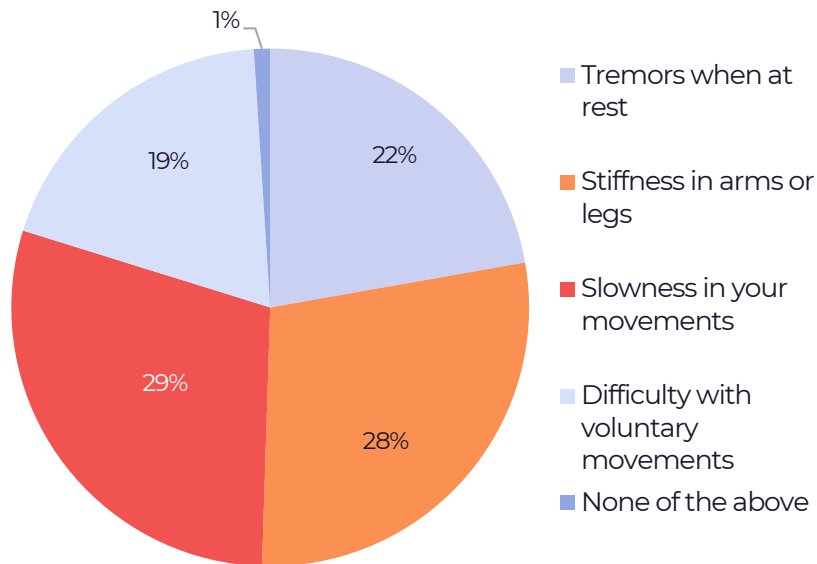
Have you been diagnosed with Parkinson's disease?



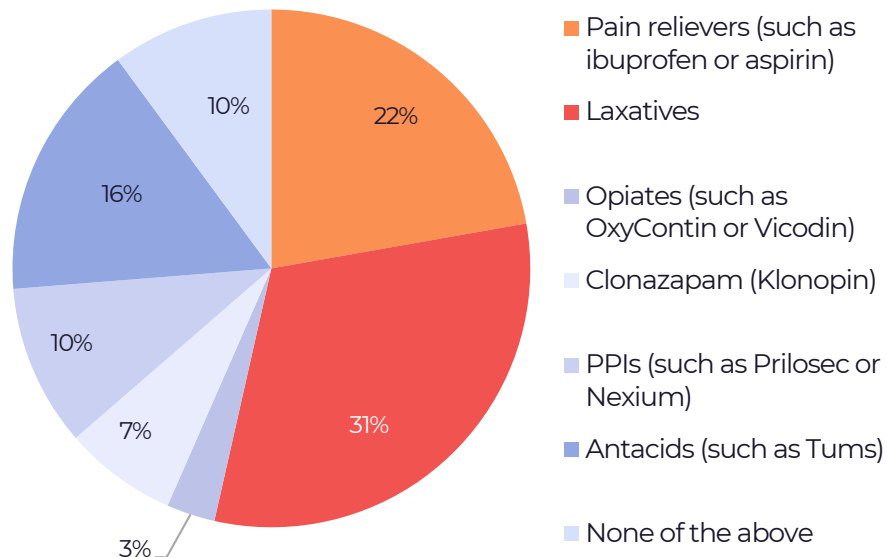
Have you been diagnosed with Irritable Bowel Syndrome (IBS)?



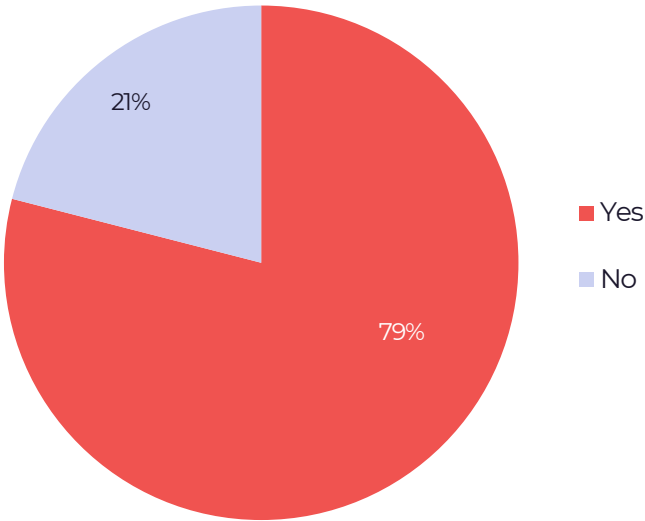
Do you have nay of the following symptoms?



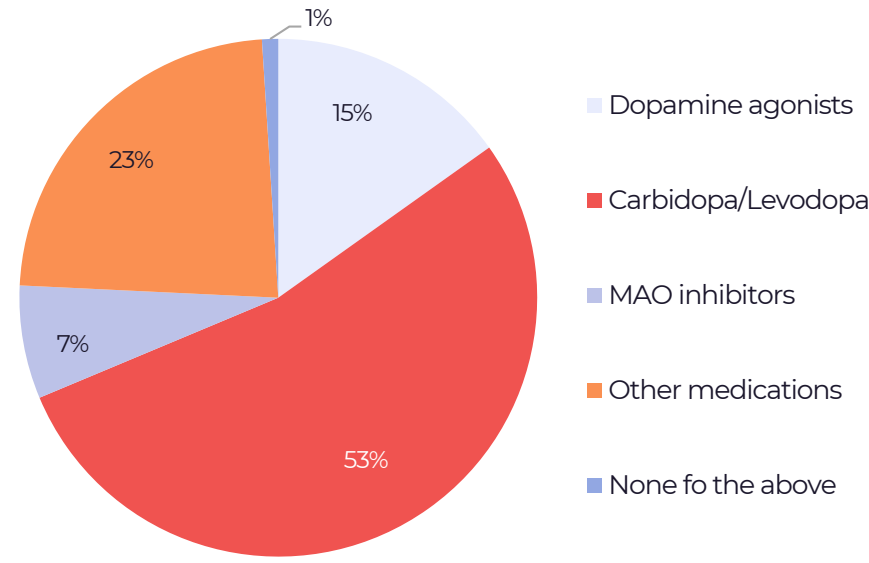
Do you take any of the following medications?



Are you currently treating your Parkinson's disease?

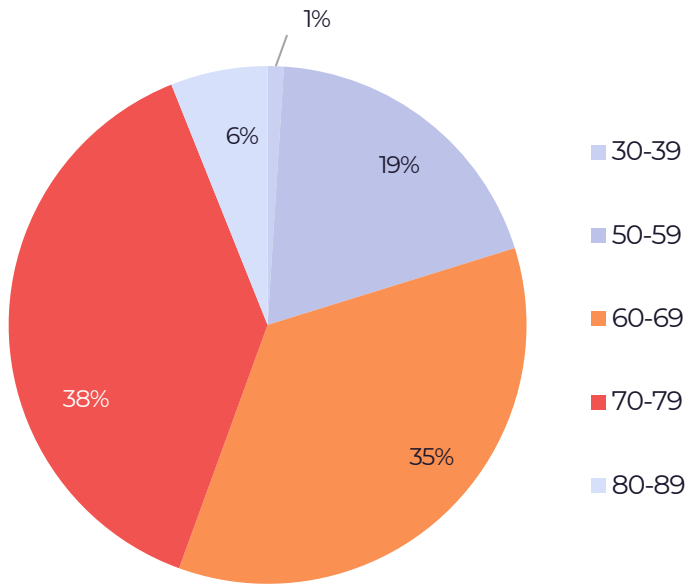


Are you taking any of the following medications?



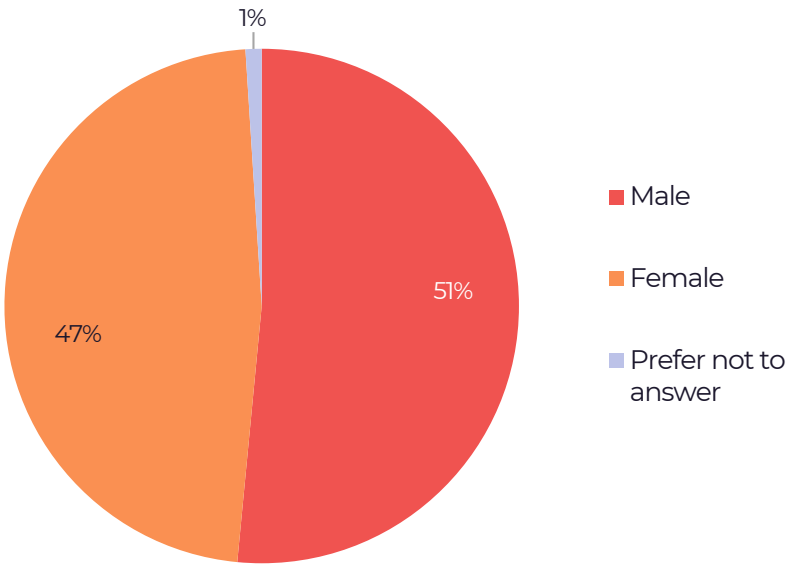
Pimavanserin (0%)

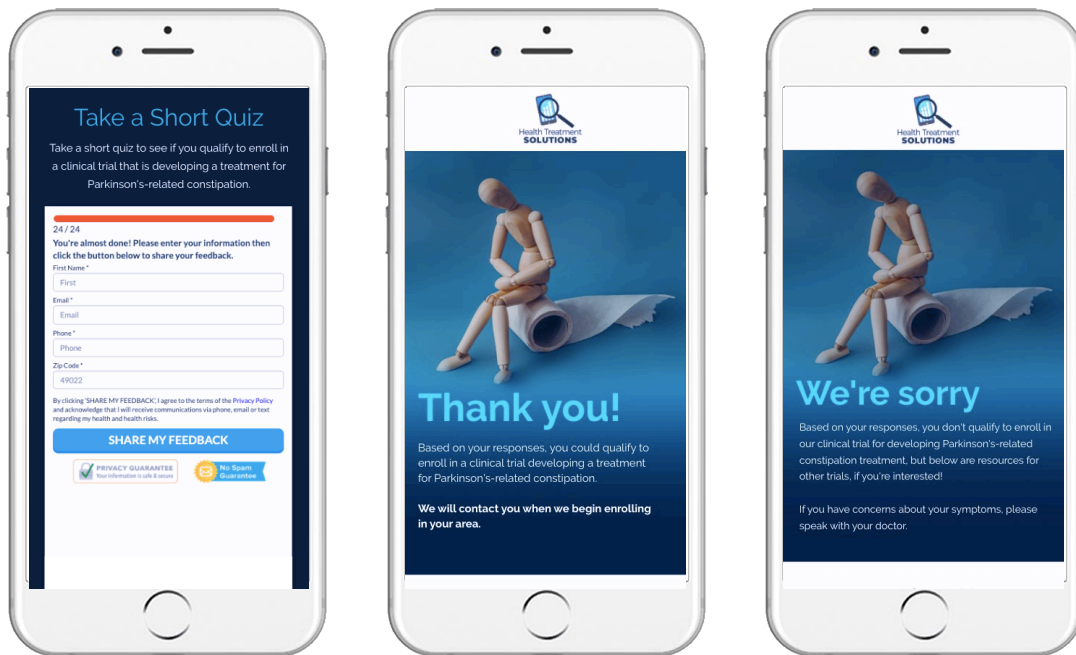
How old are you?



17 or younger (0%) / 18-29 (0%) / 90 or older (0%)

What is your biological sex?





Key Findings

- Contact information collected for 68 total leads (10 qualified)
- 83bar can find leads located in 26 site regions who may be candidates for a Parkinson's related constipation clinical trial
- These leads are willing to take an online survey and are willing to be contacted
- In three days, 68 leads were willing to share their health history, contact information and activated to take the next step to learn more about a clinical trial

Summary

- **83bar can identify and activate motivated patients with Parkinson's related constipation to participate in a trial.** Sixty-eight leads took an extensive online questionnaire and provided their contact information. Of those 68 leads, 10 leads are survey qualified, willing, and able to attend at least six in-office visits and would like to be contacted when trials for Parkinson's related constipation begin enrolling in their area.
- **Our call center can be utilized to verify that leads are responding correctly.** The criteria for this trial is very specific and the disease-state is somewhat complex. To ensure that we are maximizing the sample-size and reducing the the margin of error, the survey language should be very specific and include more precise measurements of time. For example, two leads said they do not have "frequent" episodes of constipation yet were survey qualified when asked about the specific duration of time that they have been constipated. This indicates that words like "frequent", "often", and "sometimes" are relative terms that might be interpreted differently by different patients; therefore, these words should be replaced with more specific language.
- **Our call center can be utilized to further qualify for criteria that might be too detailed to be included in the survey or that the lead might question before responding.** While several of the qualifications will need to be addressed at the clinic level, our patient education specialists will be able to confirm and talk through many of the qualifications that leads might be unsure about. For example, we learned from questions 19 and 20 that some leads might be concerned about participating in the study because they have difficulty swallowing pills and/or might need assistance when collecting their at-home stool sample. This indicates that the call center will be able to help resolve any uncertainty a lead might have about the study requirements.



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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.



For more information email
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