

Market Report

Polycystic Ovarian Syndrome (PCOS)



Objective

- Determine the feasibility of the 83bar approach to identifying adults with physician-diagnosed polycystic ovarian syndrome (PCOS) who may be interested in and eligible for treatment or trials
- Use Facebook & Instagram ads to attract candidates and direct them to a dedicated landing page in order to complete an online screening survey

Acquisition Metrics

- 784 survey respondents
- 652 physician-diagnosed PCOS patients
- 112 women with self-diagnosed PCOS

Campaign Dates

- Ads ran January 21-24, 2021
- Targeted adult women aged 18-50

Inclusion / Exclusion Criteria

- Age 18+
- Physician diagnosed with polycystic ovarian syndrome (PCOS)

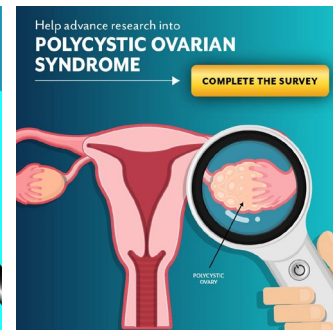
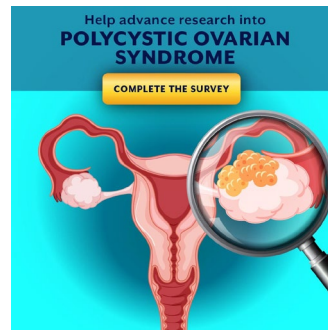
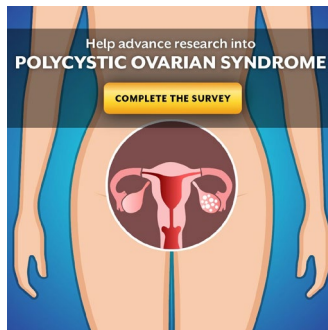
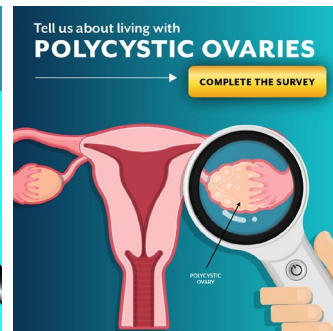
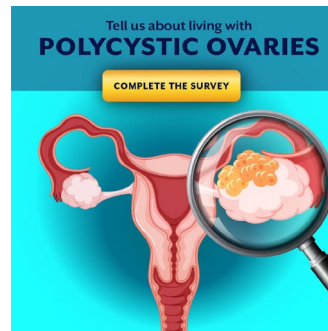
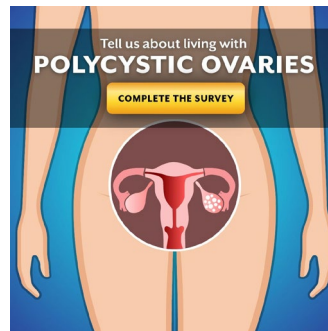
Other Topics

- Diagnostic experience
- Treatment history
- Treatment satisfaction
- Openness to trials and alternative treatments

Process

- 6 Facebook ads (3 static images and 2 copy alternatives) that point to one unique landing page with an embedded survey
- One 27-question research survey designed to assess disease and treatment history and openness to clinical trials and new treatments
- Thank-you page
- Disqualified page
- The ad images featured simple, high-contrast medical illustrations, per 83-bar best practices
- Ad copy tested different language concepts and text

Image Assets Tested



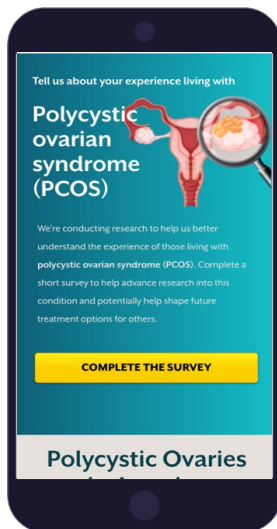
Attract patients who need treatment

Optimized to ensure high consumer engagement

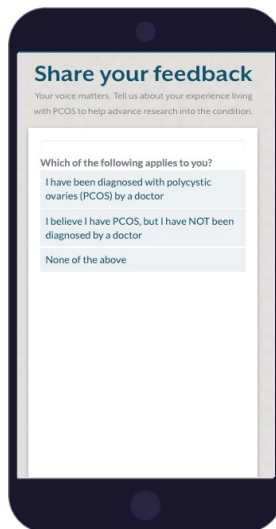
Social Media



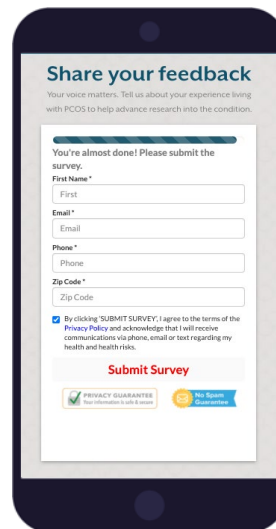
Landing Page



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

Health Treatment Solutions Sponsored · 🌐

Help advance research into polycystic ovarian syndrome (PCOS) by telling us what it's like to live with the condition. Complete a ...[See More](#)



HEALTHTREATMENTSOLUTIONS...
PCOS Research Survey
Complete the PCOS survey

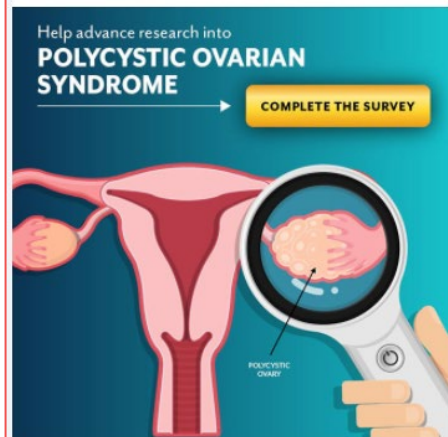
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👍👎👤 Lori Duga... 17 Comments 16 Shares

👍 Like 💬 Comment ➦ Share

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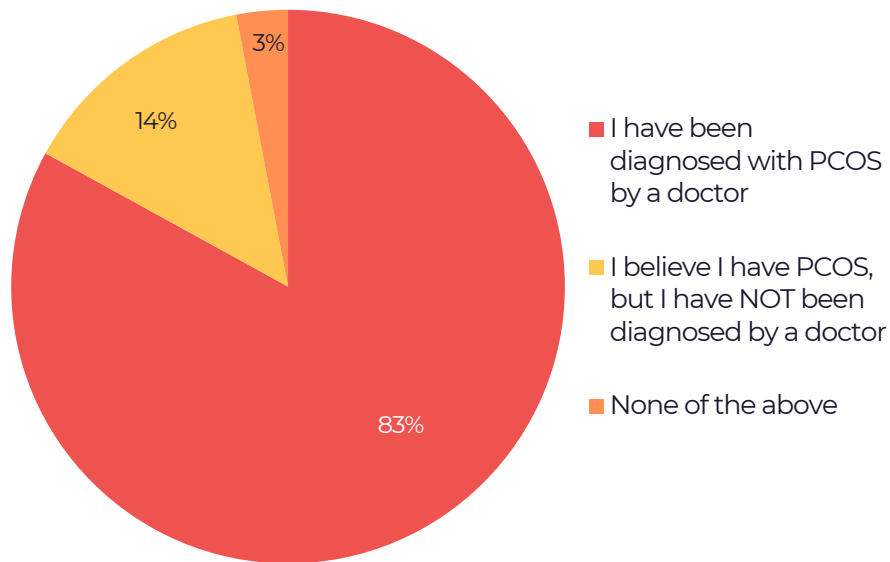
👍👎👤 Krystal Whita... 44 Comments 18 Shares

👍 Like 💬 Comment ➦ Share

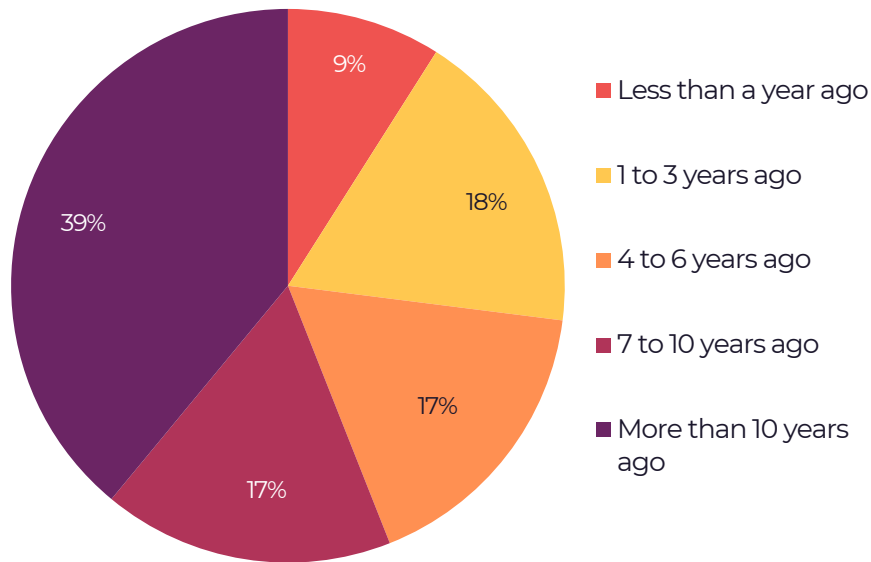
Key Findings

- 392 leads were generated by the first (left) ad and 392 by the second
- 4,313 users visited the landing page
- "Help advance research into polycystic ovarian syndrome" copy option outperformed "Share your experience/Tell us what it's like living with polycystic ovaries"
- Ads had high engagement scores with many comments and shares

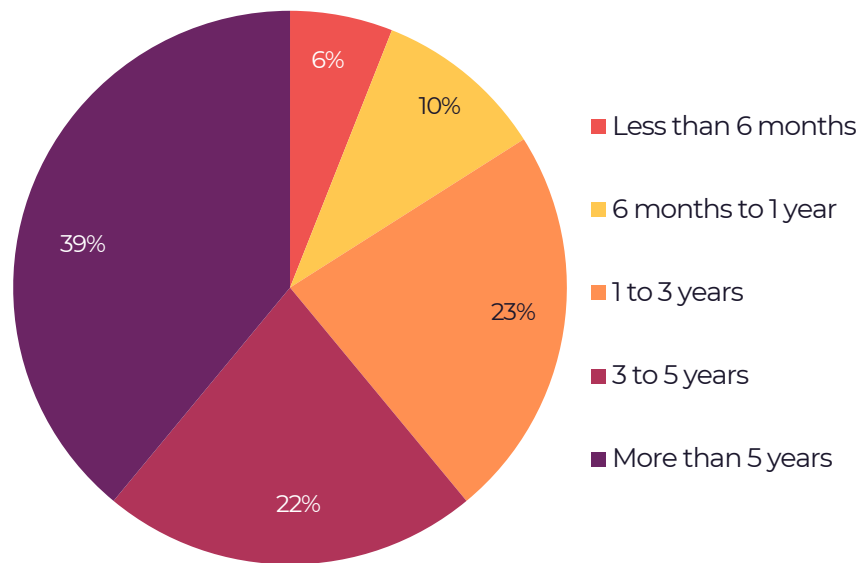
Which of the following applies to you?



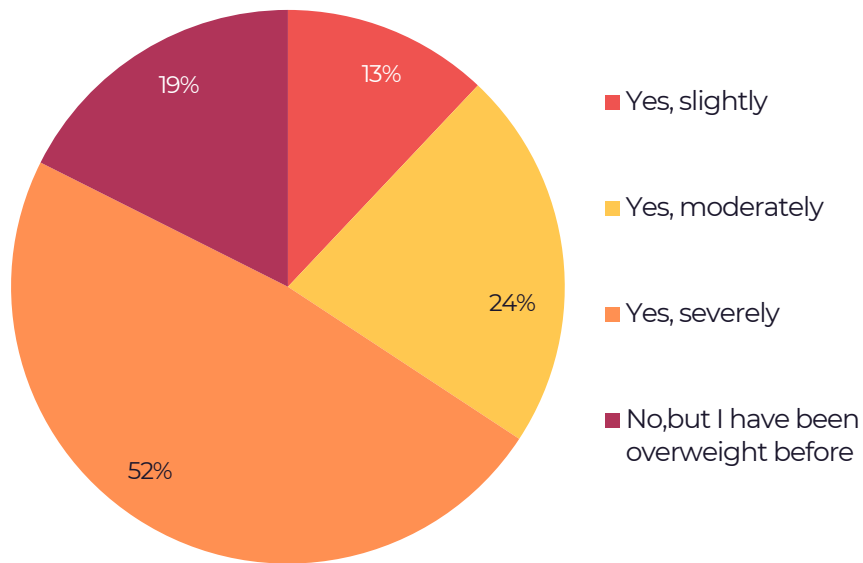
How long ago were you diagnosed with PCOS?



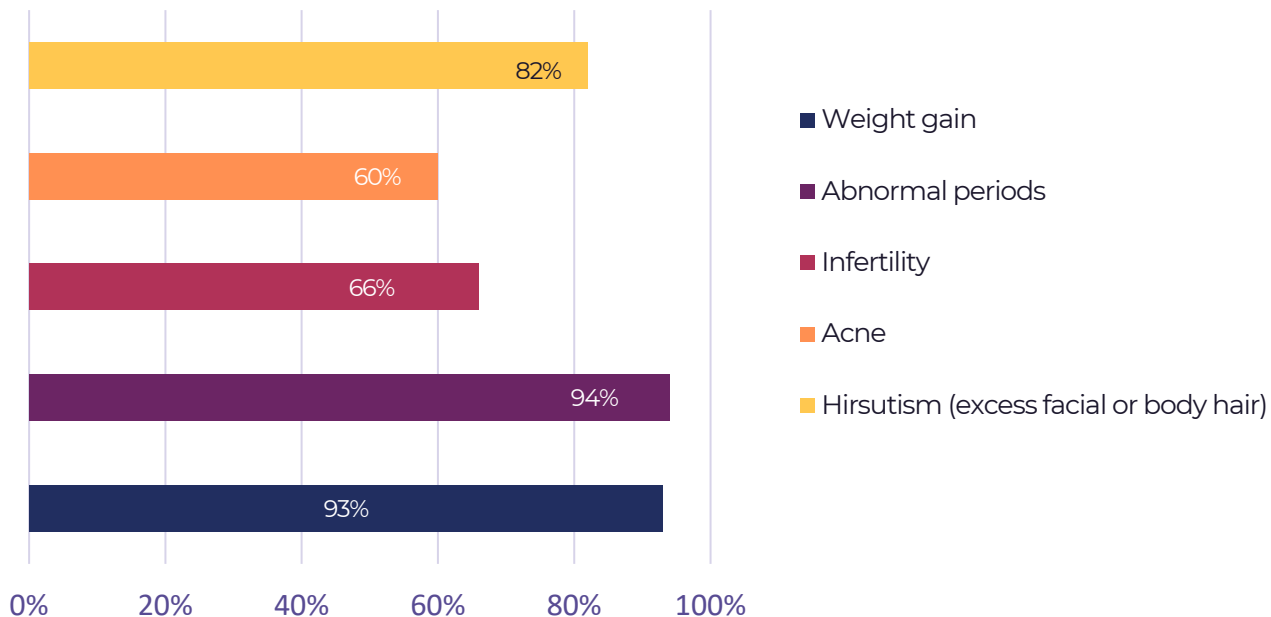
How long did you experience PCOS symptoms before getting a diagnosis?



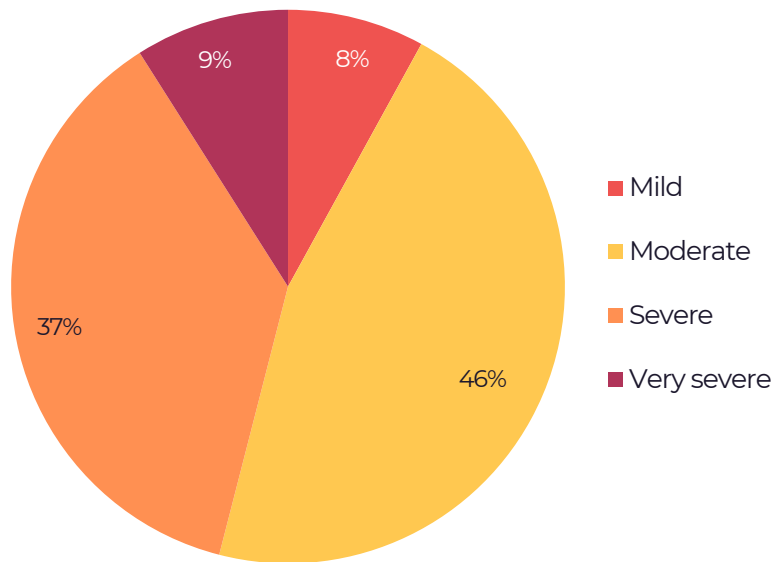
Are you currently overweight?



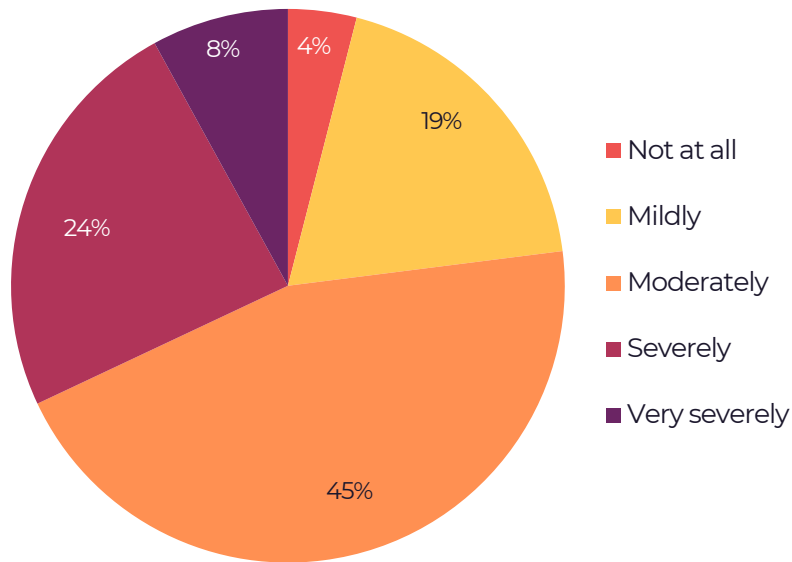
Which of the following PCOS symptoms have you experienced?



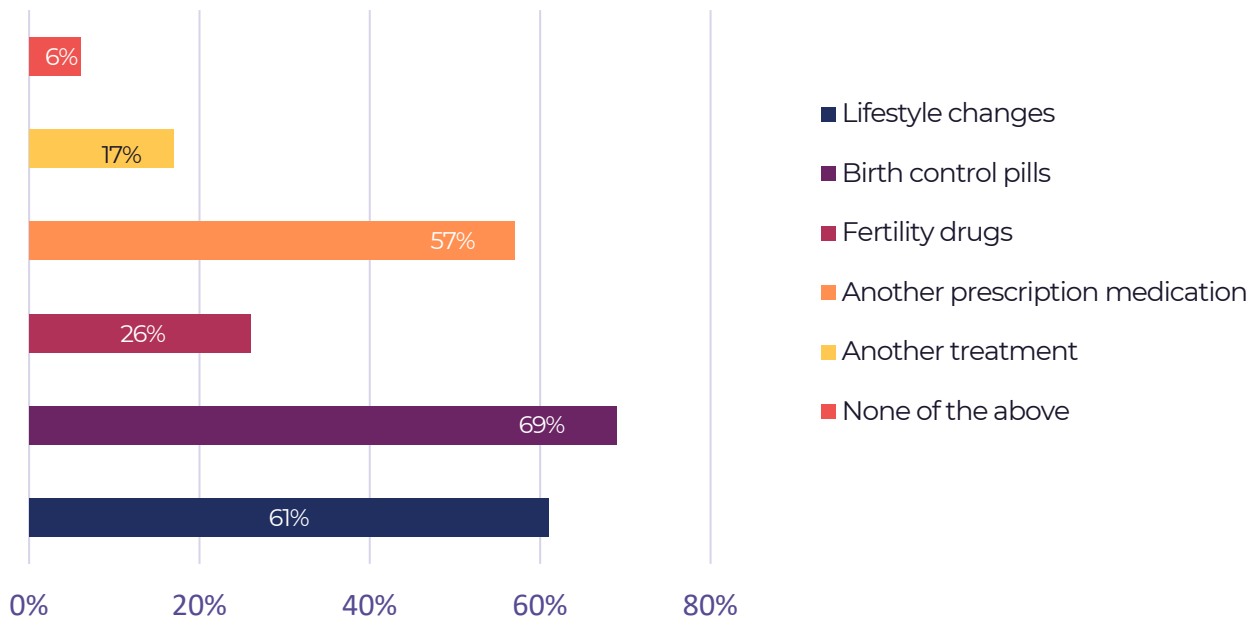
How severe are your PCOS symptoms?



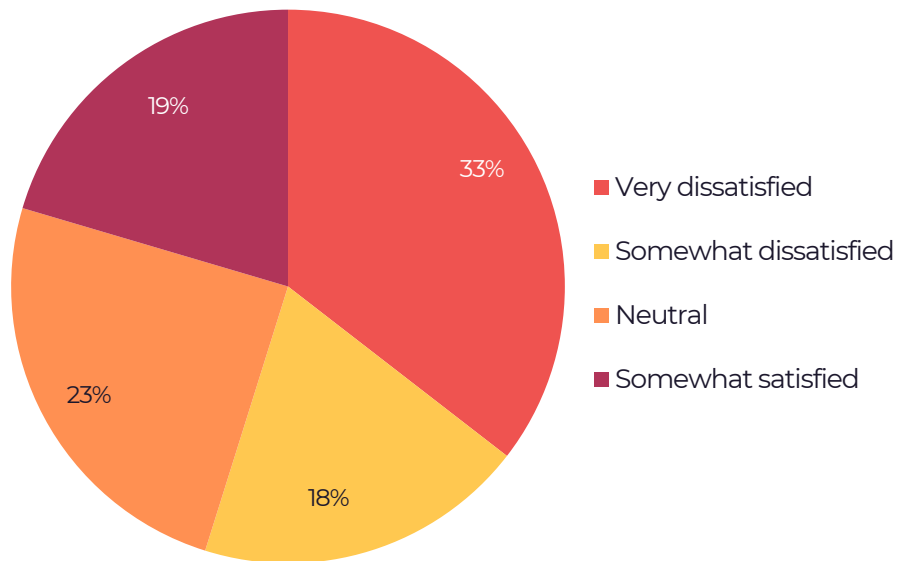
How much do your PCOS symptoms affect your quality of life?



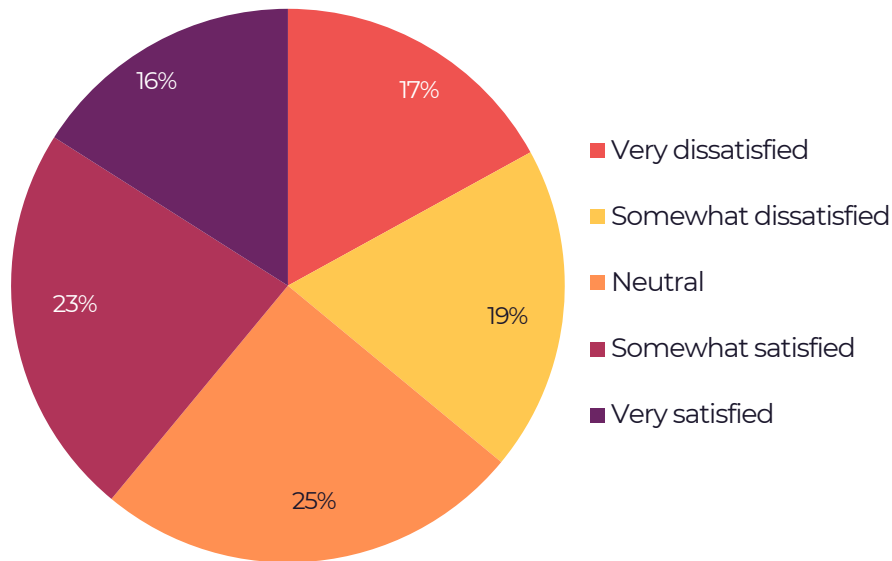
What have you used to treat your PCOS symptoms?



How satisfied are you with your medications to date?



How satisfied are you with the healthcare professional who treat your PCOS, so far?



Conclusion

- **There is significant unmet need in the PCOS market.** In just 4 days, we were able to engage more than 650 people with physician-diagnosed PCOS who were motivated enough to complete a 27-question survey. 62% of these people opted in for information about treatment options and trials submit their contact details.
- **PCOS has a negative affect on quality of life and patients are dissatisfied with available treatment options.** Only 8% of women class their PCOS symptoms as mild and 77% of women with physician-diagnosed PCOS say their PCOS has a moderate, severe, or very severe impact on quality of life. No patients were very satisfied with their PCOS medications, to date; with more than half saying they were somewhat or very dissatisfied.
- **PCOS patients are willing and motivated to try new treatments, treating physicians, and to participate in clinical trials.** 89% of patients were open to consulting a new doctor about their PCOS, 87% were open to participating in a PCOS clinical trial, and 62% of patients opted in to receive information about treatment options and trials.
- **83bar can identify and activate potential candidates for PCOS treatment and clinical trials.** We recommend a targeted search and social media campaign combined with a call center activation program to drive candidates into expert physicans or trial sites.



For more information email
www.83bar.com

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