

A detailed anatomical illustration of the human urinary system. Two kidneys are shown in cross-section, revealing the internal renal cortex, medulla with pyramids, and a central renal pelvis branching into calyces. The kidneys are connected to the renal pelvis by ureters. A network of red and orange blood vessels is shown branching from the abdominal aorta to the kidneys. The background is a soft-focus image of a waterfall, with a color gradient from light blue at the top to warm orange and red at the bottom.

Market Report

# Rare Kidney Disease

## Objective

- Conduct market research to locate patients with rare kidney diseases (FSGS and IgA Nephropathy), 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

- Adult man or woman, age 18+
- With a primary FSGS (Focal segmental glomerulosclerosis) diagnosis confirmed by biopsy or genetic test or an IgA (Immunoglobulin A) Nephropathy diagnosis confirmed by biopsy
- Leads were qualified based on their eligibility to participate in clinical trials
- To participate in a clinical trial, leads must be medically qualified

## Inclusion / Exclusion Criteria

- Leads that are ineligible to participate in a FSGS and/or IgA clinical trial include those:
  - With Type 1 or Type 2 diabetes
  - A kidney transplant
  - Undergoing dialysis
  - Unable to confirm FSGS or IgA diagnosis
  - Not currently taking ACEI or ARB to treat IgA

## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target patients with rare kidney diseases (FSGS and IgA Nephropathy)

### Facebook Ad Targeting

- Men and women / Age 18+

### Geo-Target

- United States (Nationwide)

## Results

### Run Dates

- July 13 - 15, 2019

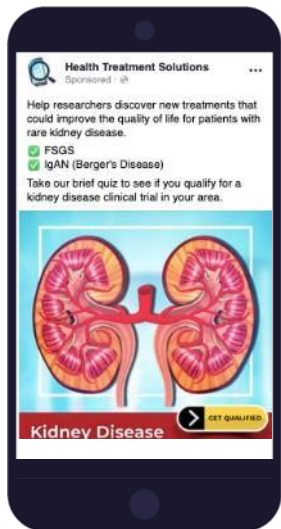
### Acquisition Metrics

- 140 total leads or survey completions
- \$3.57 CPL (average cost per lead)
- 7 respondents with FSGS diagnosis confirmed by biopsy
- 4 respondents with FSGS diagnosis confirmed by genetic test
- 11 respondents with IgA diagnosis confirmed by biopsy
- 5 respondents qualified to participate in a clinical trial

# Attract patients who need treatment

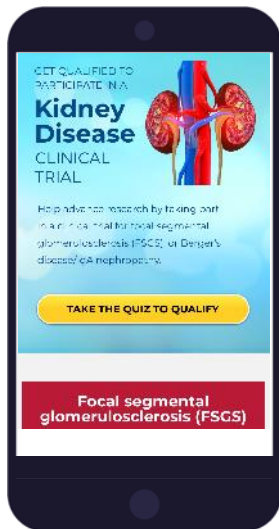
Optimized to ensure high consumer engagement

## Social Media



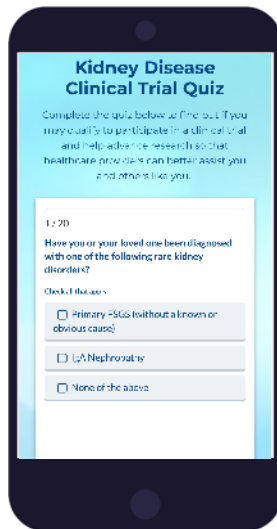
Attract

## Landing Page



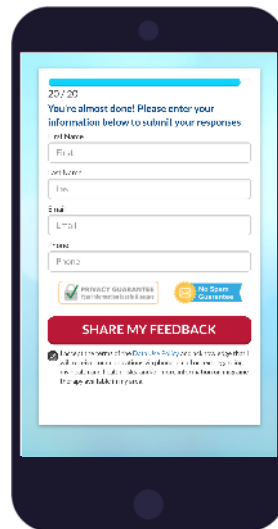
Engage

## Symptoms



Qualify

## Submit



Collect

## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

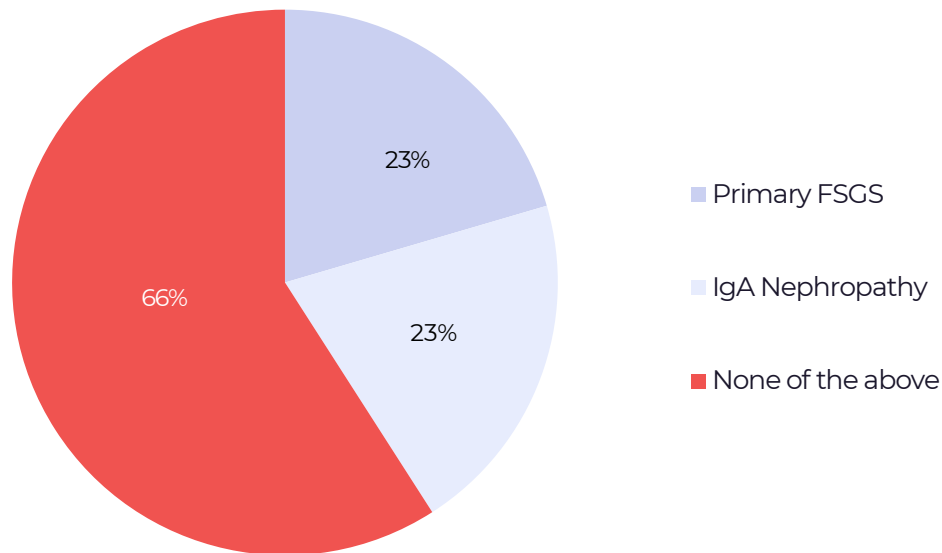
## Process

- Seven Facebook ad images and two sets of ad copy that point to one unique landing page with an embedded survey
- One market research survey designed to connect with patients suffering from kidney disease
- One qualified thank you page with links to educational information
- One disqualified thank you page with links to educational information
- The ad images featured imagery designed to resonate with the target population
- Ad copy tested different keyword concepts and text to find the most appropriate and engaged potential participants

## Image Assets Tested



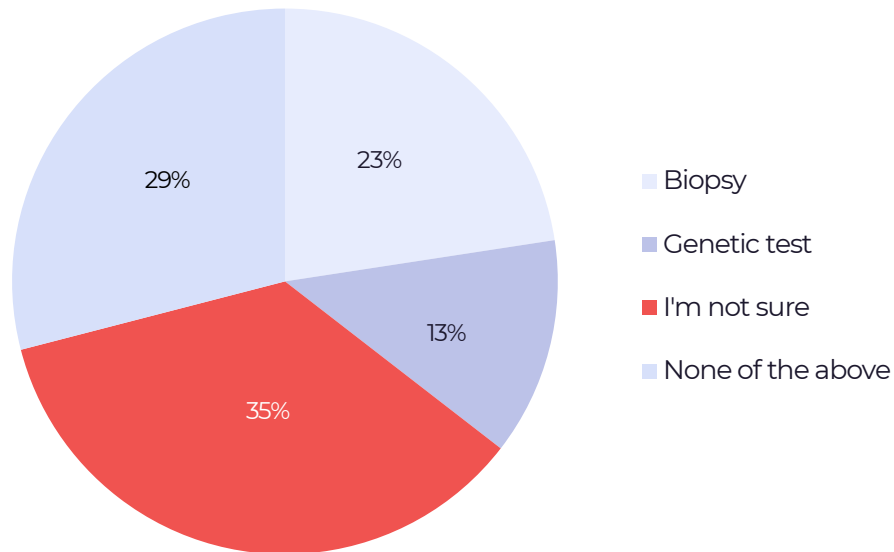
## Have you or your loved one been diagnosed with one of the following rare kidney disorders?



## Key Findings

- Captured responses from all survey respondents (140 leads)
- Respondents that selected primary FSGS were led to a conditional question set specific to those with a FSGS diagnosis (questions 2 and 3)
- Respondents that selected primary IgA were led to a conditional question set specific to those with a IgA diagnosis (questions 4, 5, and 6)
- Respondents answering “none of the above” were disqualified

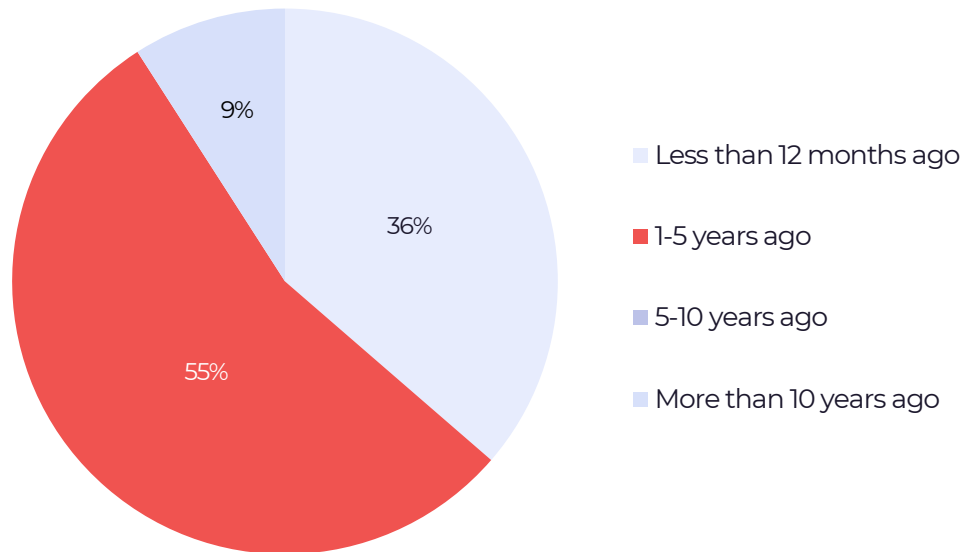
## Was FSGS diagnosed by one of the following?



## Key Findings

- Captured responses from 31 survey respondents who reported a FSGS diagnosis
- Respondents were asked to select all that apply
- 7 leads report FSGS diagnosis confirmed by biopsy
- 4 leads report FSGS diagnosis confirmed by genetic test
- “None of the above” and “I’m not sure” disqualified the respondent from participating in a clinical trial

## When were you diagnosed with FSGS?

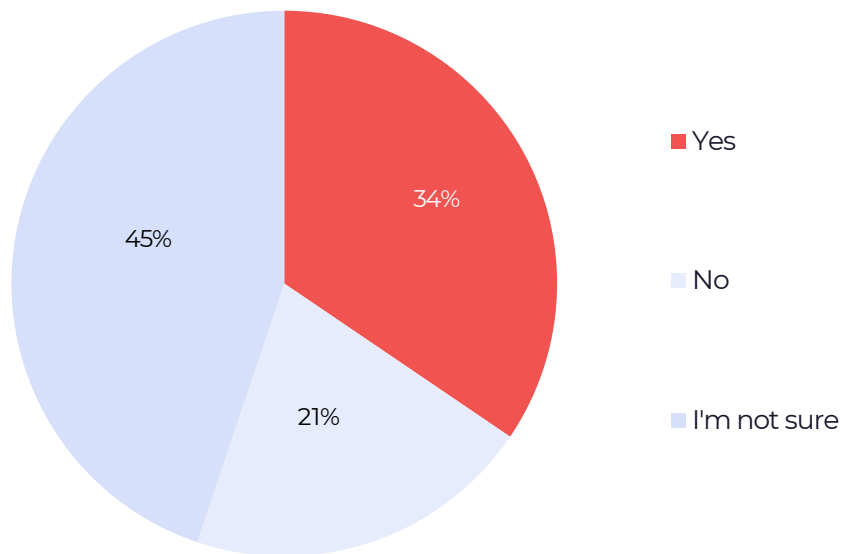


## Key Findings

- Captured responses from 11 leads with FSGS diagnosis confirmed by biopsy or genetic test
- Respondents were asked to select all that apply
- If respondents also reported an IgA diagnosis, following this question, they were led to question 4
- If respondents reported FSGS only, following this question, they were led to question 7



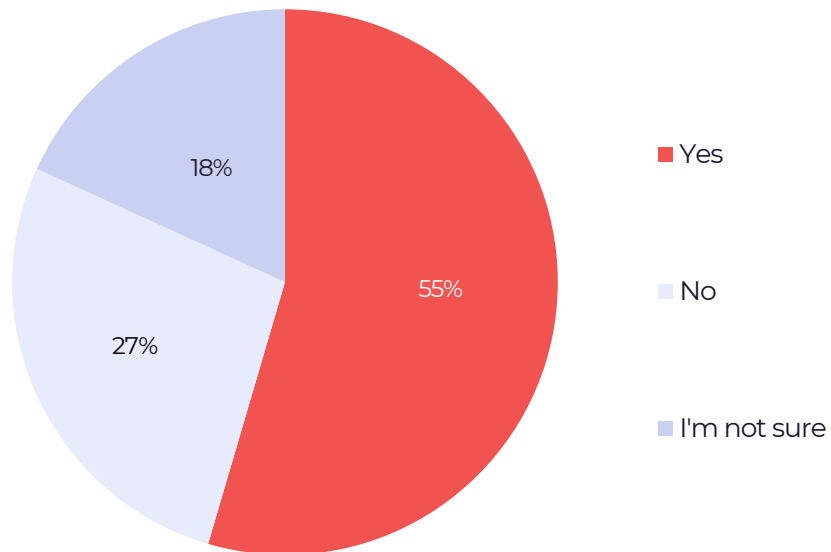
## Was IgA diagnosed by biopsy?



## Key Findings

- Captured responses from 29 survey respondents who reported an IgA diagnosis
- Respondents were asked to select all that apply
- Respondents that selected yes were led to question 5
- “No” and “I’m not sure” disqualified the respondent from participating in a clinical trial

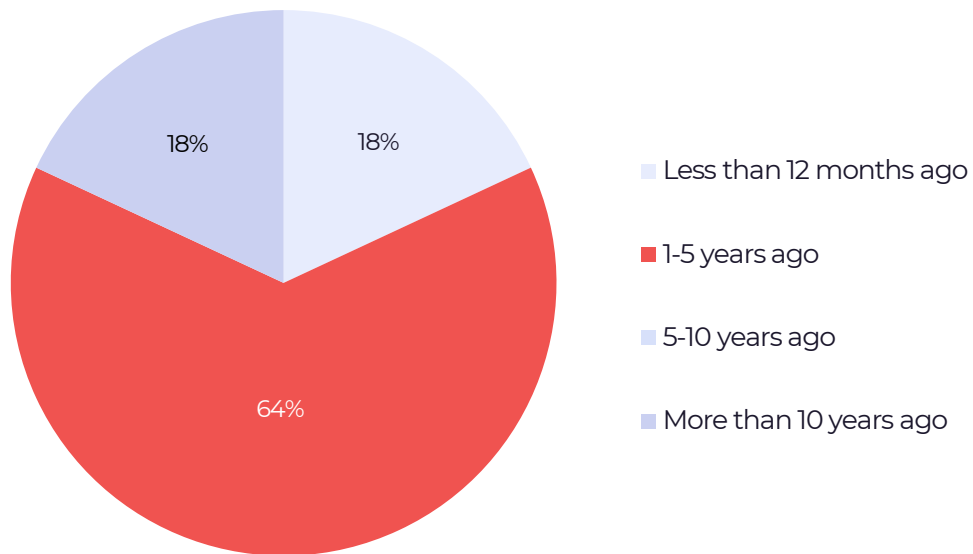
## Are you currently using ACEI or ARB to treat IgA?



## Key Findings

- Captured responses from 11 leads with an IgA diagnosis confirmed by biopsy
- “No” and “I’m not sure” disqualified the respondent from participating in a clinical trial

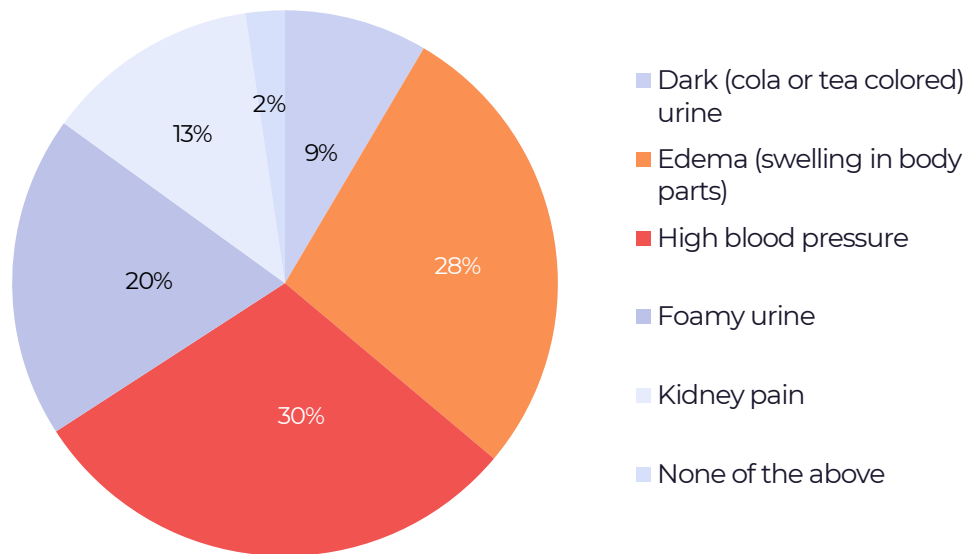
## When were you diagnosed with IgA?



## Key Findings

- Captured responses from 11 leads with a biopsy confirmed IgA diagnosis and are also taking an ACEI or ARB
- Respondents were led next to question 7

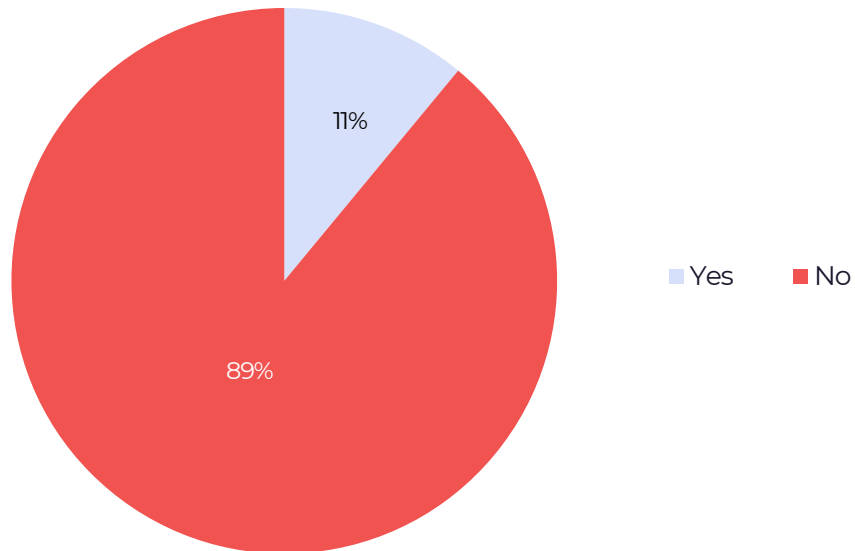
## In the last three months, have you experienced any of the following symptoms?



## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- Respondents were asked to check all that apply
- 76%, the majority of all survey respondents, most commonly report experiencing high blood pressure in the last three months

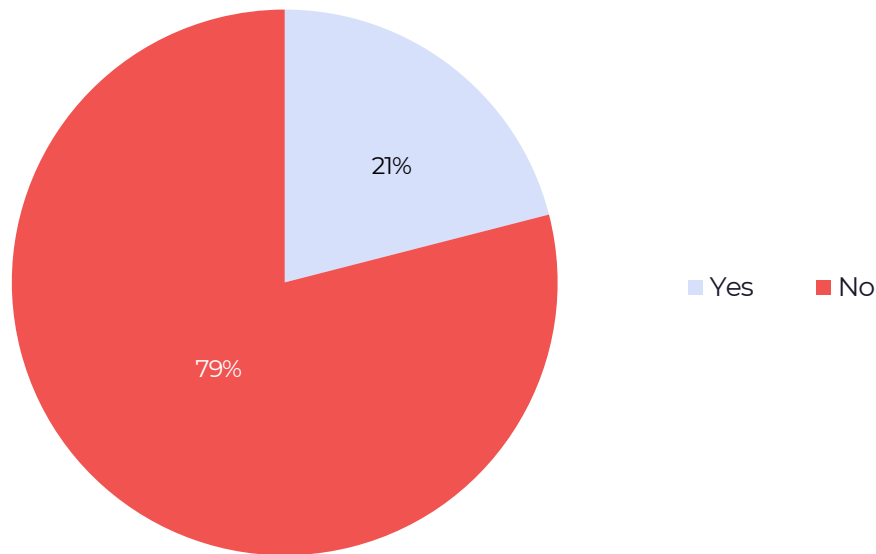
## Have you had a kidney transplant?



## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- “Yes” disqualified the respondent from participating in a clinical trial

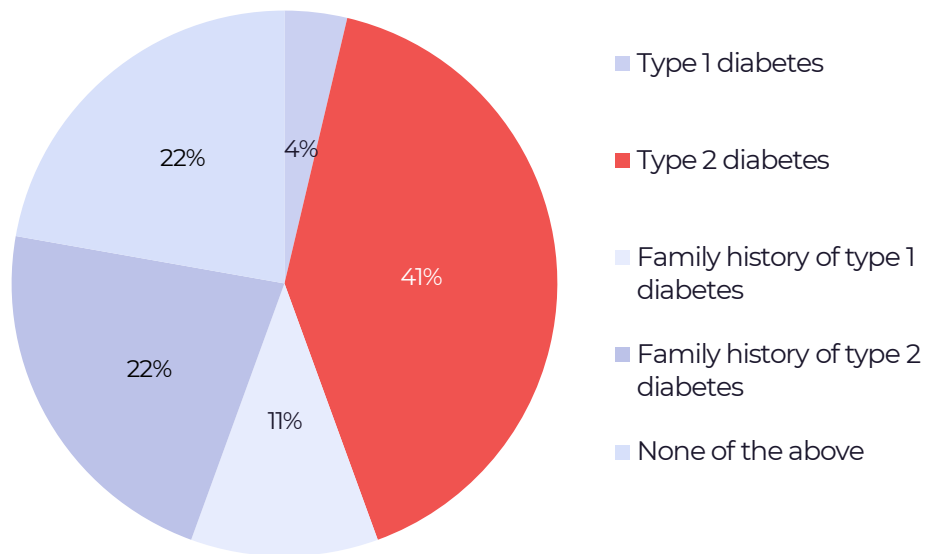
## Are you on dialysis?



## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- “Yes” disqualified the respondent from participating in a clinical trial

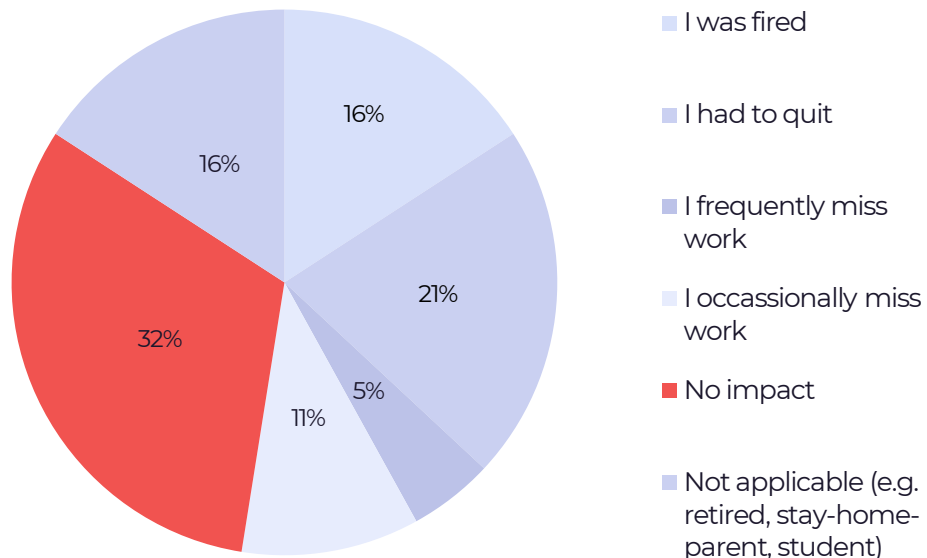
## Do you have any of the following?



## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- Type 1 and Type 2 diabetes disqualified the respondent from participating in a clinical trial
- Family history was defined as a first degree blood relative such as a parent, sibling, or child

## Does your kidney disorder interfere with your job?

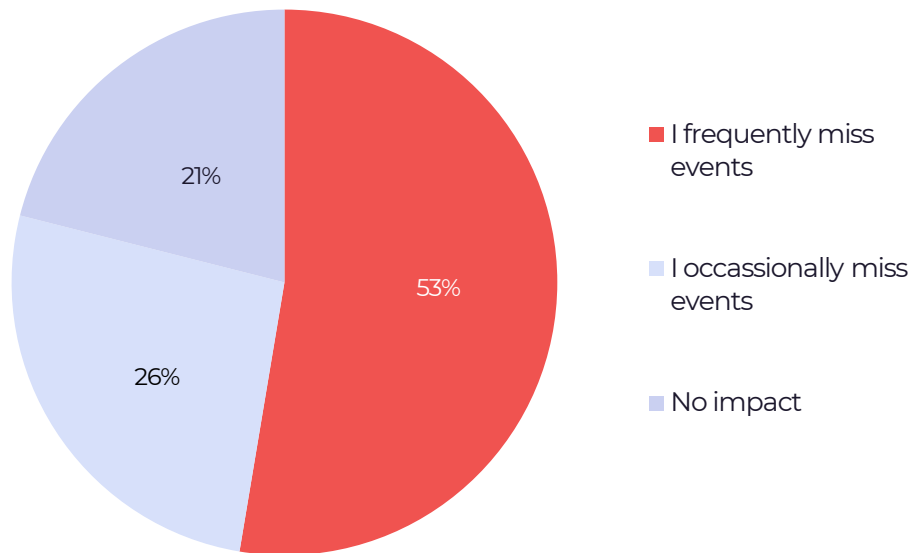


## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- In varying degrees, nearly 42% of all respondents indicate their kidney disorder has had some impact on their job



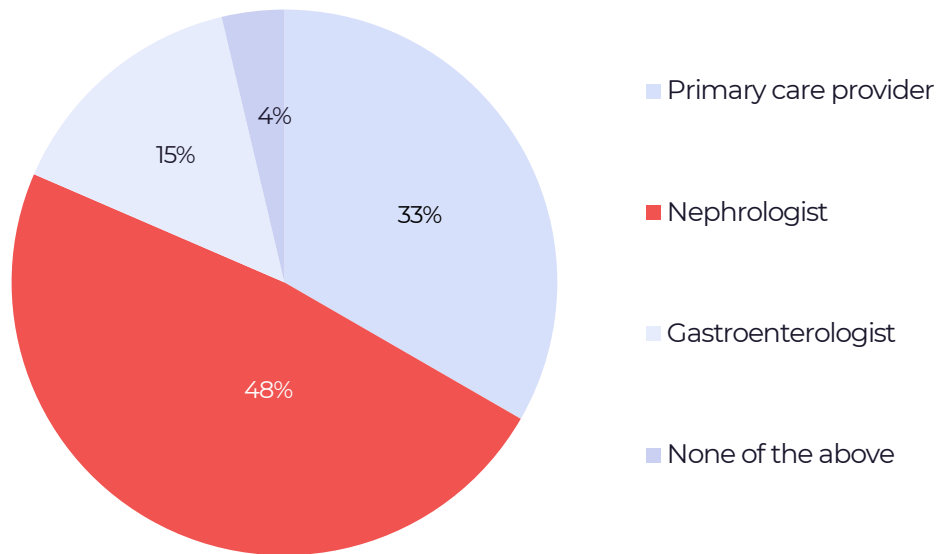
## Does your kidney disorder interfere with your social or family life?



## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- In varying degrees, 63% of all respondents indicate their kidney disorder has had some impact on their social and family life

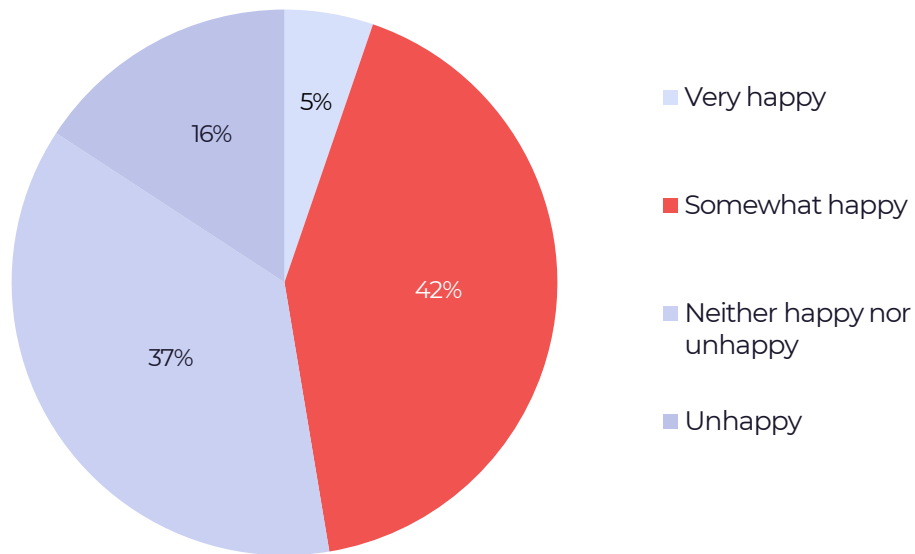
## Are you currently seeing one of the following specialists?



## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- Respondents were asked to check all that apply

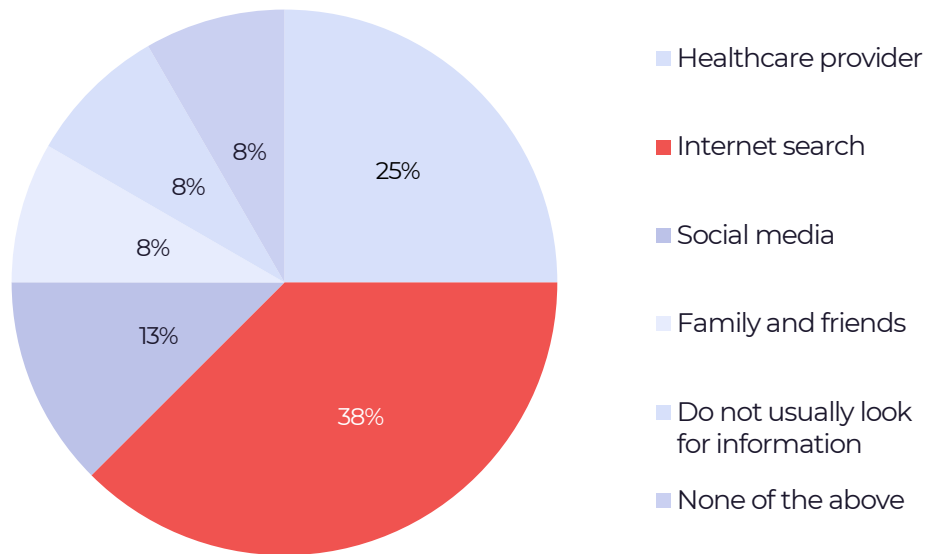
## Are you happy with your current treatment plan?



## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- Only one respondent reports feeling “very happy” about their current treatment plan

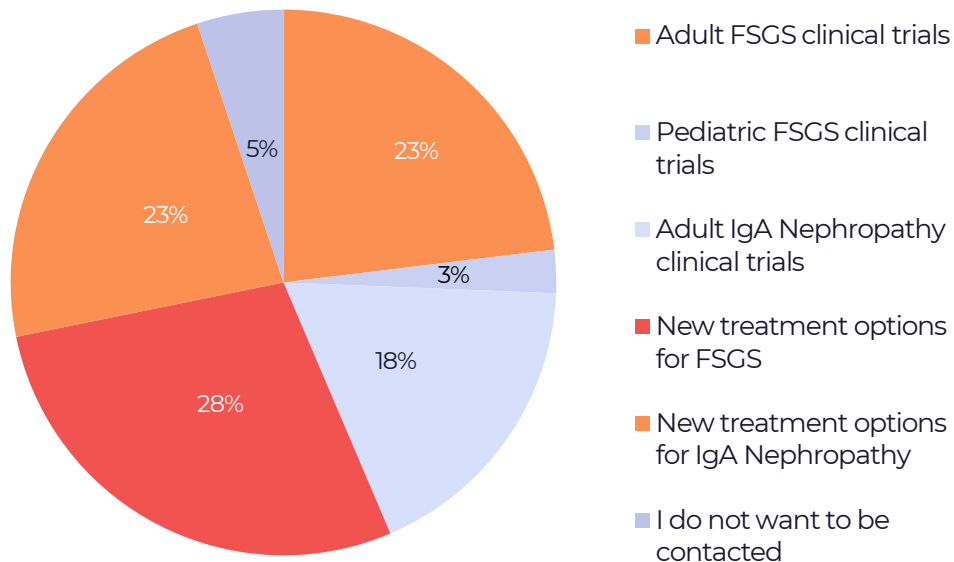
## Where do you primary look for new information about rare kidney disease?



## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- Respondents were asked to check all that apply
- The majority of respondents look for information online via internet searches or social media

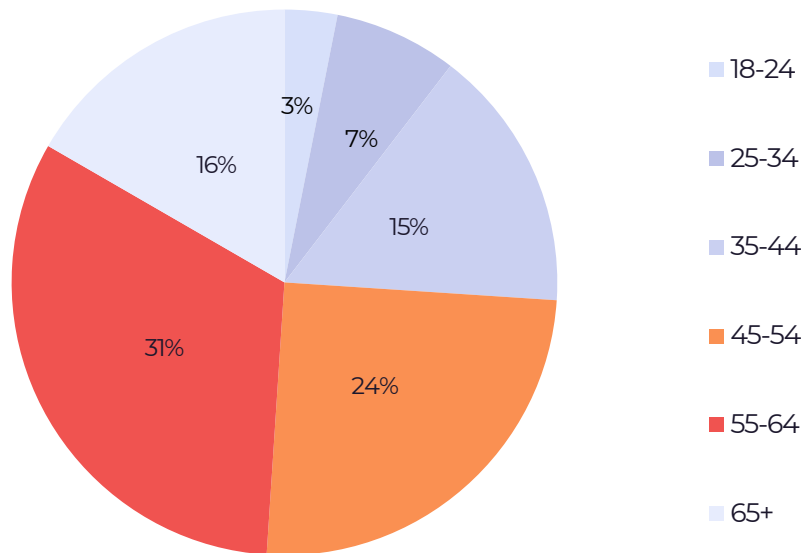
## Would you like to be contacted about any of the following?



## Key Findings

- Data from 19 medically qualified leads
- A medically qualified lead is someone who has FSGS confirmed by biopsy or genetic test and/or IgA confirmed by biopsy
- Respondents were asked to check all that apply
- Overwhelmingly, the majority of all respondents are interested in future communication regarding clinical trials and treatment options

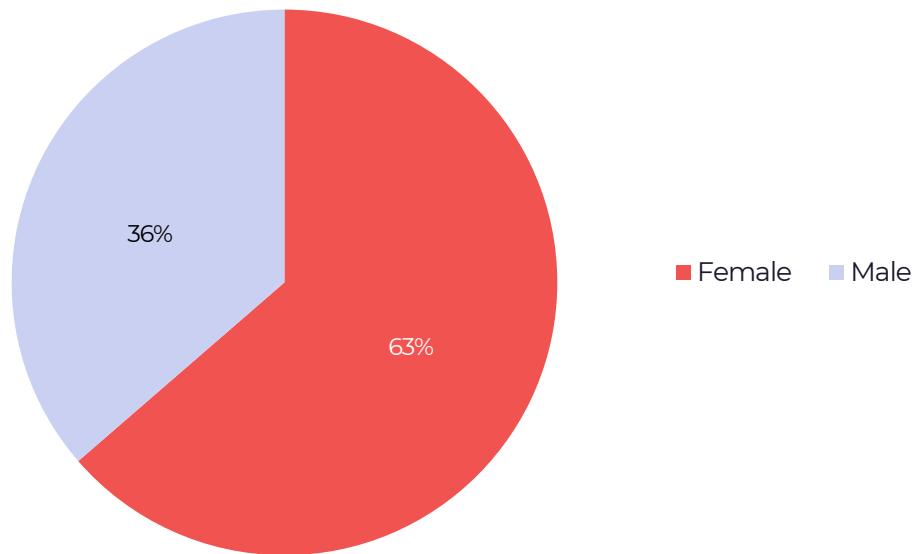
## What is your age?



## Key Findings

- Captured responses from all survey respondents (140 leads)
- 63% of all leads are female
- However, 53% of the 19 medically qualified leads are male
- 96% of all respondents report taking the survey for their self rather than a loved one
- 89% of medically qualified leads report taking the survey for their self rather than a loved one

## What is your gender?



## Key Findings

- Captured responses from all survey respondents (140 leads)
- 63% of all leads are female
- However, 53% of the 19 medically qualified leads are male
- 96% of all respondents report taking the survey for their self rather than a loved one
- 89% of medically qualified leads report taking the survey for their self rather than a loved one



## Profile

- Female / Age 55-64
- Primary FSGS diagnosis
- Diagnosed less than five years ago

## Common Symptoms

- High blood pressure
- Edema
- Foamy urine

She was diagnosed with FSGS less than five years ago, and her diagnosis was confirmed through a biopsy. She does not have diabetes and is not on dialysis.

Her condition negatively impacts her quality of life. She is no longer working because she either quit her job or decided to retire as a result of her kidney disorder. She also frequently misses social and family events.

She is currently seeing a nephrologist but is not entirely satisfied nor dissatisfied with her current treatment plan. She looks for new information via internet searches. She is less likely to be responsive to future communication regarding clinical trials and new treatment options.





## Profile

- Male / Age 55-64
- IgA Nephropathy diagnosis
- Diagnosed one to five years ago
- Most likely has type 2 diabetes

## Common Symptoms

- **Kidney pain**
- **High blood pressure**
- **Edema**
- **Foamy urine**

He was diagnosed with IgA Nephropathy less than five years ago but is unsure of the diagnostic tool used to confirm his diagnosis. He is most likely using ACEI or ARB to treat his IgA.

He is most likely not working, so his condition does not impact his job. His kidney disorder causes him to frequently miss social and family events.

He is currently seeing a nephrologist and is somewhat happy with his current treatment plan. He looks for new information about IgA through internet searches and his doctor. He is very likely to respond to future communication regarding clinical trials and new treatment options.

## Findings

- 83bar can find and qualify patients with rare kidney diseases such as FSGS and IgA Nephropathy, confirmed by a medical diagnosis. 140 unique individuals were attracted to the mobile social ad set and were converted from ad to survey with full completion and form fills within a three-day period.
- **The market research survey confirmed the profile of patients with rare kidney disease.** 22.86% of all survey respondents report having primary FSGS. Of those diagnosed with FSGS, seven report biopsy confirmation and four report confirmation by genetic test. 22.86% also report having IgA Nephropathy. Of those diagnosed with IgA, 11 leads report biopsy confirmation. Patients with these types of rare kidney disorders are likely to experience diminished quality of life. Recurring issues frequently interfere with their career, social events, and family life.
- **Given the highly clinical inclusion/exclusion criteria in clinical trials, utilization of the 83bar Call Center is recommended to further qualify leads and better establish timelines.** Experienced, medically-knowledgeable 83bar patient activation agents can help screen, clarify, and educate prospective patients.
- 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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