

Market Report

# **Recurrent Urinary Tract Infection**

## Objective

- Conduct market research to locate patients with recurrent urinary tract infections (UTI), 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 18+
- Suffering from recurrent urinary tract infections (UTI) or bladder infections
- A recurrent urinary tract infection is defined as three episodes of a UTI in the previous 12 months or two episodes within the previous 6 months



## 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 recurrent UTI and bladder infection

### Facebook Ad Targeting

- Men and Women / Age 18+

### Geo-Target

- United States (Nationwide)

## Process

### Campaign Assets

- Two Facebook ads designed to attract patients with recurrent UTI 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

- 93 total survey submissions
- 69 qualified leads of whom:
  - 65 have a UTI diagnosis
  - 12 have an Interstitial Cystitis diagnosis
  - 4 have a Simple Cystitis diagnosis
  - 1 has a Prostatitis diagnosis



# Attract patients who need treatment

Optimized to ensure high consumer engagement

## Social Media



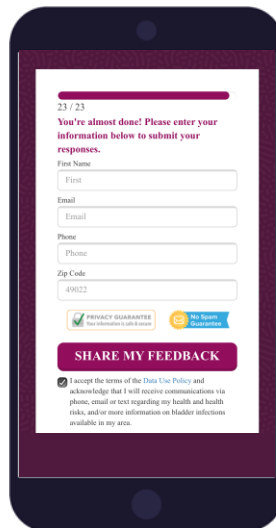
## Landing Page



## 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

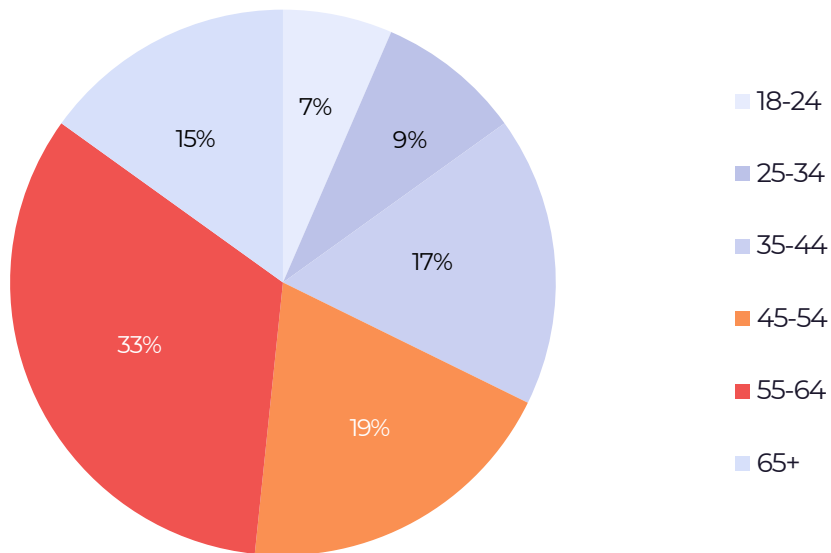
Attract

Engage

Qualify

Collect

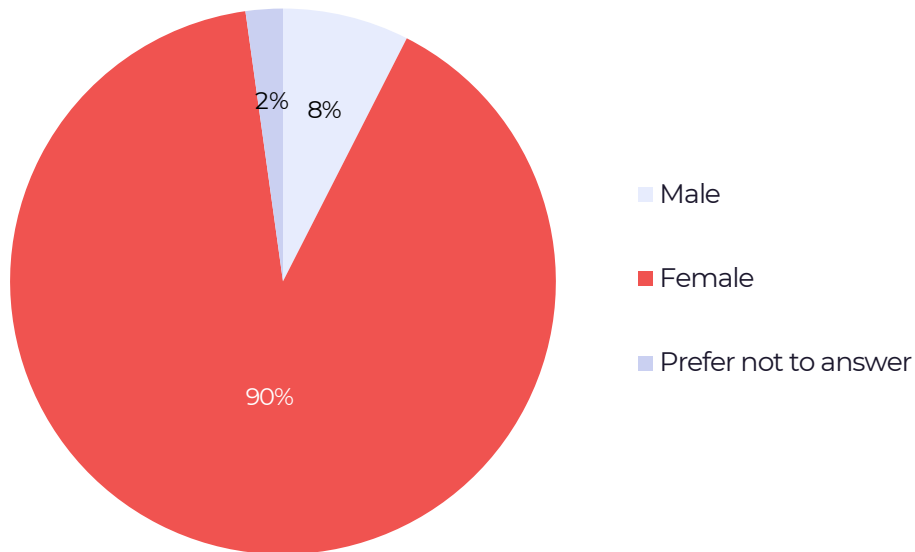
## How old are you?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- 33% of all leads are in the 55-64 year old age group
- 31% of qualified leads with a UTI diagnosis are in the 55-64 year old age group
- Respondents with cystitis were more likely to be in the 45-54 year old age group
- Respondents with prostatitis were more likely to be in the 35-44 year old age group

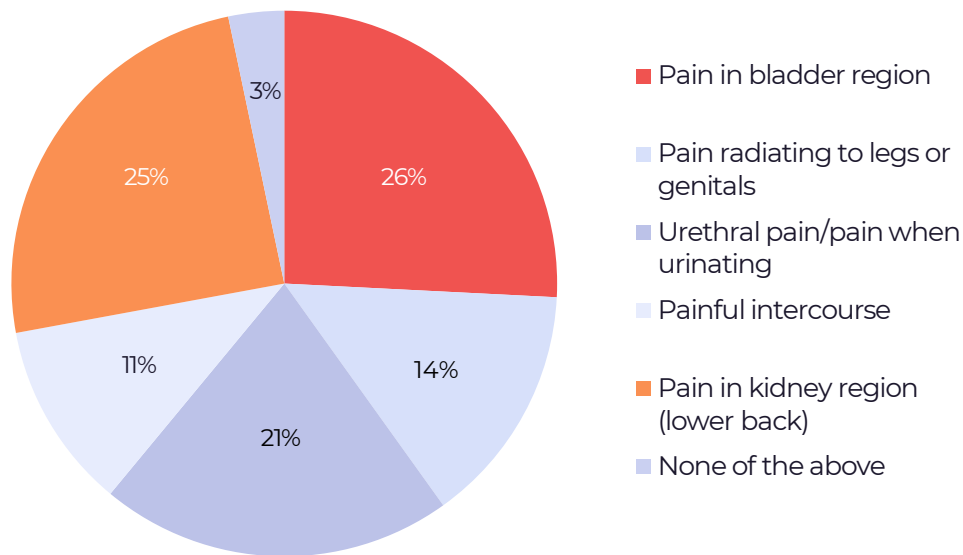
## What is your gender?



## Key Findings

- The graph depicts responses from all leads (**93 respondents**)
- 90% of all leads are female, while 94% of all qualified leads are female

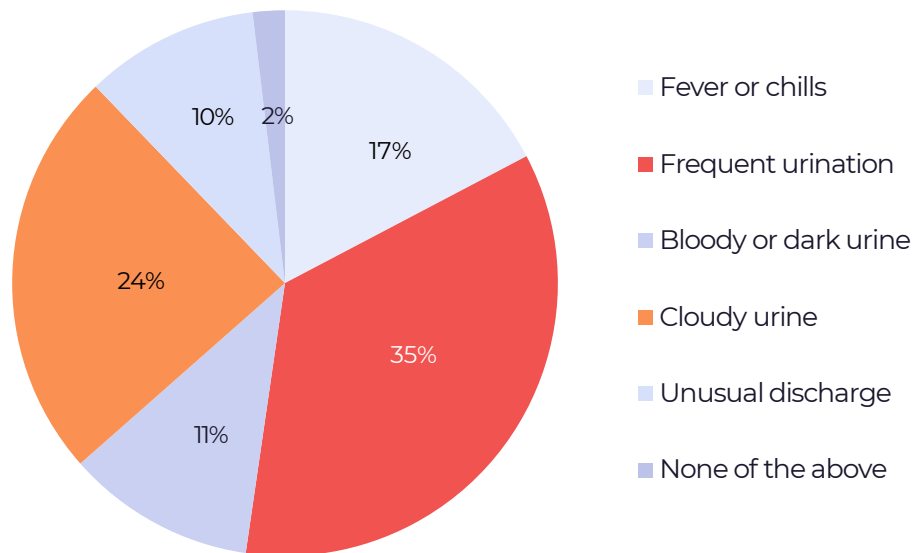
## On average, do you experience any of these symptoms? (Q1 of 2)



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- Leads were encouraged to check all that apply
- Regardless of diagnosis, respondents were most likely to report pain in the bladder region, pain in the kidney region, and frequent urination/urge to urinate

## On average, do you experience any of these symptoms? (Q2 of 2)

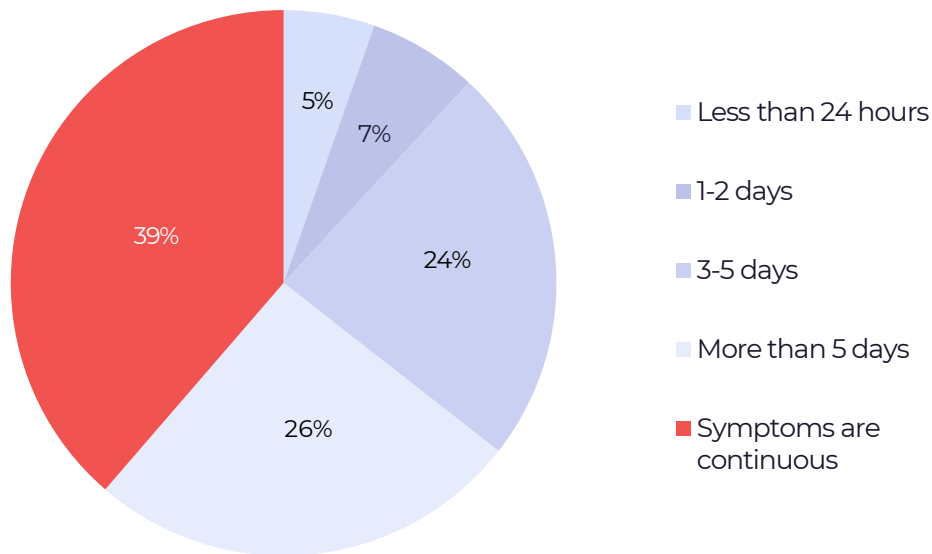


## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- Leads were encouraged to check all that apply
- Regardless of diagnosis, respondents were most likely to report pain in the bladder region, pain in the kidney region, and frequent urination/urge to urinate



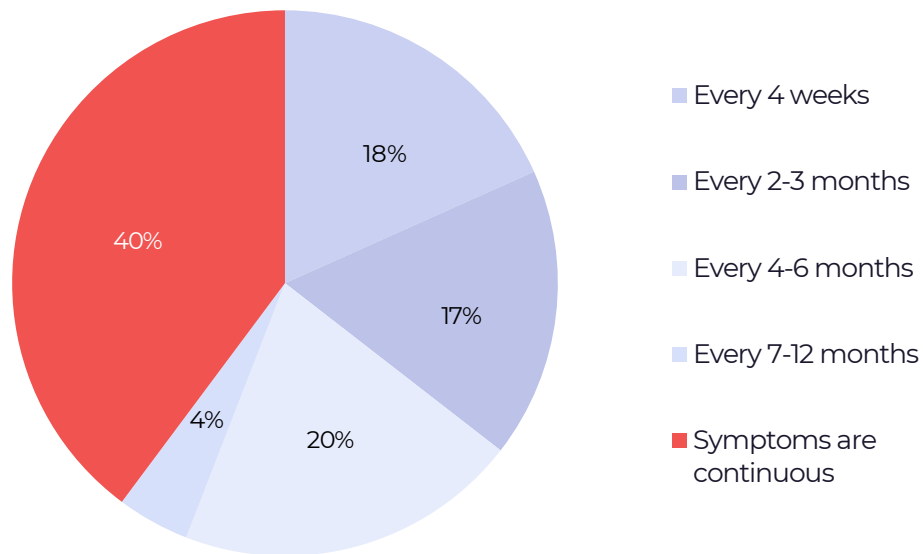
## On average, how long do your symptoms last?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- 38.7% of all leads report continuous symptoms
- Of those not reporting continuous symptoms, respondents were most likely to experience symptoms for longer than five days with infections occurring every 4-6 months
- Regardless of diagnosis, symptom duration and frequency were the same

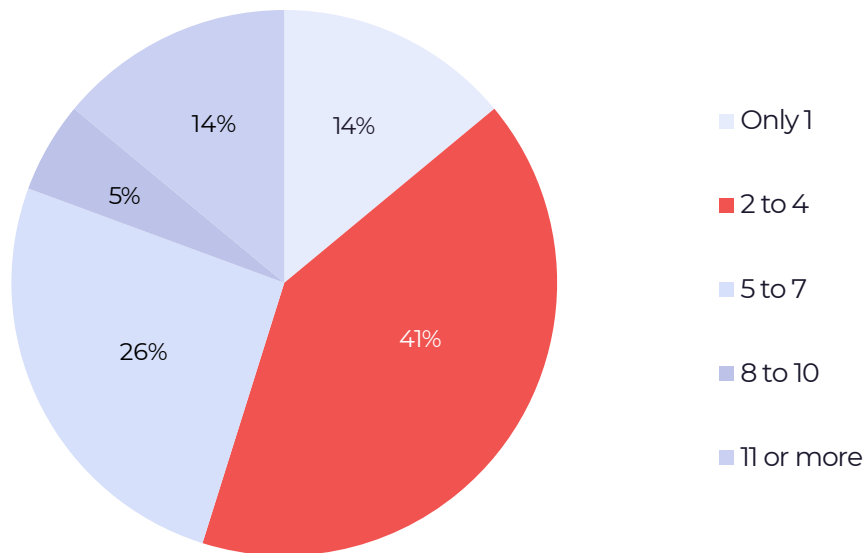
## How frequently do you experience symptoms?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- Almost 40% of all leads report continuous symptoms
- 22% of qualified leads report experiencing an episode every 4 – 6 months
- Regardless of diagnosis, most respondents reported continuous symptoms followed by frequency occurring every 4 – 6 months

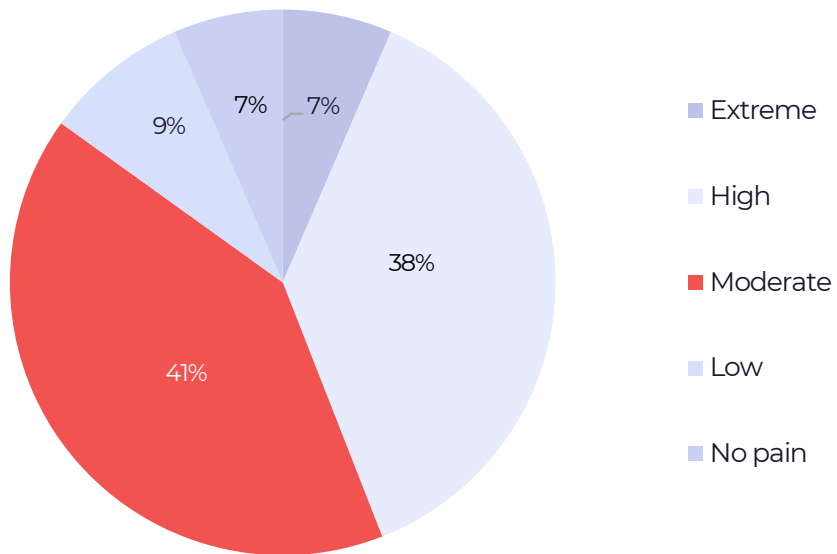
## In the past 12 months, how many infections related to your symptoms have you experienced?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- Almost 41% of all leads, 35 respondents, report experiencing 2 to 4 infections in the past 12 months
- 19 qualified leads report experiencing 5 to 7 infections in the past 12 months
- 4 qualified leads report 8 to 10 infections in the past 12 months
- 11 qualified leads report 11 or more infections in the past 12 months

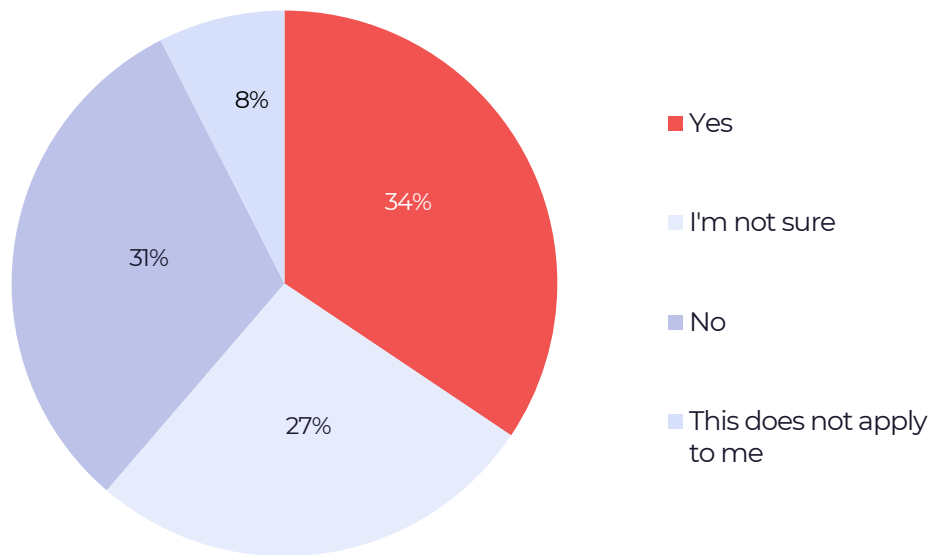
## On average, what is your pain level?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- Almost 41% of respondents report moderate pain
- Regardless of diagnosis, the majority of respondents report moderate to high pain

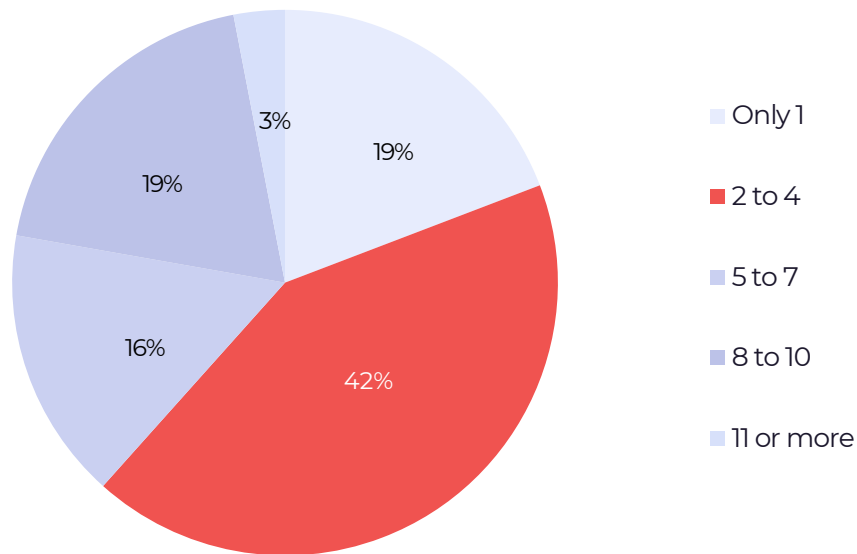
## Do you suffer from recurrent vaginal yeast infections?



### Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- Respondents that answered “yes” were led to question 10
- All other respondents were led to question 11
- Of the qualified leads with cystitis, 50% report experiencing 2-4 yeast infections in the past 12 months

## How many yeast infections have you experienced in the last 12 months?

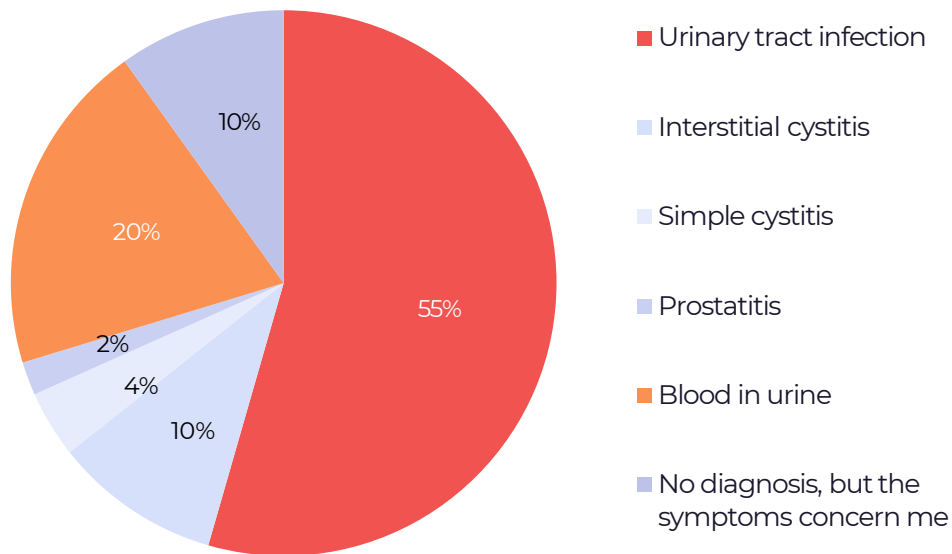


## Key Findings

- The graph depicts responses from respondents who answered 'yes' to question 9
- Only the 31 respondents that reported having a recurrent vaginal yeast infection were shown this question
- 80% of those reporting recurrent yeast infections, 25 respondents say they have experienced two or more in the last 12 months



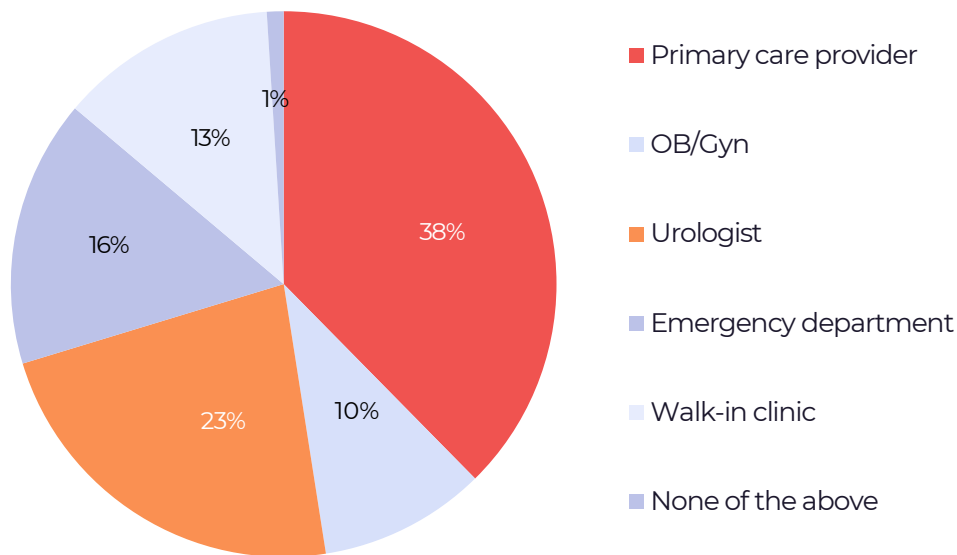
## Have you been formally diagnosed with any of the following?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- Respondents were asked to check all that apply
- Respondents that selected a diagnosis were led to question 12
- Respondents that did not select a diagnosis were led to question 13 and disqualified
- The majority of respondents, 55%, report having been diagnosed with a UTI

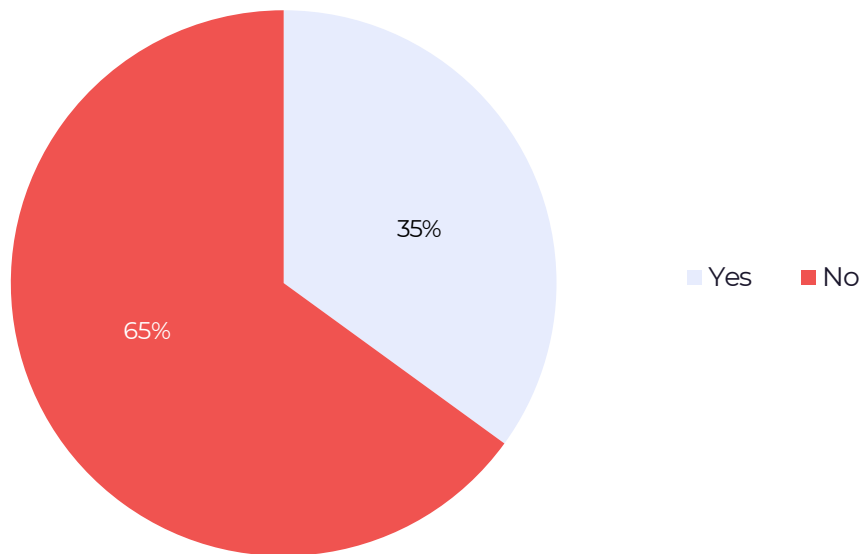
## Did you receive your diagnosis from any of the following?



## Key Findings

- The graph depicts responses from leads who selected a diagnosis in question 11
- Only the 80 respondents that reported a formal diagnosis were shown this question
- The majority of respondents were diagnosed by their PCP
- Respondents with cystitis were more likely to be diagnosed by a urologist

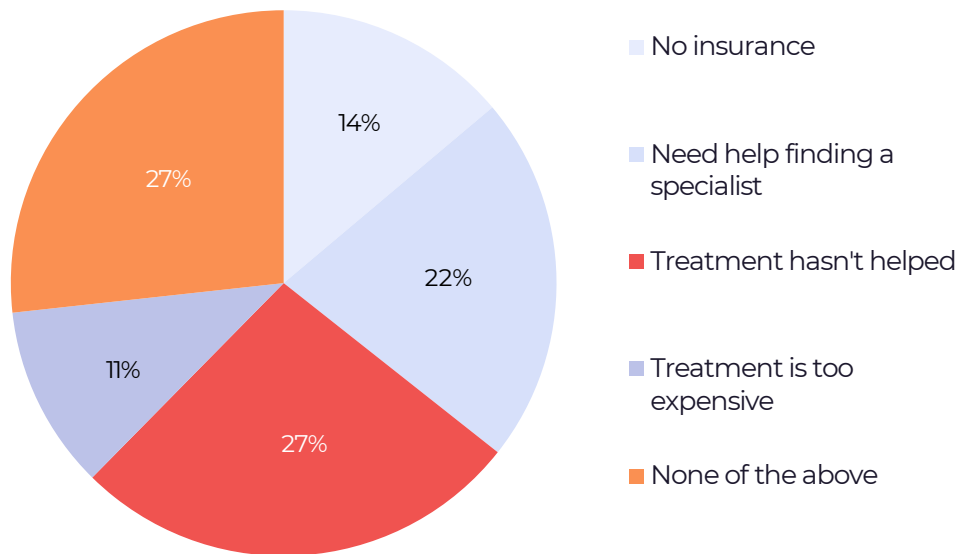
## Are you currently receiving medical treatment for your condition?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- Respondents that are not receiving medical treatment were led to question 14
- Respondents that are currently under the care of a medical provider were led to question 15
- 65% of all leads, 60 respondents are not receiving medical treatment
- 41 qualified leads are not receiving medical treatment

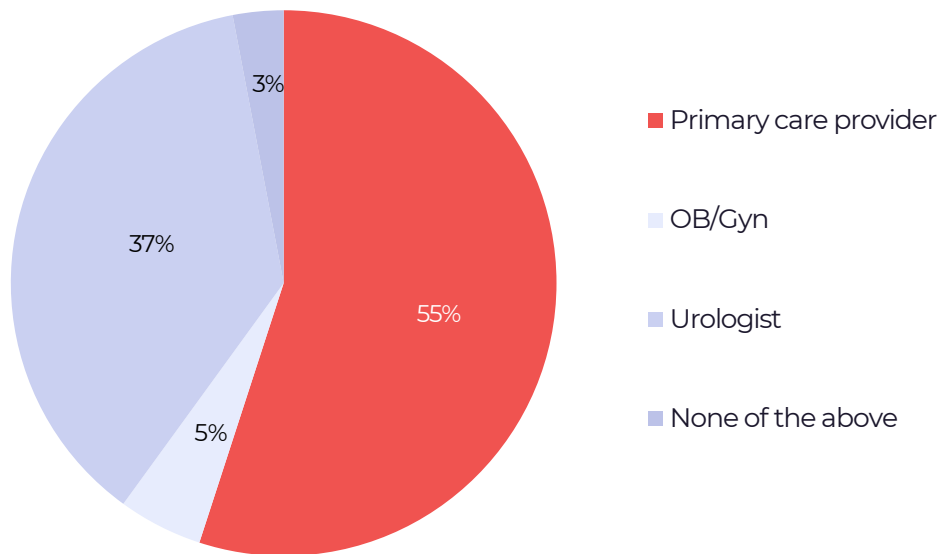
## What prevents you from seeking treatment?



## Key Findings

- The graph depicts responses from leads who said they were not currently receiving treatment based on question 13
- Only the 60 respondents that said they are not currently receiving medical treatment for their condition were shown this question

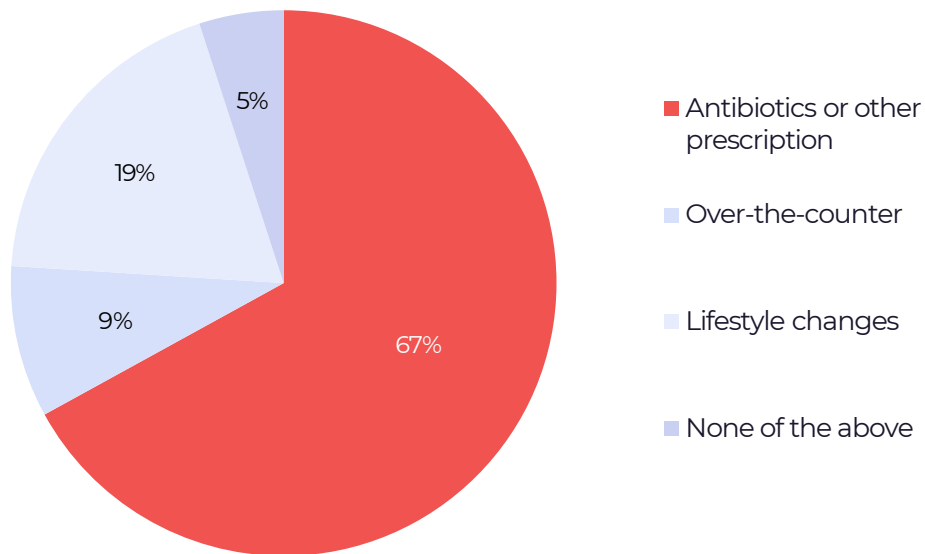
## What type of provider is caring for you?



## Key Findings

- The graph depicts responses from leads who said they are currently receiving medical treatment based on question 13
- Only the 33 respondents that said they are currently receiving medical treatment for their condition were shown this question
- The majority of respondents, 55%, who are receiving treatment for their condition are under the care of their PCP
- Respondents with cystitis or prostatitis were more likely under the care of a urologist

## What is your current treatment plan?

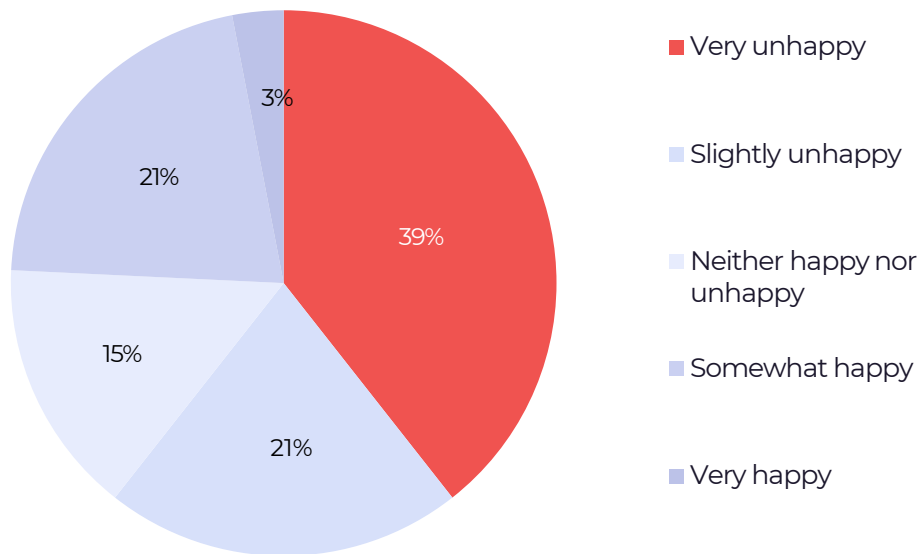


## Key Findings

- Conditional question based question 13
- Only the 33 respondents that said they are currently receiving medical treatment for their condition were shown this question
- 67% of all respondents that are currently receiving medical treatment for their condition are taking antibiotics or prescription medication



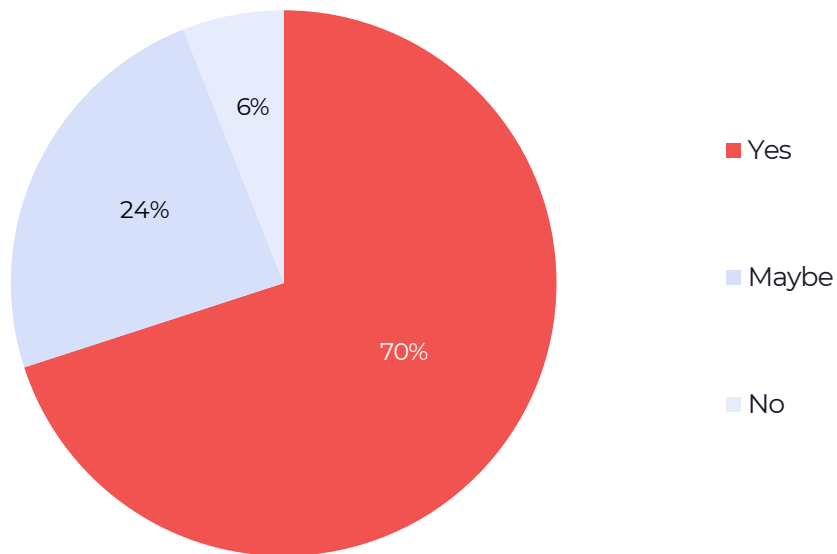
## How happy are you with your current treatment plan?



## Key Findings

- Conditional question based question 13
- Only the 33 respondents that said they are currently receiving medical treatment for their condition were shown this question
- All of the leads (13 respondents) that report feeling very unhappy with their current treatment plan are qualified leads

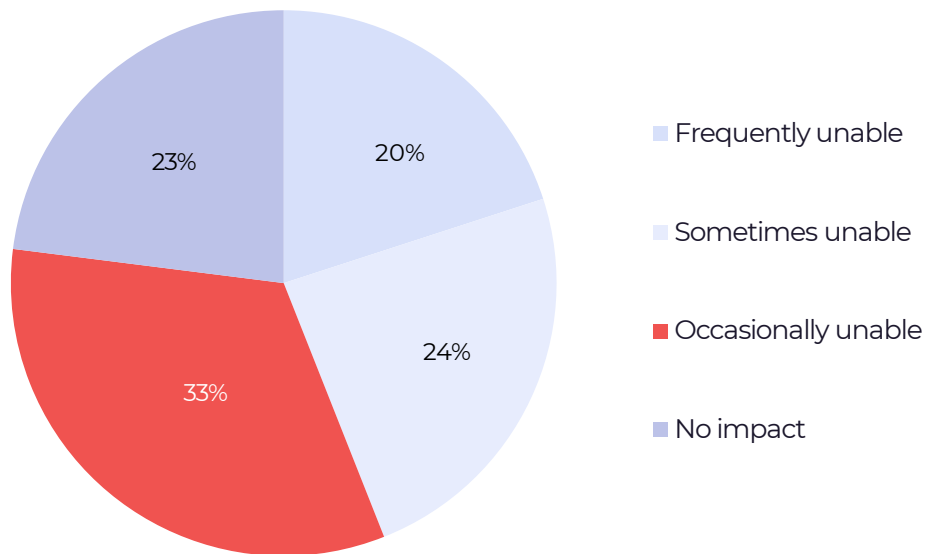
## Are you willing to seek a second opinion from a chronic UTI and bladder infection specialist?



### Key Findings

- Conditional question based question 13
- Only the 33 respondents that said they are currently receiving medical treatment for their condition were shown this question
- 23 respondents are willing to receive a second opinion, 20 of these respondents are qualified leads

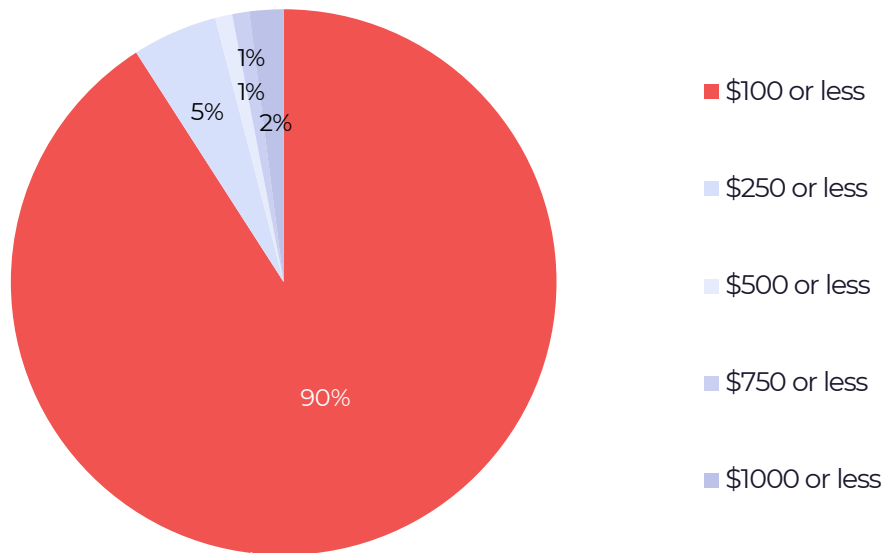
## How has your condition impacted your quality of life?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- 33% of all leads, 19 respondents are occasionally unable to complete daily responsibilities (17 of these respondents are qualified leads)

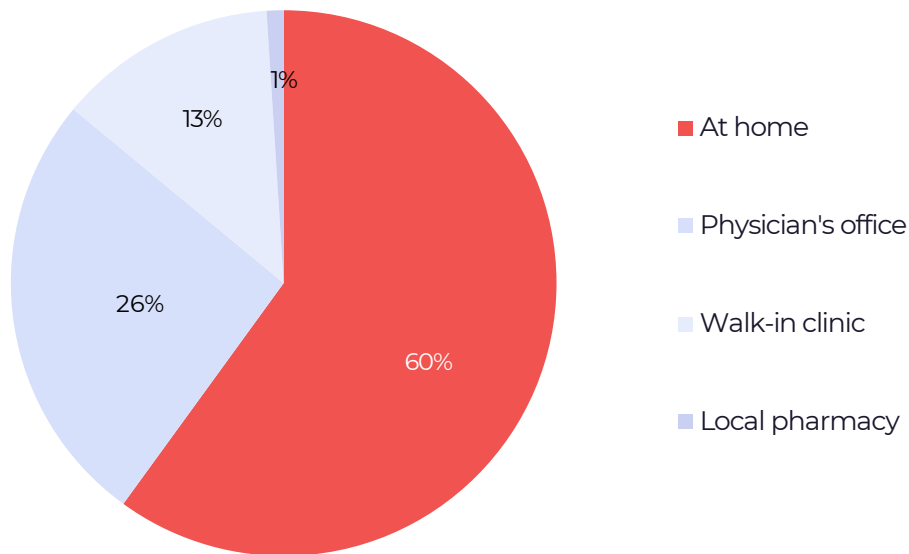
## How much would you be willing to pay for a urine test that could more accurately identify the cause of your symptoms?



### Key Findings

- The graph depicts responses from all leads (**93 respondents**)
- 90% of all leads are willing to pay \$100 or less for a test

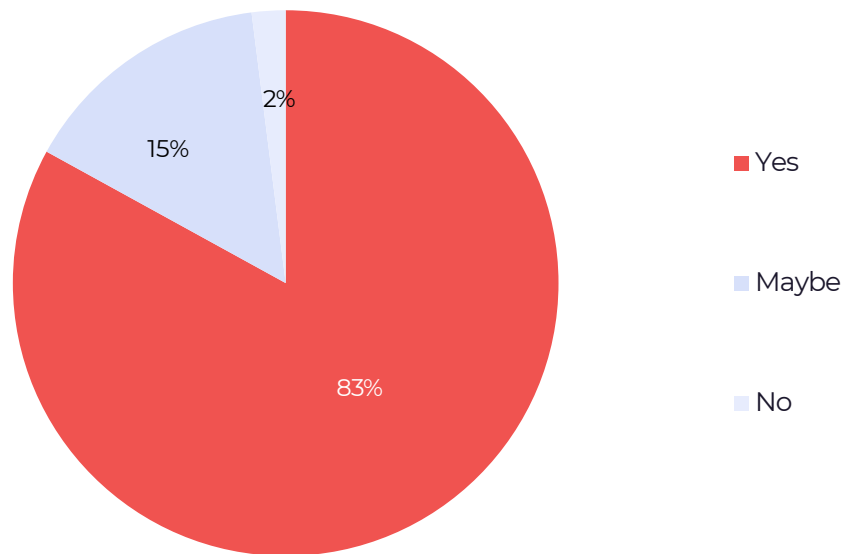
## Where is your preferred location for collecting a urine sample?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- 60% of all leads, 56 respondents prefer to take the test at home

## If we learn about new treatment options in your area, may we contact you?



## Key Findings

- The graph depicts responses from all leads **(93 respondents)**
- 77 respondents are open to future communication, 58 of these respondents are qualified leads





## Profile

- Female / Age 55-64
- Diagnosed with Urinary Tract Infection (UTI)
- Five to seven UTIs in the last 12 months
- Symptoms are continuous

## Common Symptoms

- Pain in the kidney region (lower back)
- Pain in bladder
- Frequent urination
- Pain when urinating

On average, her pain is moderate to high, and she is occasionally unable to complete daily responsibilities.

She is not currently under the care of a healthcare provider because treatment has not helped in the past, and she needs help finding a specialist. She is willing to pay \$100 or less for a urine test and prefers to take the test at home. She is also interested in learning more about new treatment options in her area.

## Findings

- **83bar can find and qualify individuals who suffer from symptoms of recurrent UTI and are highly interested in new treatment options.** Medical and/or graphic imagery proved more engaging than stock people photos, driving more leads to the landing page.
- **The market research survey confirmed the profile of patients frustrated with recurrent UTI symptoms.** 94% of qualified leads are female. 41% of leads experienced 2-4 infections in the past 12 months. 60% of leads receiving treatment say that they are unhappy with their current treatment plan. Majority of leads (83%) are open to future communication about new treatment options.
- **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 recurrent UTI 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  
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