

Market Report

Rheumatoid Arthritis

Objective

- Conduct market research to locate patients with Rheumatoid Arthritis and gauge their interest in working with a health coach
- Utilize Facebook ads to attract leads and direct them to a dedicated landing page and online survey



Campaign Metrics

Ad Targeting

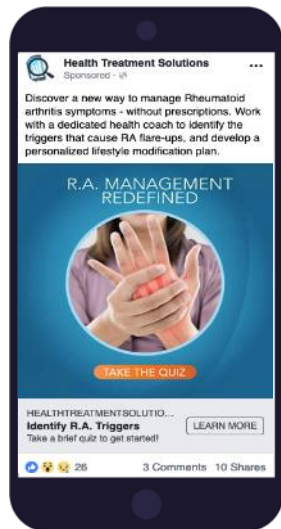
- Women / Ages 30 - 65+
- Geo-Target: United States (Nationwide)

Acquisition Metrics

- 63 total leads or survey submissions
- 40 qualified leads
- \$4.76 average CPL (cost per lead)
- \$7.50 average CPQL (cost per qualified lead)

Optimized to ensure high consumer engagement

Social Media



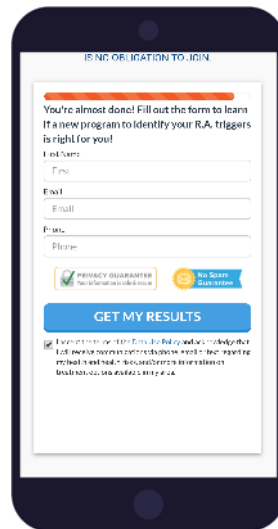
Landing Page



Survey



Submit



Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

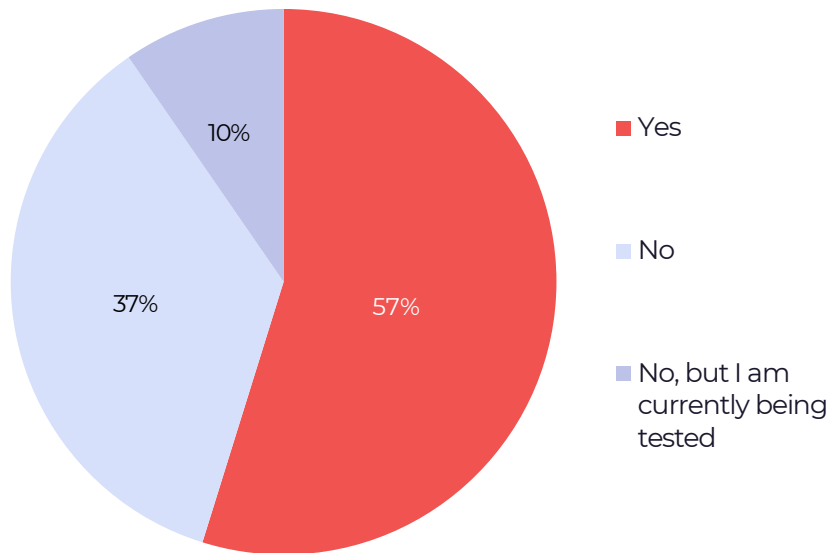
Attract

Engage

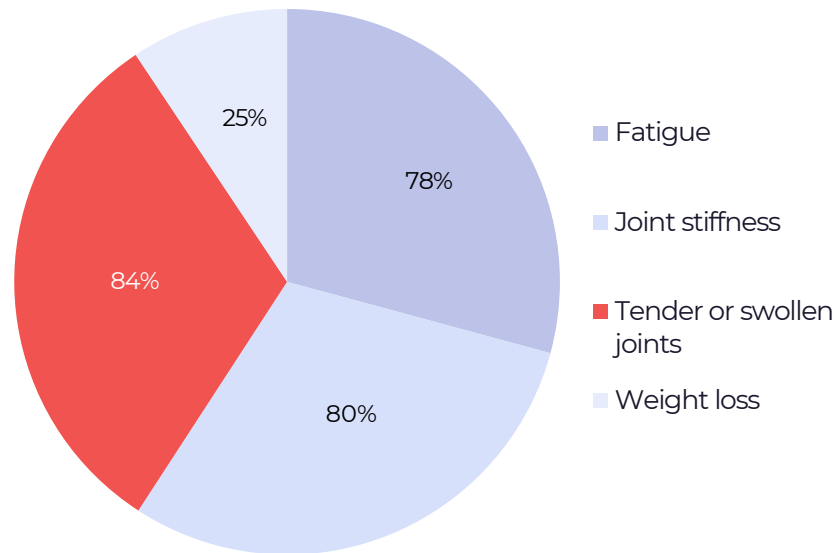
Qualify

Collect

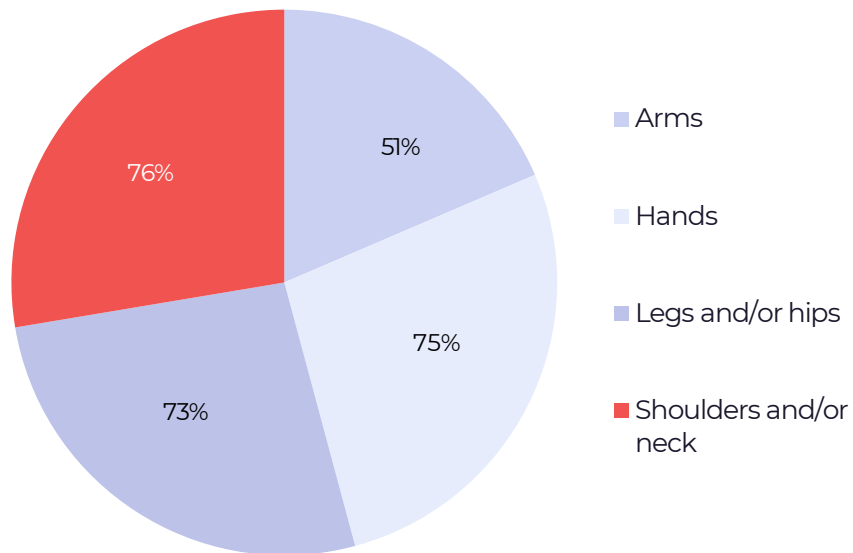
Has a doctor diagnosed you with rheumatoid arthritis?



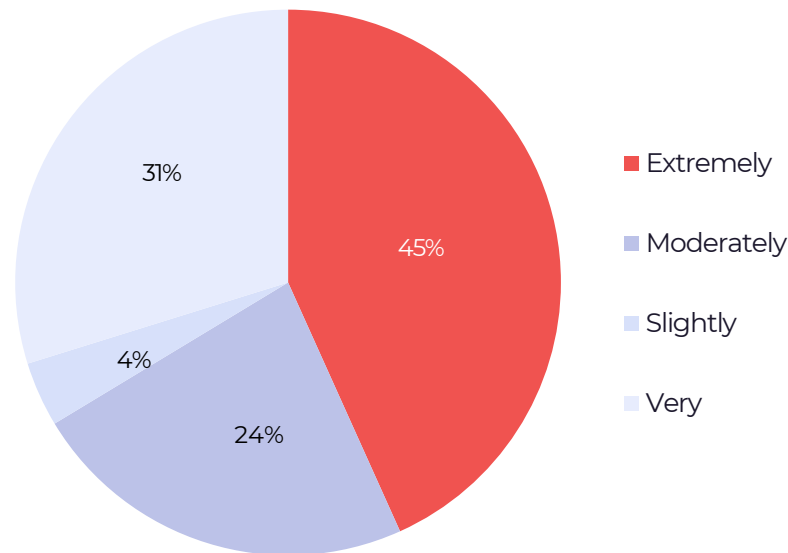
Are you experiencing any of the following symptoms?



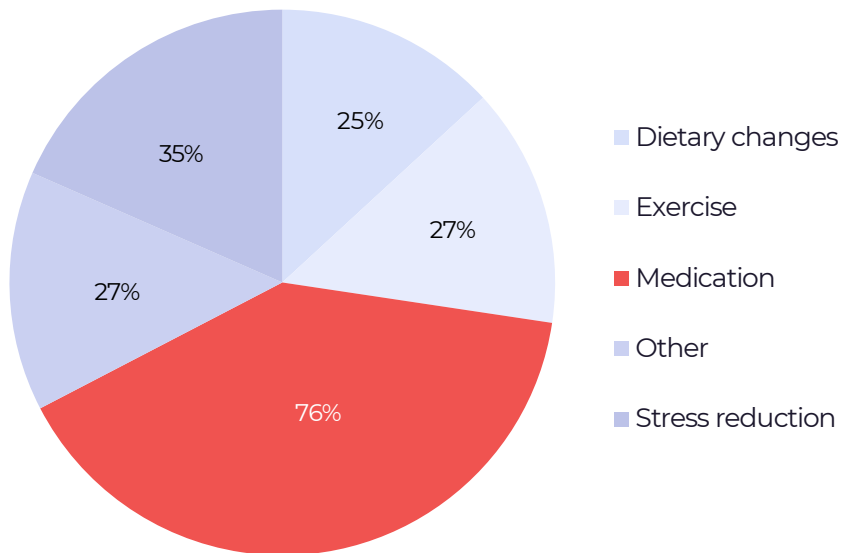
Where are you experiencing your symptoms?



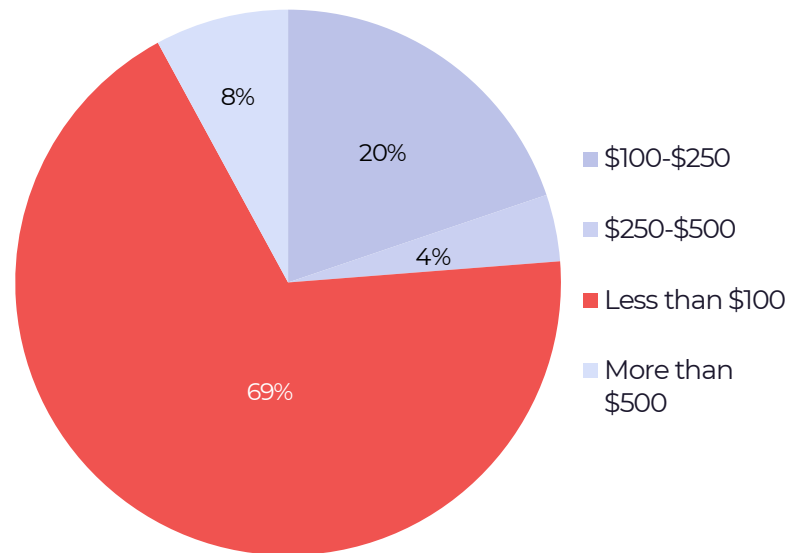
How much do your symptoms impact your daily life?



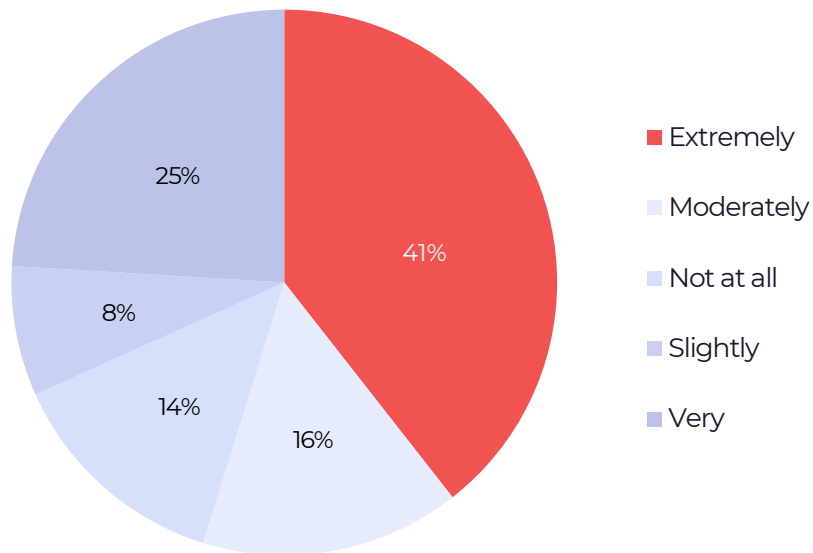
Which methods have you tried to manage your symptoms?



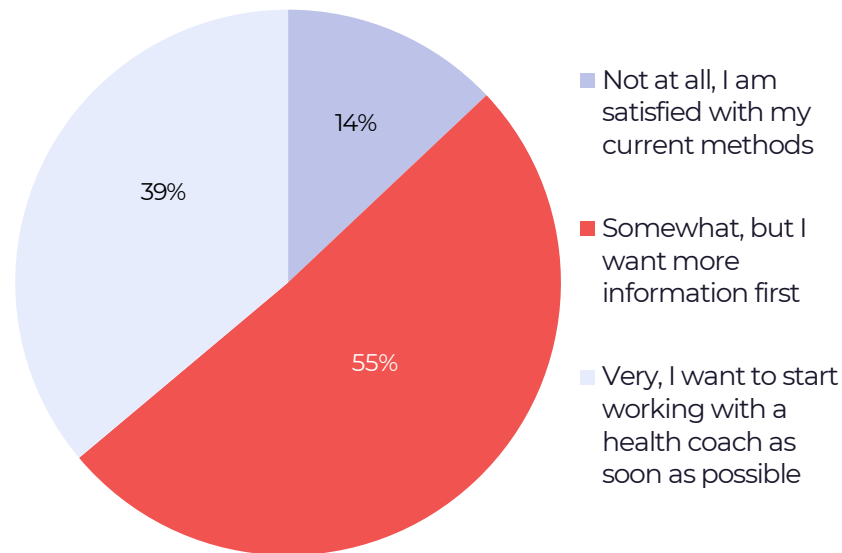
How much do you spend per month on medications and lifestyle modifications?



How dissatisfied are you with your current treatment plan?



How interested are you in working with a health coach who can help you manage your symptoms?



Findings

- Over 66% of respondents have been diagnosed with Rheumatoid Arthritis or are awaiting test results
- 66% of respondents are very to extremely dissatisfied with their current treatment plan
- 40% of respondents have a high interest of working with a health coach
- 41% of respondents strongly believe there is a connection between diet/lifestyle and their symptoms





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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.



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