

Market Report

Uncontrolled Epilepsy

Objective

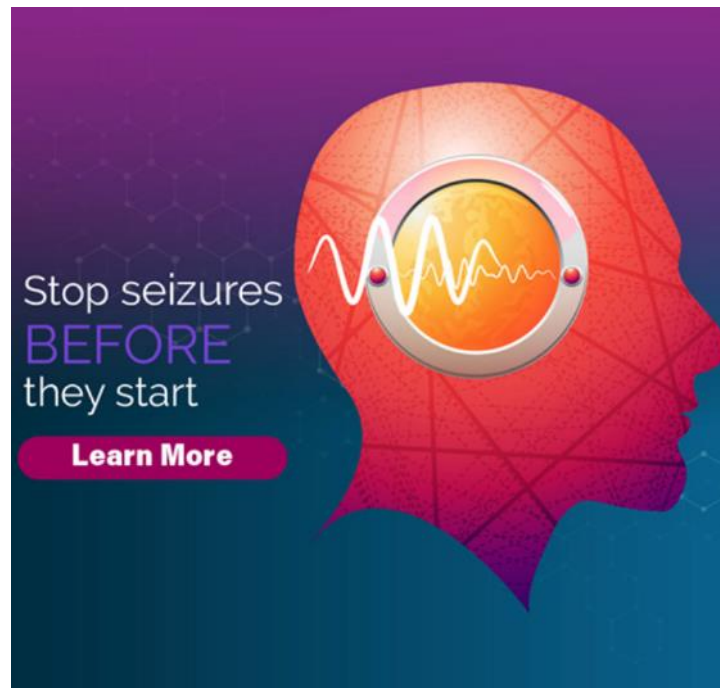
- Conduct market research to locate patients with uncontrolled epilepsy and determine their eligibility and interest in trying responsive neurostimulation (RNS).
- Utilize Facebook ads to attract candidates and direct them to a dedicated landing page and online survey

Campaign Dates

- Ads ran September 1 - 4, 2020
- Targeted men and women, 18+ years old, 50 miles around cities with Comprehensive Epilepsy Centers

Acquisition Metrics

- 66 total survey submissions
- 33 qualified and interested leads





Geo-Target

83bar was able to find leads in all of the following locations after targeting near Comprehensive Epilepsy Centers so that these patients would have access to RNS treatment. Leads are spread out across the U.S., with the majority coming from areas around the East coast.

Criteria

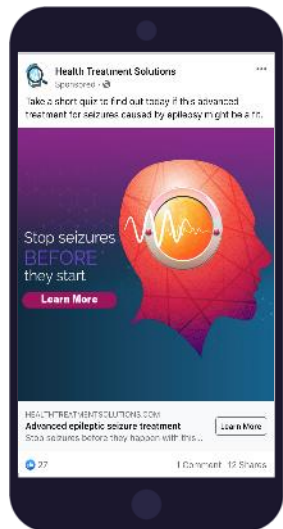
- Age 18+
- Diagnosed with epilepsy
- Have tried at least two anti-seizure medications but still suffer from seizures
- Have focal epilepsy
- Interested in advanced treatment
- Willing to be contacted



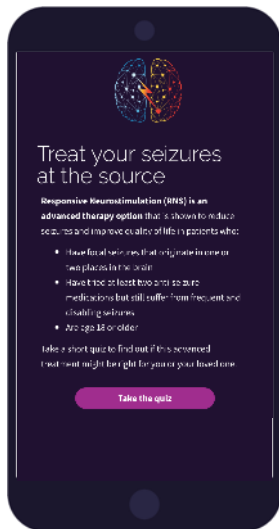
Attract patients who need treatment

Optimized to ensure high consumer engagement

Social Media



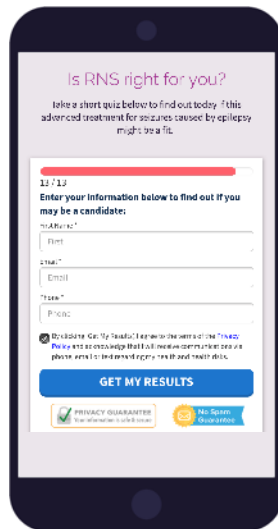
Landing Page



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

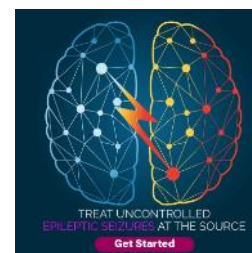
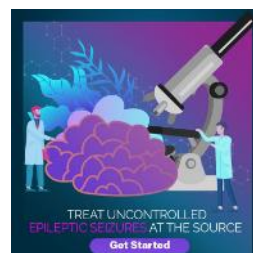
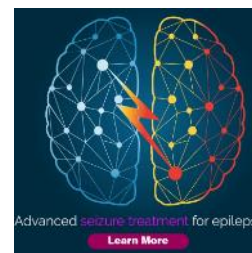
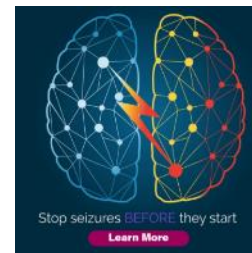
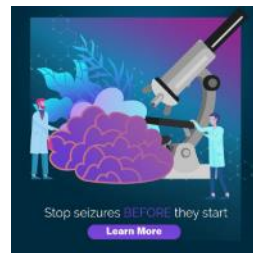
Qualify

Collect

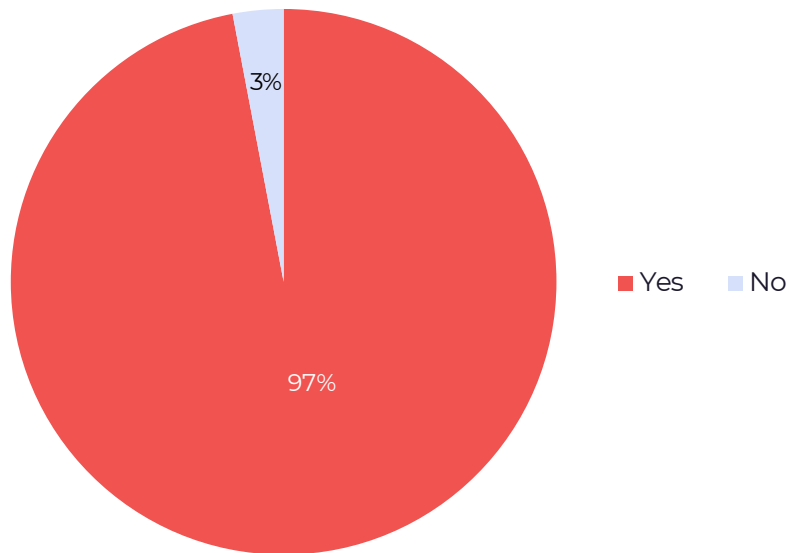
Process

- Nine Facebook ads that point to one unique landing page with an embedded survey
- Three graphics were used with three copy variants
- One market research survey designed to connect with patients who have epilepsy and could be candidates for an advanced treatment
- Two unique thank you pages with qualified and disqualified language and links to educational websites
- The ad images featured seizure and epilepsy-related imagery designed to quickly resonate with the patient population

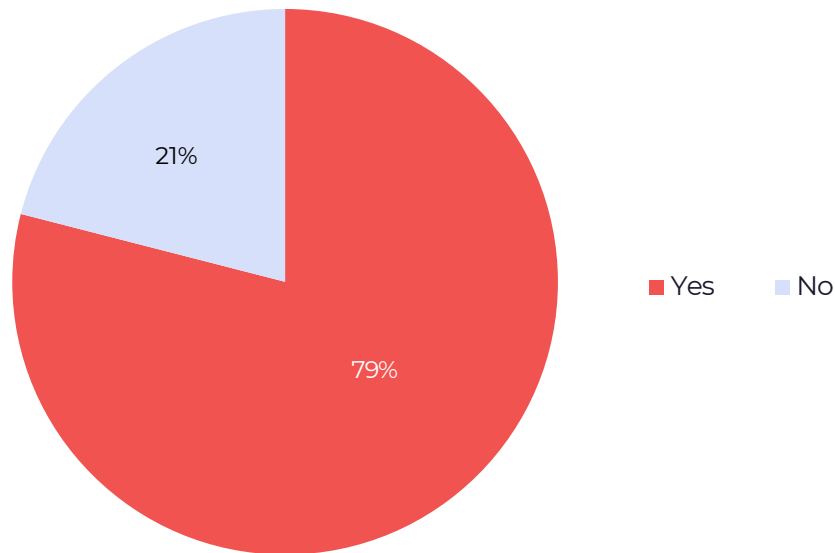
Image Assets Tested



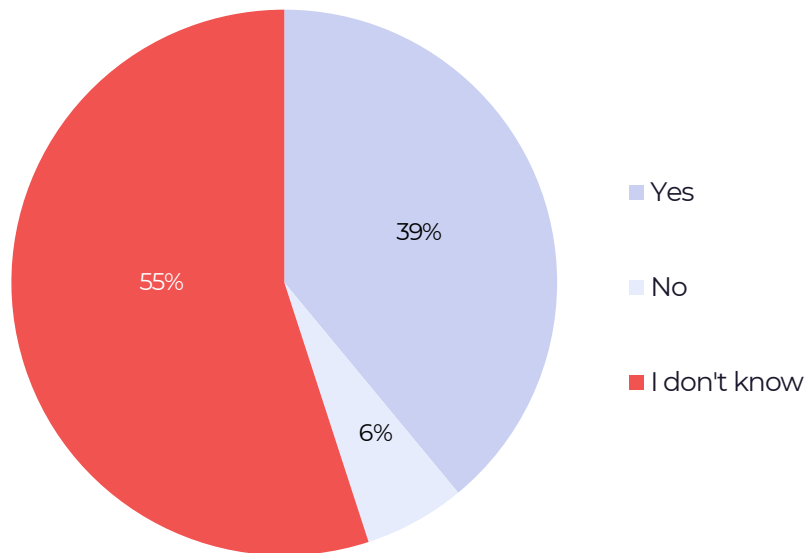
Have you been diagnosed with epilepsy?



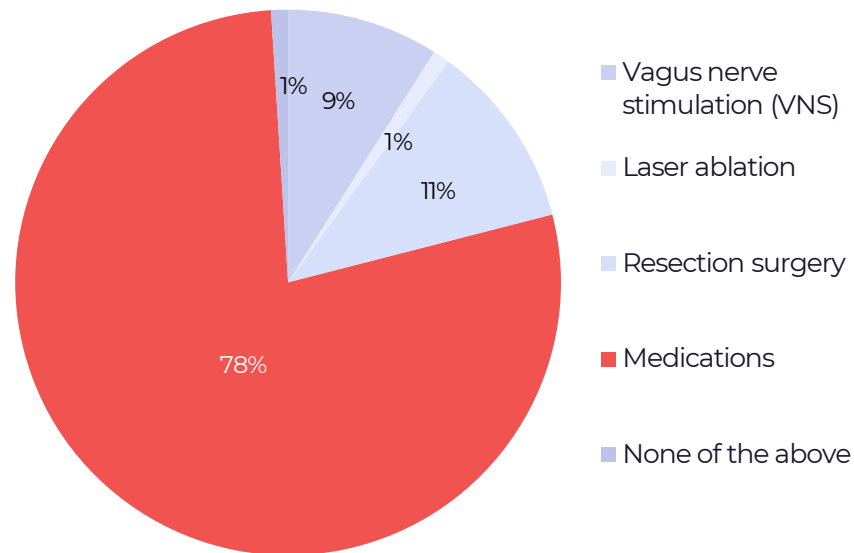
Have you tried at least two anti-seizure medications but still have seizures?



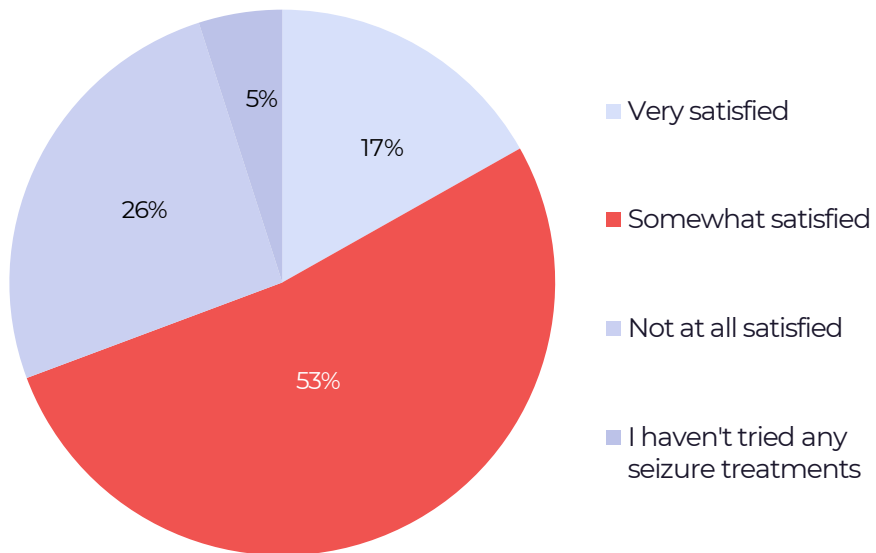
Do you have focal epilepsy (epilepsy that starts from one or two locations in the brain)?



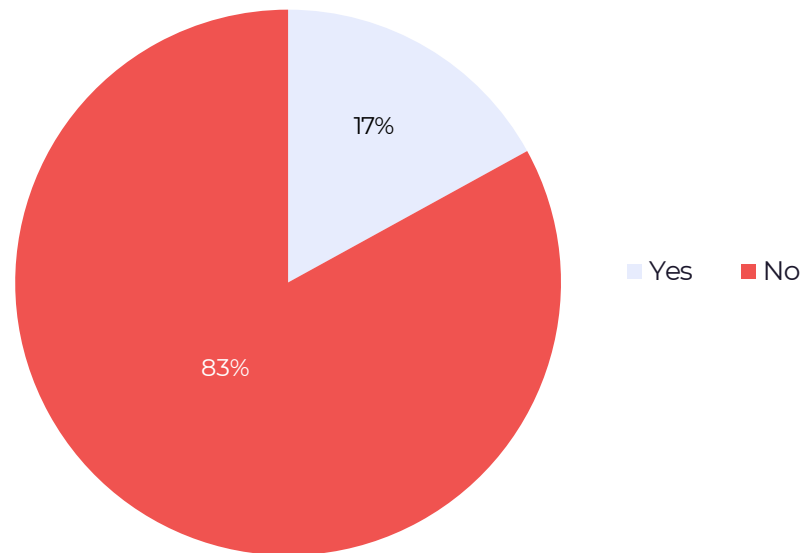
Have you tried any of the following seizure treatments?



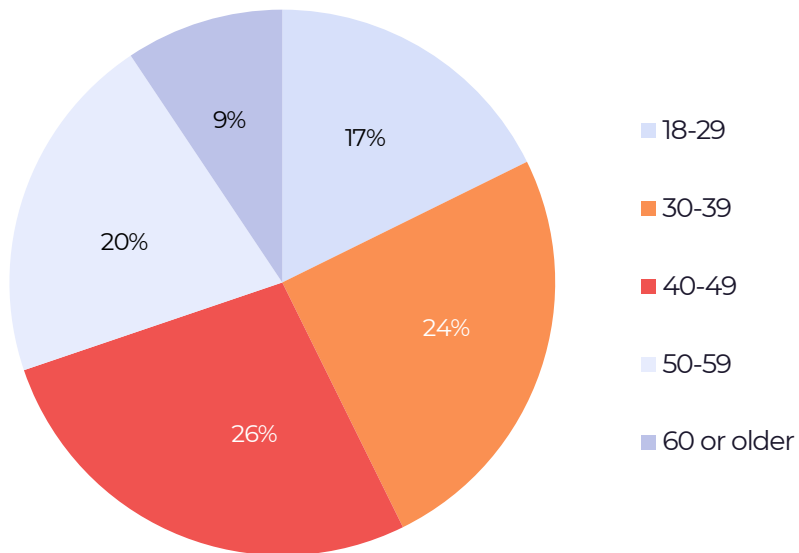
How satisfied are you with the treatments that you've tried?



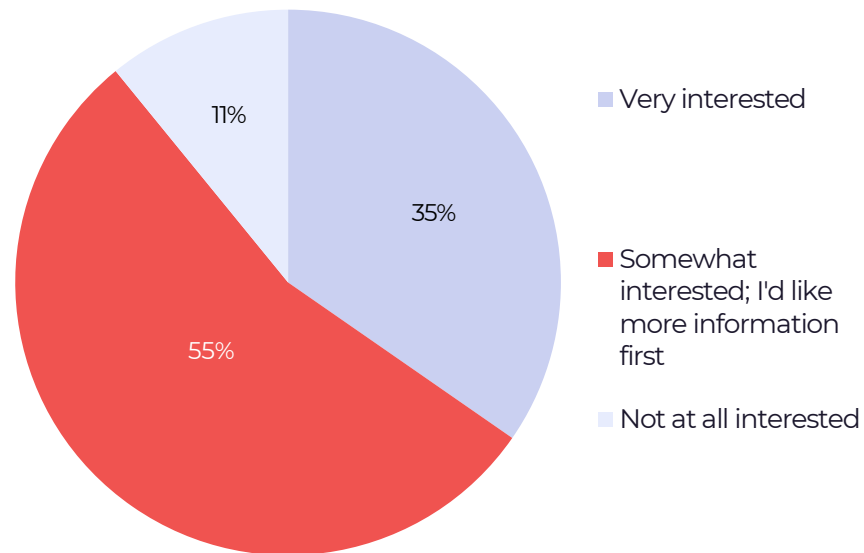
Have you previously heard of responsive neurostimulation (RNS System)?



How old are you?



How interested would you be in an epilepsy treatment of an implanted device that may help stop seizures?



Findings

- **83bar can identify and activate motivated patients with epilepsy who have tried at least two medications.** 97% have been diagnosed with epilepsy and 79% have tried at least two anti-seizure medications, showing ability to reach intended patient population. 89% are interested in an advanced treatment and over 70% are willing to be contacted to discuss options, indicating interest in learning more and taking the next step.
- **Leads are only somewhat satisfied or not at all satisfied with the treatment they've tried.** Only 17% of respondents are very satisfied with the treatment they've tried. The majority are not happy with medications and are motivated to seek new options. The most common treatment tried besides medications is resection surgery.
- **Most leads are unaware of the RNS System.** Only 17% have heard of responsive neurostimulation before. Generating brand awareness and patient education on RNS treatment would be beneficial to produce a lift in implants.
- **Our 83bar Call Center can be utilized to further qualify for and explain how the RNS System works.** Our patient education specialists will be able to help determine if leads are good candidates for this procedure and explain the benefits or what to expect, so we pass along patients that are fully educated and ready to move forward with treatment.

Contact Details

- Contact information collected for 66 total leads (33 qualified)
- 83bar can find leads located near epilepsy centers who may be candidates for RNS treatment
- These leads are willing to take an online survey and are willing to be contacted
- In four days, 66 leads were willing to share their health history and information, and activated to take the next step and learn more about an advanced treatment



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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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